



How Gokaldas manages efficiencies with 46 Factories?

CUSTOMER CASE STUDY

Gokaldas Exports

Company Profile

- › India's largest exporter and manufacturer of apparel products
- › Manufactures men's, ladies, children's wear for Global Brands
- › Headquartered in Bangalore, India and listed on the Bombay Stock Exchange
- › Employs over 47,000 people across 46 factories

The Need

Ability to grow the business and scale efficiently. The need for real-time centralized information to control and monitor multi-locational factories and operations.

We evaluated the top ERP products available globally & found WFX to be the **best fit & value-for-money for apparel**



Gautam Chakravarti
CEO - Gokaldas Exports



Prior to WFX, GE's operations from order management, procurement to shipment were managed via disconnected excel sheets and teams were working in 'islands' due to limited integration between departments. With GE's large quantities of orders and multiple warehouses, it took 7 days to order materials once buyer orders were confirmed. These long lead times in material planning meant that actual production day available for manufacturing were squeezed resulting into delivery delays and charge back from customers. The need was for quicker processing of information, bringing everyone from merchandising to factories including suppliers on a single integrated platform to enhance business control.

The Solution identified- an integrated Fashion Business Solution

In 2001, WFX ERP solution was implemented across the company's offices and factories. Merchandisers, production personnel, warehouses, and managers were connected via the WFX solution. The web-based nature of the application made deployment quicker and easier than traditional systems due to familiar browser-based look and feel that users are used to. Each GE location was able to "go-live" in weeks as all a location needed was an Internet connection and training on WFX of their specific business functions.

GE implemented the following Functions

- **Central Product Library:** All Collections, styles, are created and entered in the system along with budgeted costing (full web PDM functionality).
- **Bill of Material:** BOM is created for each style with budgets and costing. The BOM is processed against all Buyer Orders (also entered in the system). Following which an MRL (Materials Requirements List) is generated across all orders and styles.
- **Inventory Control:** The MRL is checked electronically against multiple off-site warehouses and stores to check if any in stock materials (trims, fabrics etc) can be used. Including those materials for which bulk POs have been made but not received. Purchase Orders to fabric and trim suppliers are automatically generated through the WFX solution and sales & purchases are linked with Accounts
- **Supplier Portal:** GE's worldwide vendor base log into the WFX solution through secure and individual user name and passwords to download specs and Purchase Orders.

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- › **Production:** Material dispatches and Process Orders are generated (dying etc) with tools to manage sub-contracted items. Production Orders are generated and after Factory Capacity Planning, details are sent to the factories to cut, stitch, & finish garments. Activities are monitored via WFX by factory managers & merchandisers.
- › Workflow tools capture activities and send alerts and reminders to personnel if events fall behind schedule.
- › Centralized information reporting. Head office personnel including account managers can run real-time status reports on any order or style and analyze data.
- › Integrated budget vs. actual tools to analyze effectiveness of employees and manage P&L per department.

Business Benefits

- › Savings of USD 2 million unlocked due to better stock utilization and reduction in wastage. Inventory and warehouse management have been automated so in-stock merchandise is fully utilized.
- › Reduced raw material ordering time by 85% (from 7 days to 24 hours)
- › Increased employee productivity and ability to monitor employees work-load and efficiency.
- › 40% Improved work efficiency levels as merchandisers can process more orders in the same working hours.
- › Instant access to information. Real-time status of styles/orders can be accessed in seconds versus hours and days it used to take to collate information from different people and format into spread sheets.
- › Reduction in charge-backs due to higher on-time deliveries.
- › Quicker reaction to business changes and improved customer service. Changes in product or orders create instant notifications and reduce errors.

Gokaldas Exports runs WFX across 830 users to manage processes from orders to fulfillment.