

CLOCKSPEED 2.0: CASE COMPETITIONS

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CORE ISSUE

Demand Fluctuation

Lead time fluctuation

IDENTIFIEND PROBLEMS AT EACH STEP OF PRODUCT LIFECYCLE

(Supplier)

SUPPLY CHAIN PROCESS

(Customer)



**Material
Suppliers &
Production**



**Distributor &
Warehouse
Management**



**Sales &
Marketing**



**Customer
Satisfaction**

- **High turnaround time** of 1 month
- **Instability of production** during high demand season
- **Capacity issue** during high demand & low demand
- Irregularity in activity leading to **longer lead time**
- **High dependency** on one supplier

- **Monopoly of only two distributors** partners for distribution
- Inventory management
- Low Scheduling frequency
- Inappropriate forecasting
- Not Keeping up with the **change in fashion** with time

- **No presence** in other ecommerce aggregator
- **Low penetration in digital media**
- **Lack of presence in social media**
- **Influencer marketing missing**
- Seasonal sales & marketing campaigns
- Regional sales offers according to occasion & trend

- **No feedback** from **online customers**
- **Slow feedback system** in retail stores leading to high turnaround time
- Market Research on which trends customer gets attracted to on basis of time spent on website.
- Lack of data analytics on spending behavior of customers.

Supply Chain Strategy

Short Term Strategy & Output

INVENTORY MANAGEMENT

- Real-time inventory tracking with data analytics for better communication between supplier & brand
- Inventory quantities decision based on trends

SCHEDULING

- To improve the turnaround time on production & distribution to warehouse from 1 month to 7 days
- Distribution of product from warehouse to retail stores to 3 days instead of weekly

DISTRIBUTORS

- Increase number of distributors from 2 to 4 region wise
- Assign different distributors for supply from manufacturing unit to warehouse & warehouse to retail

STUDY

- **Network study**

Mid-Term Strategy & Outcome

DISTRIBUTORS

- Increase number of distributors City wise
- Real time data tracking of demand city & merchandise category wise to maintain the transparency in the supply chain
- Incentivizing distributors with high performance.

Warehousing

- Increasing warehouses to reduce supply lead time
- **Increasing supply frequency** of delivery to retailers

Long-Term Strategy & Impact

OWNING DISTRIBUTION CHANNEL

- Having own distribution channel & logistic partners

Short Term Strategy & Output

SMART FORECASTING

- Integrating AI & ML to make decisions on purchasing, marketing & stocking
- Visual search to predict trend through social media
- Instagram hashtag scanner to predict rise or fall of trends

QUICK TURNAROUND TIME

- Quick response & ready to be with design as per the market needs with analysis from previous month sales
- Instead of creating trends work with what is available with reach of manufacturers

INVENTORY MANAGEMENT

- Real-time inventory tracking with data analytics for better communication between supplier & brand

SMALL BATCH PRODUCTION

- Production in small lot so that if a particular fashion is out of trend then they will be in safe zone
- If a particular trend picks on then they can produce more

Mid-Term Strategy & Outcome

HYBRID MANUFACTURING

- Hybrid Manufacturing-Including Lean & Just in Time into Supply Chain
- Including Agile system to improve the design creation, approval & production to 7 days instead of 1 month
- Agile system will lead to scope of improvement on the basis of demand. Ex- If particular color is more demanding then same color can be produced more out of the available options

NEW PRODUCT LINE

- When the demand is low switch to production of mask, or seasonal demands like blankets, jackets to utilize the idle time

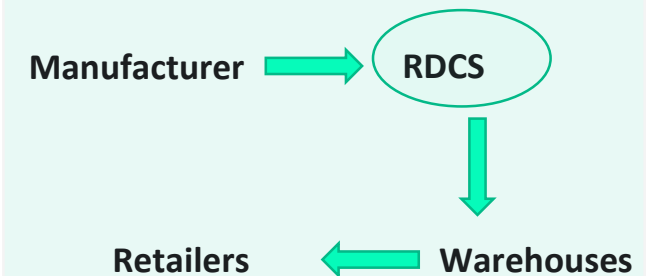
COLLABORATION WITH MANUFACTURERS

- Collaborating with region wise manufacturers which will be nearer to the warehouse.

Long-Term Strategy & Impact

OWN UNITS

- In-house manufacturing unit increases the flexibility of changes according to demand
- Set up Regional distribution center. Supply to warehouses from these RDCs



Marketing Strategy

Short Term Strategy & Output

PRESENCE IN DIGITAL MEDIA

- Improving the brand presence in **digital media with ads in Facebook**, Instagram & other platforms
- Adopting influencer marketing

ALLIANCE WITH ECOMMERCE PLATFORMS

- Hosting the brand in already established platforms to increase brand visibility. For example- Myntra & Nykaa Fashion

STRONG DATABASE

- Using data analytics to study the spending pattern of the customers
- Capture data on how much time a customer spends on the website & particular products

SPECIAL OFFERS AT RETAIL & ECOMMERCE SITE

- Studying the seasonality pattern in the data of previous year sales
- Offers based on regions & year end sales with proper study on regional culture & demand
- Customized dynamic discount to recognized customers on repetitive shopping from site

IMPROVED FEEDBACK SYSTEM

- Installing technology enabled feedback system in retail stores which will save time of the salesperson which can be utilized to study the trend of the customer needs
- Online website feedback system when customer exits the site
- Feedback to be collected on every purchased item also on the browsing experience

Mid-Term Strategy & Outcome

IMPROVEMENT IN ECOMMERCE PLATFORM PRESENCE

- Gaining customer loyalty over period of time
- Customer retention to increase the traffic of website

Long-Term Strategy & Impact

SUSTAINABLE FAST FASHION MARKETING

- Appeals more to younger generation
- Environment friendly

DIVERSIFICATION OF PRODUCT LINE

- Attract customers by adding new product lines such as customized clothes, glasses etc

SETTING UP OF PREMIUM VERSION

- To retain loyal customers, give them access to premium version through minimal fees.
- Premium customers will have early access to latest trends and additional attractive discount offers

OPTIMIZE COST OF DISTRIBUTION

- Collaboration with more distributors
- Choosing regional distributors according to region
- Real-time inventory data to make the supply chain more transparent & flexible

DIGITAL INNOVATIONS

- Embracing social media platforms for marketing
- Integrating AI & ML to make decisions on purchasing, marketing & stocking
- Visual search to predict trend through social media
- Data analytics to study how much time a customer spends on website
- Digitalized feedback system at retail stores for faster processing of data
- Real time study of Inventory
- Location wise special offer on different occasion region wise in both online & offline mode



THANK YOU

