

## Integrated Supply Chain Implementation

*Definition of supply chain strategy and processes during the implementation of an integrated supply chain system to support international expansion, consolidate buying power, and enable efficiencies.*

### The Client

A multi-brand and multi-channel designer, wholesaler, and retailer of basic and fashion clothing. The company sources product from factories across the globe, through its own resources, and third-party sourcing agents.

### The Challenge

With a complex business model consisting of multiple banners and channels (wholesale, retail, e-commerce and private label products for major mass retailers), the company was also rapidly expanding its business across international borders. To consolidate buying power and improve supply chain efficiency, the company desired to set up its own direct sourcing organization capable of processing a significant portion of its finished goods purchasing and serving as a financial transaction hub.

The company's legacy order management system had been highly customized and was incapable of enabling the new capabilities required to support the evolving operations. As such, a new system supporting distributed order management across multiple distribution points and countries was needed. At the same time, the demand capture and supply planning and execution solution had to be upgraded to ensure the accurate and timely match of supply to demand in order to maximize sales and profit.

### The Parker Avery Solution

Parker Avery used a multi-step approach to design and implement the future supply chain processes and systems:

- Defined supply chain strategy and high level processes
- Identified the processes required to execute purchase orders within the newly created sourcing organization
- Led the detailed design and implementation of all technology components of the solution, including the integration of three software packages

Deliverables consisted of:

- Detailed strategic roadmap
- Detailed process designs for demand capture, supply / demand match, supply purchasing and tracking, demand order management and all financial processes related to the new sourcing entity
- Implementation support for the integrated technical solution



### The Result

Following the implementation, the client expects the new processes and solution to align with their overall strategy and enable further international wholesale and retail expansion, as well as the ability to fulfill demand from multiple inventory nodes based on factors such as lead-time and cost.