

Client Challenge

The client is a multi-brand and multi-channel designer, wholesaler, and retailer of basic and fashion clothing. The company sources products from factories across the globe, through its own resources, and via third-party sourcing agents. In addition to a complex business model with multiple banners and channels (wholesale, retail, e-commerce, and private label products for major mass retailers), the company was rapidly expanding globally. To consolidate buying power and improve supply chain efficiency, the company wanted to set up an internal direct sourcing organization capable of processing a significant portion of finished goods purchasing and serving as a financial transaction hub.

The company's highly customized legacy order management system was incapable of enabling the new capabilities required to support the evolving operations. As such, a distributed order management system to support multiple distribution points and countries was needed. In parallel, the demand and supply planning and execution system required upgrades to ensure the accurate and timely match of supply to demand to maximize sales and profit.

Parker Avery Solution

Parker Avery's approach to designing and implementing the client's integrated retail supply chain system included:

- Definition of the retailer's supply chain strategy and high-level processes
- Definition of the processes required for the new sourcing organization to execute purchase orders
- Detailed design and implementation of the retailer's new integrated supply chain system, including integration of three applications

Parker Avery's project outcomes and 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 retail supply chain system

RESULTS



INTEGRATED RETAIL
SUPPLY CHAIN SYSTEM
IMPLEMENTED



GLOBAL
EXPANSION
SUPPORTED



FULFILLMENT
CAPABILITIES
ENHANCED

Following the implementation, the client expects the new processes and systems to align with its overall strategy and enable further international wholesale and retail expansion. The retailer anticipates enhanced capabilities to fulfill demand from multiple inventory nodes based on factors such as lead time and cost.