



BUSINESS ANALYSIS

Task 04



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Instructions

1. Enhance your online presence by updating your LinkedIn profile.
1. For successful completion of the internship, complete one level (Level 1, 2, or 3) of the Web Development internship at your own pace.
2. Keep your tasks organized in a separate GitHub repository named "DEP" and share the link in the task submission form.
3. Utilize online resources like Google Search, tutorials, and videos to assist you in completing the tasks.

Task 04 - Business Case Study Summary

1. Objective: Summarize a simple business case study

2. Key Steps:

- Read a short business case study (e.g., 2-3 pages).
- Identify the main points, including:
 - Company background
 - Problem or challenge
 - Solution or strategy
 - Outcome or results
- Write a brief summary (approx. 1 page) of the case study.
- Include key takeaways or lessons learned

Solution (Khaadi – A Leading Fashion Retailer in Pakistan)

I've Selected Khaadi to solve this task and complete the case summary study on it.

Company Background

Khaadi is a renowned Pakistani fashion retail brand established in 1998, specializing in hand-woven fabrics. The company has grown significantly over the years, with stores across Pakistan and international outlets in the UK and UAE. It offers a diverse range of products, including unstitched fabric, ready-to-wear, and home textiles.

Challenge Faced

By 2017, Khaadi faced significant operational challenges due to its rapid expansion. The company struggled with inefficiencies in inventory management, leading to frequent stockouts and overstocking of less popular items. Additionally, the lack of integrated digital infrastructure made it difficult to offer a seamless shopping experience across both its physical and online stores.

Strategy to Cope with the Challenge

Khaadi addressed these challenges by investing in an enterprise resource planning (ERP) system that allowed for better synchronization between its stores and warehouses. This system helped the company manage inventory more effectively by tracking real-time sales data and optimizing stock levels based on demand forecasts. Additionally, Khaadi revamped its online presence by integrating e-commerce with its brick-and-mortar operations, allowing customers to shop more conveniently and receive faster deliveries.

Outcome

The implementation of the ERP system significantly reduced stockouts and improved the overall efficiency of inventory management. Khaadi reported a 20% reduction in excess inventory and a 15% increase in customer satisfaction due to improved product availability. The integration of their e-commerce and physical stores also boosted online sales by 25% within the first year. This move helped the company enhance its customer service and expand its market reach, both locally and internationally.

Key Takeaways

1. Integration of Technology Improves Efficiency:

- Implementing the ERP system allowed Khaadi to streamline its operations, which led to more accurate inventory management and better customer satisfaction.

2. Omnichannel Strategy Boosts Sales:

- The combination of online and offline shopping experiences provided customers with more flexibility, increasing overall sales and enhancing the brand's presence in the competitive retail market.

3. Data-Driven Decision-Making:

- Utilizing real-time data from the ERP system allowed Khaadi to make informed decisions on inventory and resource allocation, contributing to its sustained growth.

Conclusion

Khaadi's journey highlights the importance of embracing technology to manage rapid business expansion effectively. By adopting an ERP system and integrating their online and offline operations, Khaadi overcame significant inventory management and operational challenges. This strategic approach not only streamlined internal processes but also improved customer satisfaction and boosted sales. The case underscores that a data-driven, omnichannel strategy can be a game-changer for retail businesses in today's competitive market, especially in emerging economies like Pakistan. As a result, Khaadi has solidified its position as a leading fashion retailer both locally and internationally.