

ERP Implementation & Operational Transformation

Business Analysis & ERP Portfolio Summary

Project Overview

VastraCraft Innovations is a fast-growing online fashion brand that blends traditional handcrafted production with modern e-commerce operations. Rapid business growth exposed operational weaknesses in order processing, inventory management, and fulfillment, leading to increased errors, shipping delays, and rising customer complaints. This project focused on diagnosing these challenges and supporting the implementation of an integrated Enterprise Resource Planning (ERP) system to stabilize operations and enable scalable growth.

Business Problem

As order volumes increased, VastraCraft's legacy systems and manual workflows could no longer support efficient operations. Fragmented data, limited inventory visibility—particularly for handcrafted materials—and delayed fulfillment processes negatively impacted customer satisfaction and threatened the brand's reputation and growth trajectory.

Project Objectives

- Reduce order fulfillment errors and shipping delays
- Improve inventory accuracy and visibility for limited handcrafted materials
- Enhance customer satisfaction and service reliability
- Establish a scalable operational foundation to support continued growth and international expansion

Approach & Responsibilities

- Conducted an operational assessment by reviewing customer complaints, end-to-end process workflows, and performance metrics
- Identified critical gaps between increasing demand, processing capacity, and system limitations
- Supported the design and phased implementation of an integrated ERP solution
- Contributed to the definition of operational KPIs covering order accuracy, delivery performance, inventory control, and customer satisfaction
- Supported user training and change management initiatives to ensure adoption across operations, IT, and artisan teams

Results & Impact

- **30% reduction in order fulfillment errors**
- **25% decrease in shipping delays**
- **15% improvement in customer satisfaction scores**
- Improved inventory visibility and planning for limited handcrafted materials
- Stronger alignment between traditional craftsmanship and modern operational processes

Key Skills & Tools Demonstrated

- ERP systems analysis and implementation support
- Business process mapping and workflow optimization
- KPI development and performance measurement
- Change management and cross-functional stakeholder collaboration
- Operations and supply chain optimization

Strategic Insight & Lessons Learned

This project demonstrated the importance of aligning technology with existing business processes rather than forcing rigid systems. By implementing ERP in phases and prioritizing data quality and change management, VastraCraft improved operational efficiency while preserving the authenticity of its handcrafted products.