

DATA MINING AND MODELLING

BUSINESS PROCESS REPORT

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INTRODUCTION:

The global Covid-19 pandemic is exacting a terrible human toll and menacing the world economy. Across industries, companies should act now to protect their employees and customers – and prepare now for the world beyond coronavirus.

However, several companies are not silently watching – they have adapted like chameleons to the situation and stretched their brand, reshuffles their product lines, and catered to new needs. In short, they have listened to the market and taken a risk or two, making COVID-19 the main propeller for new growth in some sectors and reviving dormant potential in others. One such organization is Logo Droppers, based in Las Vegas.

ABOUT:

Logo Droppers started over 15 years ago with a single mission: to provide companies with quality apparel at a fair price. Logo Droppers operates its own full-time art department, so your brand is maintained correctly and is always printed exactly the way you want it. Every job is completed in-house so that quality is controlled every step of the way from art proof to delivery. Logo Droppers provides all these services under one roof:

- Silk Screening: Screen Printing - Direct to Garment - Heat Transfer Vinyl
- Embroidery
- Promotional Items
- Fulfillment: Nationwide and Internationally

LOGO DROPPERS & COVID-19

Like other garment suppliers, Logo Droppers is bearing the brunt of COVID-19 as it was forced to stop production and shut down due to lockdown measures taken by the government. Since, Logo Droppers has the equipment to manufacture fabric related accessories, they plan to manufacture reusable cotton face masks to support their community and employees by generating income from sale of face masks.

To undertake the face mask manufacturing process, it is essential to draft ‘Challenges & Strategies’, Business Process Diagram & Business Process Flow Chart.

CHALLENGES & STRATEGIES:

CHALLENGE	STRATEGY
Uncertain future prospect of the mask manufacturing business since the spike in demand might be temporary	Management should be looking for potential customers outside the current geographic area nationally and internationally to find ways to convert this into a permanent revenue stream.
Timely availability of resources to kickstart and continue uninterrupted production of masks until the goals are met.	It is imperative that a dedicated supply management team is created with clear lines of communication with top management and decision makers to ensure smooth procurement.

BUSINESS PROCESS DIAGRAM:

Name of Process	Manufacturing Reusable face masks
Process Owner	Logo Droppers- Apparel General Manager
Created by	Apparel Team, Logo Dropper
Date Created	March 15' 2020
Description	Due to the huge spike in demand for face masks and substantial decline in current business the management at Logo Droppers wants to utilize this opportunity to manufacturing washable and reusable cotton and polypropylene filter masks for everyday use. The supply chain already exists and with minor alterations to the manufacturing lines and training of employees the organization can be ready to manufacture face masks in a very short period of time. This will help the organization to keep some revenue coming in, give back to society and potentially leverage this experience to try and permanently sustain this new business.
Actors	Management, Employees, investors
Process Purpose or goals	To meet the increasing demand for reusable face masks during the Covid-19 pandemic. Create a new product line with a capacity to produce 50,000 masks per week.
Process time scope	March 15th' 2020 - July31 '2020 (with scope to alter as per demand)
Process scope	Business Owners/investors, management, government agencies, employees, vendors, customers
Process Input	Apparel designers, operators, supply chain/logistics, Materials (Elastic, Fabric cotton, polypropylene, sewing machine), start up costs,
Process output	Masks, new market segment and clientele, community service

AT LOGO DROPPERS

