

MET CS782
Guarantee Shoe Company
Assignment 3



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Abstract

The purpose of this assignment is to leverage IT as much as possible, improving the operational and competitive aspects of the guaranteed shoe company. In this paper, we talk about how to use IT solutions at Guaranteed Shoe Company in order to improve more customer satisfaction and enhance competitive production rate with consistent product quality. In addition, keeping production cost down to make profitable business and develop reliable distribution for fulfilling orders in a timely manner are main reasons that why we need using IT tools for permanently improving performance objectives of Guaranteed Shoe Company.

Introduction

The guaranteed shoe company mission is to help people walk in comfort in all aspects of their life. Customers have rewarded Guarantee Shoe Center with their loyalty and so has the staff.

Nowadays, Footwear Company are constantly challenged to quickly change customer demand, and it seems to be rising constantly for more innovative products and the production of more quality that is frequent and perceived value products. (Derby Berg M. 2016) Also increasing supply chain complexities and necessity for reducing cycle times and controlling product costs are other aspect of reasons for our approach to using IT technology for solving business problem. To overcome these operational and market challenges, companies need real-time organizational visions and more control over strategic decision-making.

Shoes manufacture industry is growing at a steady pace since the past few years. According to report of Global Industry Analysts, Inc., the global market for shoes business will grow to reach us \$430 billion



Figure 1. Global Market for Mass Market Footwear

by 2024. (Global Industry Analysts. 2017)

Other major factors driving growth in the market is 3-D printing, body scanning, augmented reality and footwear internet of things where those are using for wide variety of shoes design and mass customization.

As you can see in figure 2 the US, represents the single largest market worldwide where showing high demand for athletic and sporting footwear from 2016 through 2024. Europe and Asia-Pacific are other large markets that follow US, market. Asia-Pacific ranks as a faster growing market worldwide; it is a matter of interest to many shoes manufacturer companies. Growing Population and increasing demand for affordable mass production of branded footwear are main reasons of importance of future market in this region.

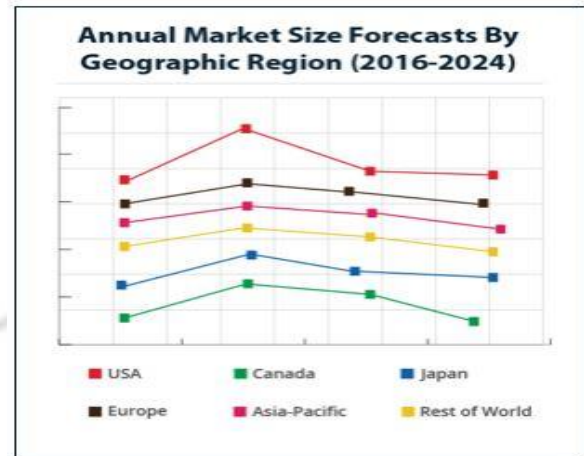


Figure 2. Annual Market Size Forecasts by Geographic Region (2016 – 2024)

Section One Supply Chain Management Systems

The main idea of Supply Chain Management (SCM) Systems is to apply a total system approach to managing everything from customer orders to deliveries, planning to

production, raw materials to finished products in order to create a higher value compared to competitors supply chain.

The guaranteed shoes SCM system involves designing, planning and executing the network, processes, and operation of supply chain in a manner consistent with the overall strategy.

(Kosasih D. 2010)

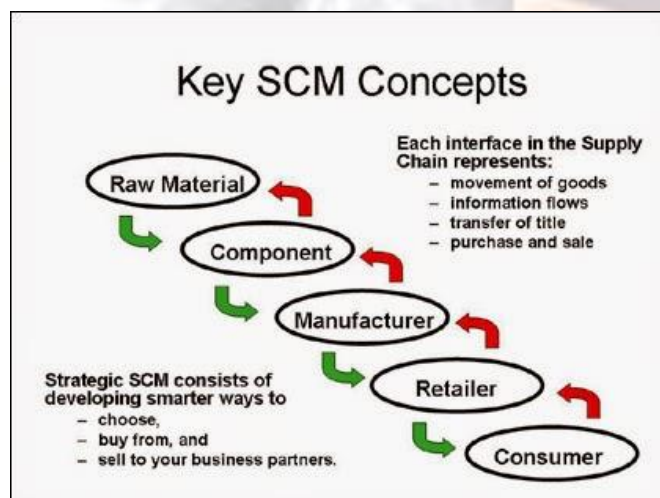


Figure 3. Key SCM Concepts

For operating Guaranteed Shoe SCMs efficiently and more collaboration supported by better integration within the supply chain, all related functions across the SCM must operate in an integrated manner. (Nahak N. 2014)

In the Guaranteed Shoe Company SCM, there are major component of competitive strategy to enhance organizational productivity and profitability included:

- **Demand management**, that responsible demand planning team and control daily activities of team and working with management, inventory, supply chain and sales teams in demand planning operations.
- **Order fulfillment**, where responsible for order entry, administration, shipping and order tracking process to ensure all orders are processing in accordance with the guaranteed shoes customer service standards.
- **Manufacturing flow management**, that responsible for controlling and monitoring the planning process, execute the plans for production line schedules along with material and resource requirements.

Execute projects to improve schedule accuracy, measure schedule performance to highlight customer satisfaction, and inventory. Utilize financial responsibility, and workflow to drive continuous improvement initiatives and investment decisions.

- **Supplier Relationship management**, where responsible for segmenting the supply base, measure & improve supplier performance, become a better customer, collaborate with suppliers, and improve supplier quality
- **Product development and commercialization** that more responsible for Providing a structure for the development and distribution of new products jointly with customers and suppliers. Effective implementation of the process to coordinate the efficient flow of new products.
- **Returns management** primary task is managing employees involved in the returns process and makes day-to-day decisions within department.

Section 2 Enterprise Resource Planning Systems

Cloud-Based ERP System in Guaranteed Shoe Company connects different part of operations from manufacturing to shipping product to customers, in order to integrate enterprise applications and providing scalable, modular design, and easy connectivity.

Guaranteed shoes Enterprise Resource Planning (ERP) provides a comprehensive set of tools to manage all of critical business transactions, including everything from customer orders to deliveries, planning to production, and raw materials to finished products.

Guaranteed shoes ERP connects core business functions through an integrated platform for seamless Omni-channel operations in highly competitive marketplace.

Guaranteed shoes ERP is the most widely deployed, and comprehensive solution available in the marketplace and used by leading fashion brands shoes around the world to plan, manage, and optimize supply chain and distribution activities. (Atsea. 2014)

With a comprehensive range of capabilities, Guaranteed Shoe ERP empowers companies to streamline processes, gain greater visibility, enhance productivity and operational efficiency, diminish costs and increase competitiveness.(CGS)

Guaranteed Shoe ERP exposes leading capabilities include:



Figure 4. ERP Concepts

Order-to-Cash Management, Financial Management, Credit/Factor Management

Purchasing and Receiving,
Production/Import Management,
Predictive and Actual Costing and
Robust Reporting.



Section Three Customer Relationship Management Systems

The Guaranteed Shoe CRM application provides a framework for tracking customer issues in real-time. This is extremely important, because customers may become uneasy or even move to another company if the Guaranteed Shoe Company ignores or delays their support needs. Cloud CRM solution would allow company to retain customers and build brand loyalty. The Guaranteed Shoe CRM can determine which functionality has strategic value, and focus on implementing just that.

Implementing CRM solution would enable the Guaranteed Shoe Company to keep a track and strengthen relationship with the distributors and the retailers.

(Panagiotaropoulou S. 2017) The Guaranteed Shoe CRM also helps in collecting, organizing, and managing the customer information in order to increase customer revenues and optimize marketing. CRM strategy helps in building up better communication and improves customer relations.

In addition, investing in a CRM solution would be able the company to collect feedback from the customers, which would allow them to improve on the quality of products that leads to sell better and also provide discounts to existing customers. The Guaranteed Shoe Company also plans what it needs to make, manufactures it, and does its best to sell it.

In order to achieve this aim, company uses boot, 3-D

printing, body scanning and augmented reality

technology, which could help capture consumers by revealing how products will look or feel on their bodies before purchase.

Finally, the company realized that the reason behind not earning profits was not the quality of shoes, design or pattern. However, the problem lied in planning, strategizing, executing and selling to the right people. (CRMNEXT. 2018)

Section 4 Business Intelligence

The Guaranteed Shoe Business Intelligence (BI) solutions by comprises of organizing and analyzing data, help leaders and managers understand the issues, trends and opportunities most important to expand the business. In fact, BI is a solution for transforming data into information, information into knowledge, and knowledge into wisdom. The guaranteed shoes BI transforms volumes of data into actionable information by displaying it in visual and understandable charts, graph, and summary reports that can deliver via web browser, email inbox or through text messages. Executives leverage the Guaranteed Shoe BI to make a wide range of strategic business decisions and provides fast answers to any business query with gains valuable insight into customer behavior. (Rapidops. 2017)

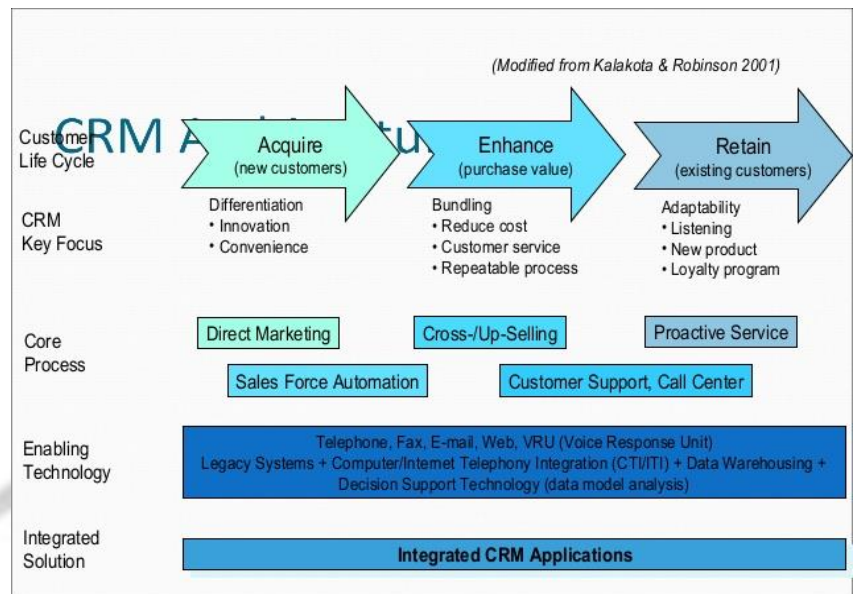


Figure 6. CRM Diagram for Footwear Business

The Guaranteed Shoe BI makes IT easy to access and share information of variety of sales, profits, receivables, and inventory for reduce the risk of bottlenecks and better decision making. It also enables real-time analysis with quick navigation and integrating budgeting and planning process to centralized application.

By using innovative database-reporting tool, company can identify cross selling and up selling opportunities.

Generally, BI enable the continuous management of financial and operational

function with views of past performance, the current state of guaranteed shoes business and opportunities for the future. (Rapidops. 2017)

Business intelligence urges the Guaranteed Shoe Company to make better schemes and sell their products smartly.



Figure 7. Business Intelligence - Footwear Business

Conclusion

IT Enterprise system like Supply Chain Management, Enterprise Resource Planning, Customer Relationship Management, and Business Intelligence can be beneficial for Guaranteed Shoe Company. These technologies can benefit the company that successfully implement them: Store business data in usable format, Automate the customer service process for employees, Scale available resources, Maximize the reliability of IT infrastructure necessary for customer service, Secure customer data, Real-Time access to information, Reduce the cost of doing business, Standardized process and Improve supply chain management. (Scranton. 2017)

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