



Elite Creations

AS - IS DIAGRAM REPORT

IS2114 BUSINESS PROCESS RE-ENGINEERING

GROUP 18

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1. Company Profile

1.1 Company Introduction

Elite Creations is a custom apparel brand serving the diverse needs of local academic institutions and businesses in Sri Lanka.

Elite Creations recognizes that apparel is more than just clothing it's a form of self-expression, a reflection of one's personality and values. With this understanding, Elite Creations strives to provide an avenue for their customers to truly express themselves through their clothing choices. Whether it's creating custom uniforms for a corporate event, designing branded merchandise for a university fundraiser, or crafting sports team jerseys for a local tournament, Elite Creations ensures that each garment is not just a piece of clothing, but a symbol of identity and pride for the wearer.

Their commitment to delivering personalized service goes beyond just taking orders; it's about understanding the unique requirements and preferences of each client. From selecting the right fabrics and colours to incorporating custom designs and logos, Elite Creations works hand-in-hand with their clients every step of the way to ensure that the final product exceeds expectations.

In addition to their dedication to quality and creativity, Elite Creations also places a strong emphasis on sustainability and ethical manufacturing practices. They source materials responsibly, prioritize eco-friendly production methods, and adhere to fair labour standards. By aligning their business values with the needs and values of their customers, Elite Creations has established itself as a trusted partner in the realm of custom apparel, catering to the diverse needs of clients across Sri Lanka.

1.2 Company Background

Elite Creations, founded in 2019, began its journey with a modest team of two dedicated individuals. Since then, the company has steadily grown and now boasts a team of nine employees, each contributing their expertise to the brand's success. They specialise in designing and producing custom apparel for events, promotions, and various other purposes, the company strives to offer its clients a platform for self-expression through clothing. Providing primarily to businesses, schools, universities, and sports teams.

We contacted Mr Nihindu Nenuka Perera to obtain permission to visit Elite Creation company and get details about the company.

2. Business Process

2.1 Manufacturing

Skilled hands guide quality fabrics through a streamlined production line of specialized machinery. Elite Creations sources top-notch materials from trusted suppliers, ensuring every product boasts excellent printing, embroidery, and stitching. Despite their lean team of 9 dedicated individuals, they deliver orders within 2 weeks, offering customers a seamless experience without compromising quality.

2.2 Sales and Marketing

They're also expanding their reach through word-of-mouth recommendations. They believe in the personal touch and are actively encouraging satisfied customers to share their positive experiences with friends, family, and colleagues. This organic approach creates genuine connections and fuels brand loyalty.

2.3 CRM

Elite Creations gets personal with their customers. They use phones, WhatsApp, and emails to chat directly with customers, answer questions fast, and send special offers.

2.4 Human Resource

This workforce comprises of 9 employees, encompassing both male and female workers. Employees are hired on a permanent base, with recruitment occurring as needed to meet the company's labour demands. Additionally, labourers undergo training during the recruitment process.

2.5 Finance

Elite Creations' finance process ensures transparency and efficiency in managing financial transactions. The team records income, and expenditures and prepares regular financial reports. They prioritize compliance with regulations and best practices to support the company's sustainable growth.

3. Key Business Processes

We narrowed down five identified business processes to three. These three stood out because they are important for the business and have potential for improvement. Focusing on them could make the business run more smoothly and effectively.

3.1 Manufacturing

Elite Creations' manufacturing process faces two key challenges that impact both cost and quality. Firstly, their reliance on external vendors for specialized printing like sublimation, screen printing, and embroidery adds unnecessary expenses. This outsourcing approach also raises concerns about quality control, as the final product relies on the standards of these external partners. Secondly, the lack of a comprehensive system for tracking raw materials and products throughout the production process creates a visibility gap. This can lead to inefficiencies, delays, and errors in managing inventory and fulfilling orders. Addressing these issues through potential in-house printing capabilities and a robust tracking system could improve both cost-effectiveness and quality control within their manufacturing process.

3.2 Human Resource

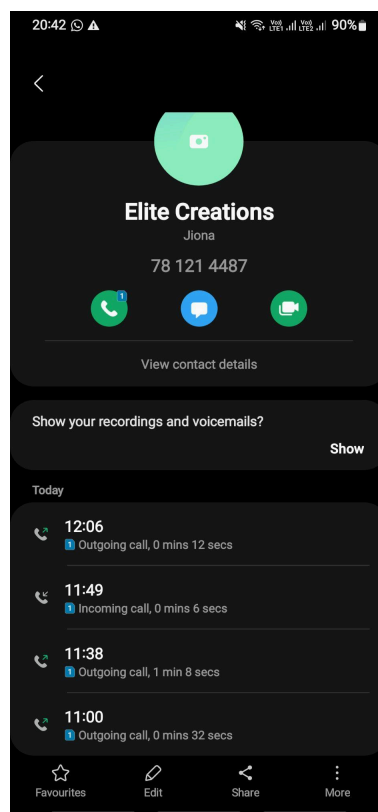
Elite Creations' current recruitment process has several potential shortcomings. Firstly, its reliance on internal referrals and physical resume submission might limit its reach, excluding talented individuals outside the company or facing accessibility issues. Secondly, the Owner's decision-making might lack depth, solely considering overall performance instead of the detailed insights supervisors have on individual team members' skills and contributions. Finally, the manual review of resumes by the Owner could be slow and inefficient, potentially overlooking qualified candidates and delaying the hiring process unnecessarily. Addressing these limitations through broader advertising, incorporating supervisor evaluations, and utilizing efficient selection methods could enhance the recruitment process and attract top talent.

3.3 Sales & Marketing

Elite Creations' current system suffers from two major shortcomings that hinder their efficiency and customer engagement. Firstly, they lack a digitized and organized system for order management, which can lead to inefficiencies, errors, and even lost orders. Without a central platform for capturing and managing orders, there's a high risk of mistakes and confusion. Further compounding this issue is the absence of a robust system for collecting and managing customer data. This lack of information about purchase history, preferences, and contact details makes it difficult for Elite Creations to personalize interactions and anticipate customer needs effectively. In essence, they're operating in the dark when it comes to both order fulfillment and understanding their customer base. Addressing these limitations through a more streamlined and data-driven approach could significantly improve their operations and customer relationships.

4. Evidence for process discovery

The evidence for the process discovery was mainly identified on the day of the company visit, which was the 2nd of February 2024.





5. AS-IS Diagrams

5.1 Manufacturing

The manufacturing process at Elite Creations begins with the receipt of an order email from the customer. Upon receiving the order, the team in the manufacturing department carefully assesses the feasibility of the design requirements outlined by the customer. If the requirements are deemed feasible, we proceed to the next manufacturing task. However, if any design aspects are found to be unfeasible, we engage in open communication with the customer to negotiate and refine the requirements.

Once the design is confirmed as feasible, our senior merchandise manager oversees the availability of raw materials necessary for manufacturing the requested apparel. In cases where specific materials are unavailable, the manager promptly initiates the sourcing process to acquire them, including fabrics, buttons, threads, cuffs, paint, and more.

Upon securing the required raw materials, the senior merchandise manager creates a detailed worksheet tailored to each order. This worksheet encompasses details such as the number of apparel, sizes, printing specifications, collar and neckline types, fabric colours, sleeve styles, and more.

With the worksheets finalized, manufacturing commences in the cutting department. Subsequently, the appropriate printing method, whether screen print, sublimation print, or embroidery, is determined and executed. Depending on the chosen printing method, we may collaborate with external companies for specialized printing services. Upon completion of printing, the merchandise manager ensures the returned apparel meets our quality standards before proceeding to the sewing stage.

During sewing, the team crafts each garment, adhering to the specifications outlined in the worksheet. Once sewing is complete, the apparel undergoes inspection by our quality assurance team to identify and rectify any defects. If defects are found and can be corrected, the garments are returned to the sewing department for adjustments. However, if defects are irreparable, the affected garments are terminated to uphold our commitment to quality.

Link - [Manufacture AS IS Diagram.png](#)



5.2 Human Resource

The recruitment process at Elite Creations is orchestrated to ensure the selection of the most qualified candidates. It commences with the Manager announcing job vacancies internally. Current employees are encouraged to spread the word, fostering a culture of internal growth and opportunity.

Candidates then visit Elite Creations to submit their resumes, providing both a general overview of their skills and experience, as well as position-specific qualifications.

Following this initial step, the Owner of the company reviews the submitted resumes, handpicking a selection of candidates deemed suitable for further consideration. These chosen individuals are invited to participate in interviews with the section supervisor, allowing for a deeper assessment of their abilities and fit within the team.

During the interview process, emphasis is placed on assessing the candidate's skill set. If the candidate demonstrates the requisite skills, they proceed to the next stage of the hiring process. However, if there are areas where additional training is required, the supervisor takes on the responsibility of providing comprehensive training to ensure the candidate is equipped for success within the organization.

Once both skilled and trained candidates are identified, they are presented to the Owner for final approval. The Owner carefully reviews each candidate, ensuring they align with the company's values and expectations.

Upon successful completion of the probation period, the Owner sets clear goals for the newly recruited employees. The section supervisor then works closely with the employees, assigning tasks and responsibilities that contribute to the achievement of these goals.

5.3 Sales and Marketing

In Elite Creations, the sales process begins with customers either contacting them via phone or visiting their premises to place their orders. As the sales manager, he oversees this initial interaction, ensuring that all order details are accurately captured.

Simultaneously, he assesses their production capacity to fulfill the requested order. If capacity allows, he collaborates with the production line supervisor to confirm the availability of raw materials. In instances where materials need procurement, they swiftly initiate the sourcing process to minimize delays. Once all prerequisites are met, he formally confirms the order placement with the customer, who is required to pay 50% of the total cost upfront, either through cash or online transfer.

Upon receiving the initial payment, their manufacturing team diligently executes the order. Upon completion, the production line supervisor notifies him, enabling him to inform the customer promptly. At this stage, the customer settles the remaining payment, finalizing the transaction. As per the customer's preference, the order is either collected directly from their premises or dispatched to their designated location.

Group Members

21020762 - B.G.A Prabodha
21020469 - T.H.B.N Kaveesha
21020282 - S.S.D Fernando
21021041 - G.D.N Wickramarathna
21021082 - K.C.K Silva
21020566 - L.T.P Liyanage