



SESATHA BATIKS

Sesatha Batiks



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01. COMPANY INTRODUCTION & BACKGROUND

Sesatha Batiks, founded in 2002 by Inoka Koswaththa and Kalum Nawanage, has become a prominent name in the world of batik artistry. Originally established as a family-run business, the company has successfully transitioned to the next generation, with the founders' children now steering the venture, preserving its rich heritage while bringing in fresh ideas. Known for its stunning designs, the atelier seamlessly combines traditional techniques with modern creativity.

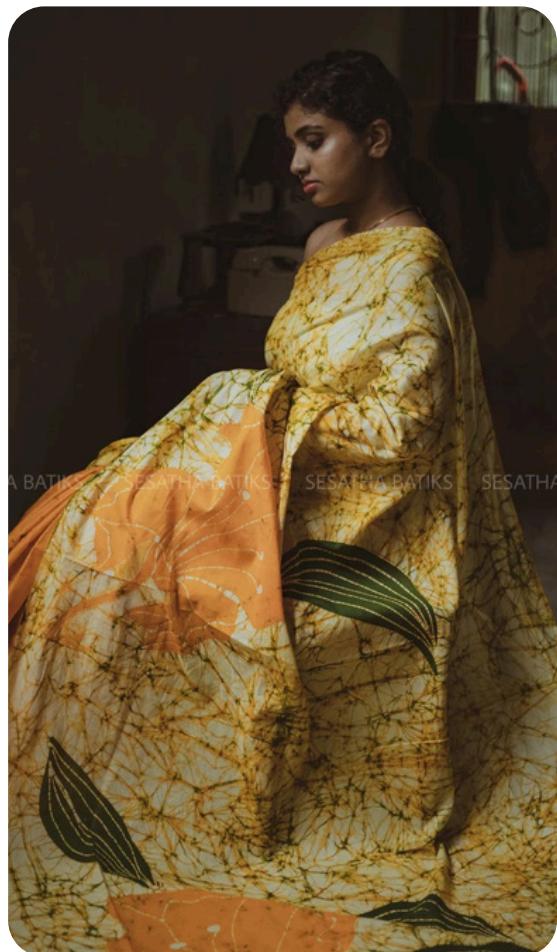


Figure 01: Sesatha Batik Products I

Today, Sesatha Batiks offers a diverse collection of batik apparel for men, women, and children, including sarees, sarongs, shirts, and frocks. The brand has earned a strong reputation for its exceptional quality and distinctive designs, making it a favorite among those who appreciate fine craftsmanship.

Under the expert guidance of its owner, Sesatha Batiks runs with a dedicated workforce of around 40 employees, each playing a vital role in the brand's ongoing success. Despite the shifting seasons and evolving trends, the team at Sesatha Batiks stays steadfast in their commitment to exceptional craftsmanship and outstanding customer service.

Sesatha Batiks generates its income through a combination of traditional retail methods, supplying batik garments to numerous stores across Sri Lanka, and online sales via social media platforms. The brand maintains a robust online presence, actively engaging with customers

and displaying their products on Facebook, Instagram, and TikTok. While achieving commercial success, Sesatha Batiks continues to stay deeply committed to preserving Sri Lanka's rich cultural heritage.

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02. EXSISTING BUSINESS PROCESSES

Core Business Processes

2.1) Order Management

Order management at Sesatha Batiks is currently handled through a combination of distributing garments to retail shops and direct customer engagement via social media. Customers can place orders directly through referrals or by visiting the business in person, with all orders being managed manually. Upon completion, customers have the option to either pick up their orders from the business or arrange for delivery.

2.2) Manufacturing

Sesatha Batiks sources cotton materials from a single, trusted supplier and obtains dye and wax from two reliable sources to create vibrant batik designs. To handle seasonal fluctuations in demand, they maintain a stockpile of cotton. The manufacturing process begins with skilled artisans applying wax to the fabric, followed by intricate designs crafted by in-house designers or outsourced experts. The fabric is then dyed and boiled to remove the wax. Finally, it undergoes a hot water wash and sun drying. This process is repeated until the desired outcome is achieved, resulting in handmade batik fabrics ready to become stunning masterpieces.

2.3) Finishing and Packing

At the end of the manufacturing process, Sesatha Batiks outsources the sewing of their garments due to a shortage of in-house tailors. Once the sewing is completed, the finished pieces are returned to the company for packaging. After a final quality inspection, the items are packed and prepared for either customer pickup or delivery.

Support Business Processes

2.4) Finance and Accounts Management

Sesatha Batiks uses manual records to track incomes and expenses, relying on a skilled accountant to ensure accurate and timely entries. The accountant also manages the company's petty cash and oversees payroll, ensuring that all employees receive fair and prompt compensation.

2.5) Waste Management

In the batik production process, Sesatha Batiks has identified several types of waste, including fabric scraps, dyes, packaging materials, and other by-products. They repurpose fabric scraps for patchwork designs and waxing, and some cutting pieces are used for making saree jackets. However, a significant amount of waste remains unused for creating other products. The water used in dyeing and boiling is discarded into a pit through a drainage system.

3. SELECTED BUSINESS PROCESSES

Finance Management

The finance and account management process at Sesatha Batiks currently relies on a manual system for managing financial transactions and records. Sesatha Batik utilizes a manual approach to manage its financial records, with a skilled accountant responsible for meticulously recording incomes and expenses. This process involves maintaining physical books where all financial transactions are documented by hand, ensuring that every entry is accurately logged. The accountant's role extends beyond record-keeping; they are also tasked with managing the company's petty cash, carefully monitoring minor expenses to maintain financial control. Moreover, the accountant ensures that payroll is processed accurately and punctually, guaranteeing that all employees receive fair and timely compensation.



This manual method, while thorough, can be time-consuming and may limit the company's ability to quickly access and analyze financial data for strategic decision-making.

Figure 02: Sesatha Batik Products II

Reasons for Choosing This Process:

- **Manual Entry and Record Keeping:** The current process involves manually noting down orders and cash flows in books. This method is prone to human error, data loss, and inaccuracies. It can lead to discrepancies in financial records, impacting decision-making and financial reporting.
- **Lack of Real-Time Financial Visibility:** With a manual system, there is a lack of real-time visibility into the company's financial health. Financial records are only updated when books are manually reviewed, which delays financial analysis and response to potential issues.

AS-IS Diagram for Finance Management

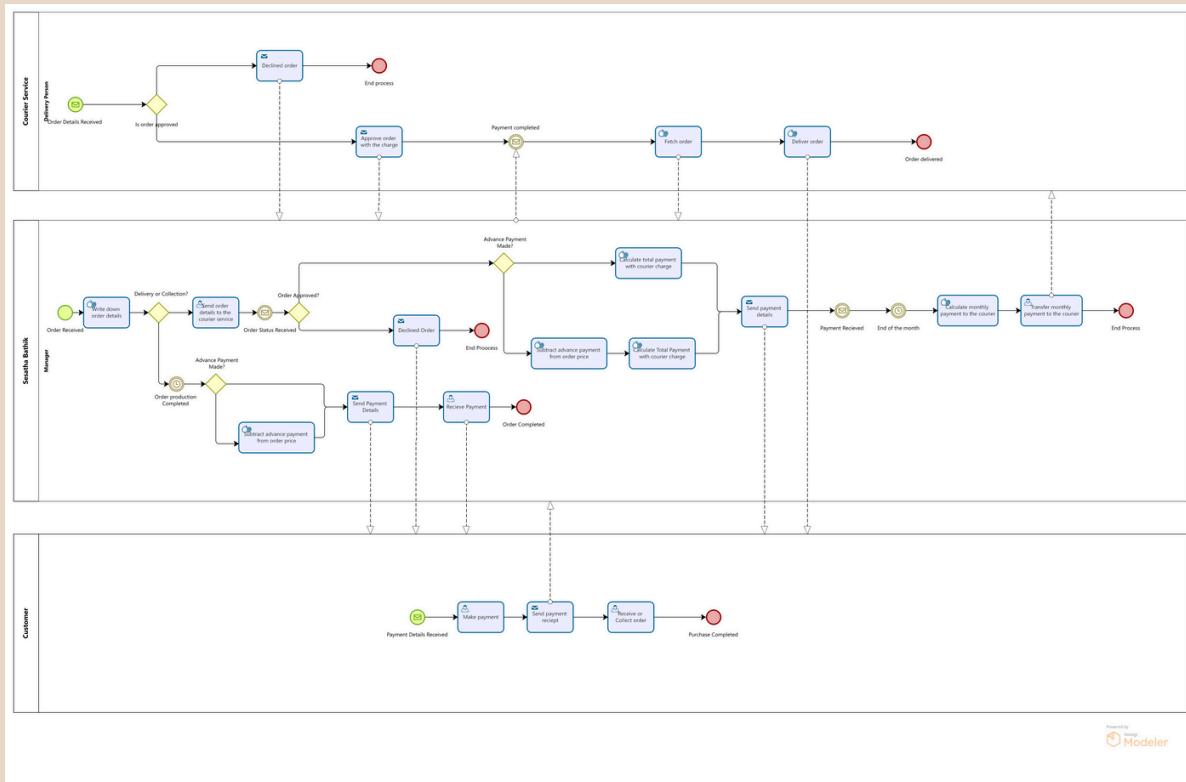


Figure 3: AS-IS Diagram for Finance Management

Link for the diagram : https://drive.google.com/file/d/14qweczVEDQVkJswDkw-54Jh1ZL0Yzy9i/view?usp=drive_link

Redesign Process

The redesigned process at Sesatha Batiks replaces the manual finance and account management system with an automated workflow that integrates order processing, payment handling, and financial reporting.

The process begins with the manager logging order details into the system, which automatically checks for approval and calculates any required advance payments, including courier charges. Payment details are then sent to the customer, who completes the payment through the system. Upon payment confirmation, the system coordinates with the courier service for order delivery. After delivery, the order is marked as complete, and at the end of the month, the system automatically calculates and transfers monthly payments to the courier.

This automation reduces human error, ensures real-time financial updates, and provides better visibility into the company's financial status, enabling quicker and more accurate decision-making.

TO-BE Diagram for Finance Management

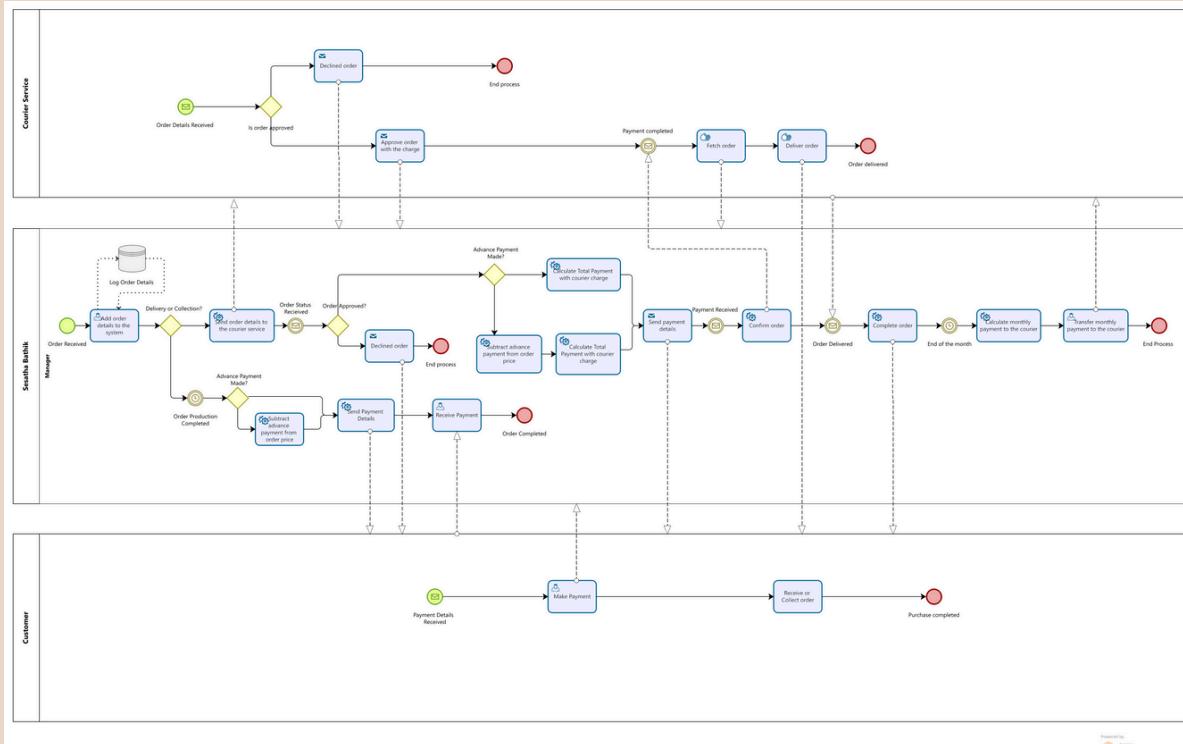


Figure 4: TO-BE Diagram for Finance Management

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Manufacturing Process

The manufacturing process at Sesatha Batiks starts with sourcing high-quality materials, which are then washed and starched to improve dye adhesion. The design phase follows, with the approach varying depending on the design's complexity and the size of the order. Simpler designs are managed by the in-house team of designers, while more elaborate designs for larger orders are outsourced to specialized designers. For smaller orders, a senior designer oversees the design application process.



Figure 05: Waxing and Canting Tool

The artist utilizes a specialized tool known as a "canting" to apply hot wax to the fabric, forming a resist that blocks the dye from penetrating specific areas. This technique ensures that, during the dyeing process, only the unwaxed sections absorb the color. The fabric then goes through multiple dye baths with varying colors. Afterward, the wax is carefully removed, revealing the intricate final design.

To remove any remaining dye and wax, the fabric is thoroughly washed and then dried, resulting in the completed Sesatha Batik product.

Reasons for Choosing This Process:

- 1. Outsourcing Challenges:** The current reliance on outsourcing for complex designs increases costs and causes delays. Streamlining this process will reduce costs and improve efficiency.
- 2. Inconsistent Dye Quantification:** The lack of a standardized dye quantification system leads to color inconsistencies across orders, affecting product quality and customer satisfaction. This new process aims to ensure consistent color quality.



Figure 06 : Boil Fabric



Figure 07 : Drying



Figure 08 : Saree Designs

AS-IS Diagram for Manufacturing

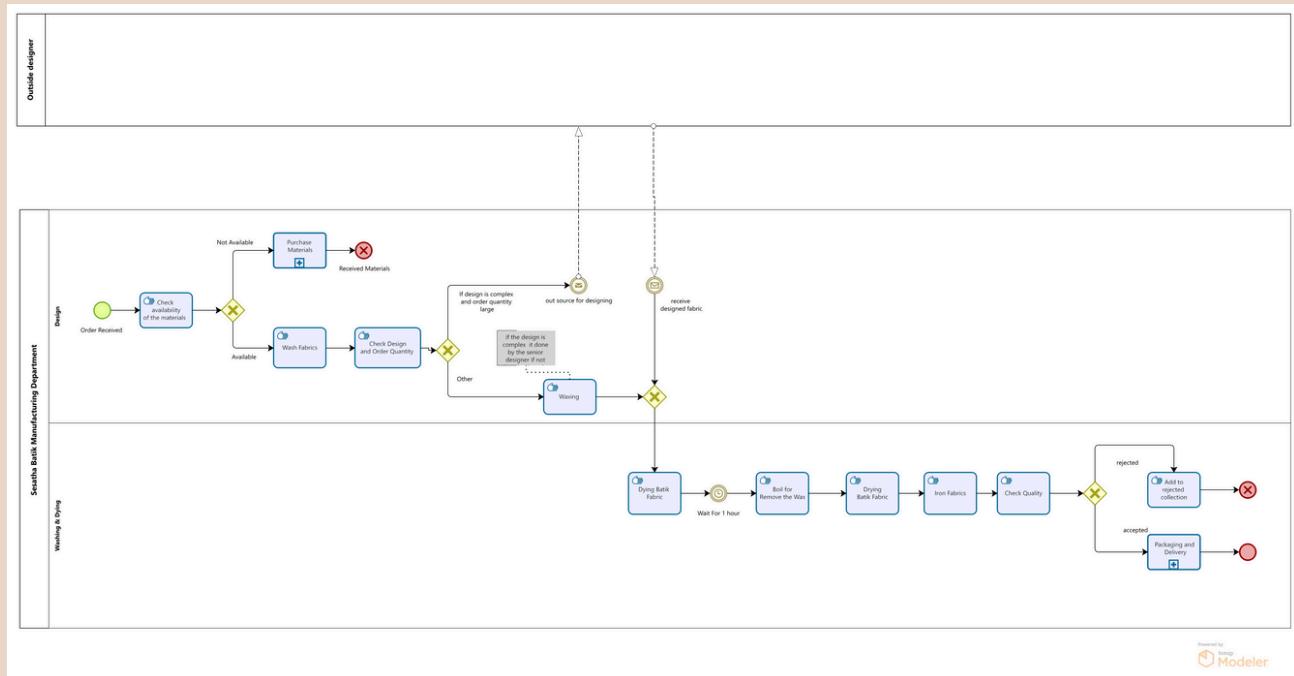


Figure 9: AS-IS Diagram for Manufacturing

Link for the diagram :

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Redesign Process

Proposed redesign process is aim to enhancing efficiency, improving responsiveness to customer demands, and boosting the overall productivity of their manufacturing process.

Sesatha Batiks has a skilled senior designer capable of intricate designs. But due to limited expertise among other employees who mainly handle simpler designs they have to outsourced the larger orders. To address this, we propose implementing training sessions for selected employees under the senior designer's guidance. This strategic initiative aims to empower our in-house staff, enabling them to proficiently handle complex designs and minimized costs associated with intricate designs.

Sesatha Batik encounters challenges in achieving consistent colors across different orders due to the absence of a standardized quantification system. During our discussions with the owner, it was highlighted that achieving consistent colors across different orders is particularly challenging, with the current practice limited to dye calculations only for the same order. This variance in color shades across different orders impacts product consistency and, subsequently, customer satisfaction.

To address this, we propose implementing a comprehensive log for standardized color dye quantification. This solution aims to ensure uniform color tones across all orders, addressing operational challenges and enhancing customer satisfaction.

Additionally, we have identified inefficiencies in the current workflow that contribute to the inefficient movement of employees within the manufacturing area, potentially causing operational delays. As part of our redesign strategy, we aim to address these workflow issues, introducing improvements to streamline processes and enhance overall operational efficiency.

These comprehensive approaches seeks to elevate Sesatha Batik's production capabilities, ensuring a more seamless, consistent, and cost-effective manufacturing process.

TO - BE Diagram for Manufacturing

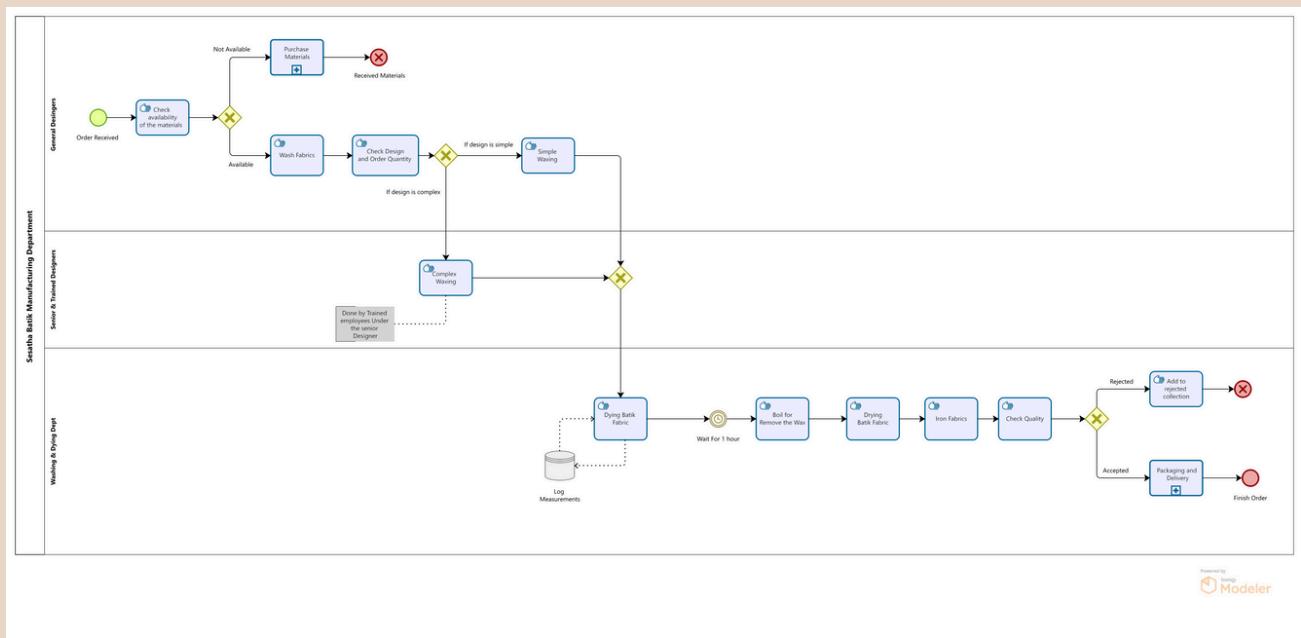


Figure 10: TO - BE Diagram for Manufacturing

Link for the diagram :

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Order Management

The sales manager at Sesatha Batiks is responsible for managing orders, which is crucial for processing customer orders efficiently, ensuring timely delivery, and keeping customers happy.

Orders mainly come from clothing distributed to retail stores, but they also connect with customers directly through social media to showcase new designs, offers, and products. Some customers place orders through regular clients.

Currently, all orders at Sesatha Batiks are handled manually. This involves keeping track of inventory, recording order details, and coordinating production to meet customer needs. Once an order is ready, customers are informed, ensuring transparency and managing their expectations well.

For bulk orders, customers can choose to have them delivered to a specific location or pick them up directly from Sesatha Batiks' facility, offering flexibility and a smooth delivery experience

Reasons for Choosing This Process:



Figure 12: Packed Order

- Limited Access to Product Availability:** Customers currently need to call or visit in person to check item availability, which is inconvenient. The new process will provide real-time online inventory updates, enhancing customer convenience.
- Manual Order Tracking:** The sales manager currently tracks all orders manually, which slows down order processing and negatively impacts customer satisfaction. Automating order management will streamline the process, reduce errors, and significantly improve processing times, leading to a better overall customer experience

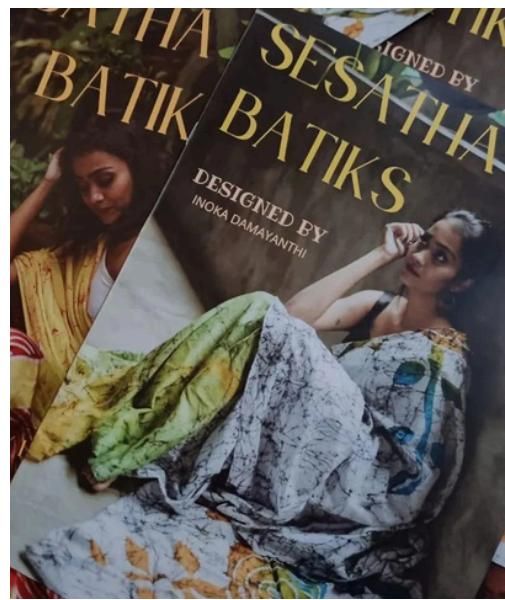


Figure 11: Product Magazine

To address these problems, we plan to create a better platform for Sesatha Batiks to manage and communicate with their customers, aiming to improve customer satisfaction and reduce unnecessary costs caused by delays in order processing.

AS-IS Diagram for Order Management

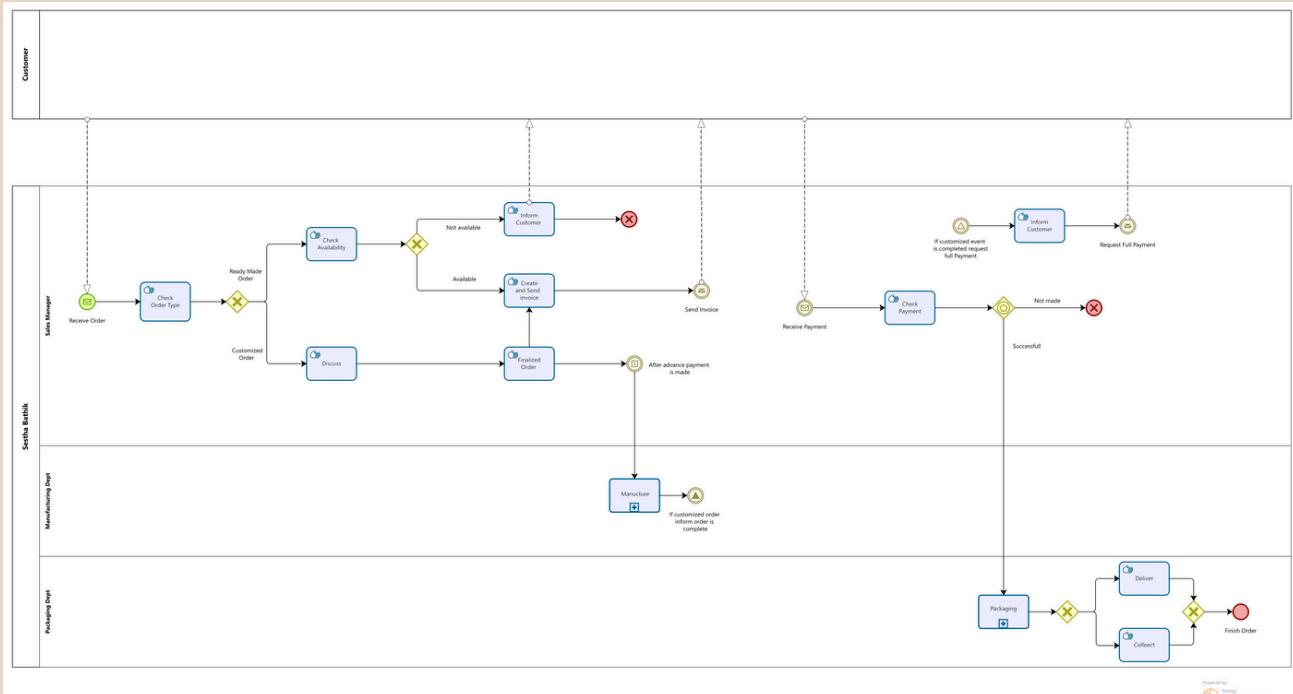


Figure 13 : AS-IS diagram for Order Management

Link for the diagram :

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Redesign Process

The current order management system at Sesatha Batiks presents challenges for both customers and the business.

Customers seeking information about readymade items must either contact the sales manager through a phone call or visit the physical store, causing inconvenience. Moreover, relying solely on social media platforms, especially Facebook, for displaying their items poses limitations in terms of accessibility for Sesatha Batiks. To address these issues and enhance customer experience, we are planning to introduce a website, providing customers with a user-friendly platform. This will allow customers to conveniently check the availability of readymade items, place orders and do the payments online, addressing both the accessibility and communication issues.

Furthermore, we've observed that the manual tracking of orders by the sales manager has led to inefficiencies, impacting order processing times and customer satisfaction. The planned website will play a crucial role in overcoming these challenges. With an automated order management system, Sesatha Batiks aims to not only streamline order processing but also enhance overall customer satisfaction. This strategic redesign provide more efficient and enjoyable shopping experience for its customers.

TO - BE Diagram for Order Management

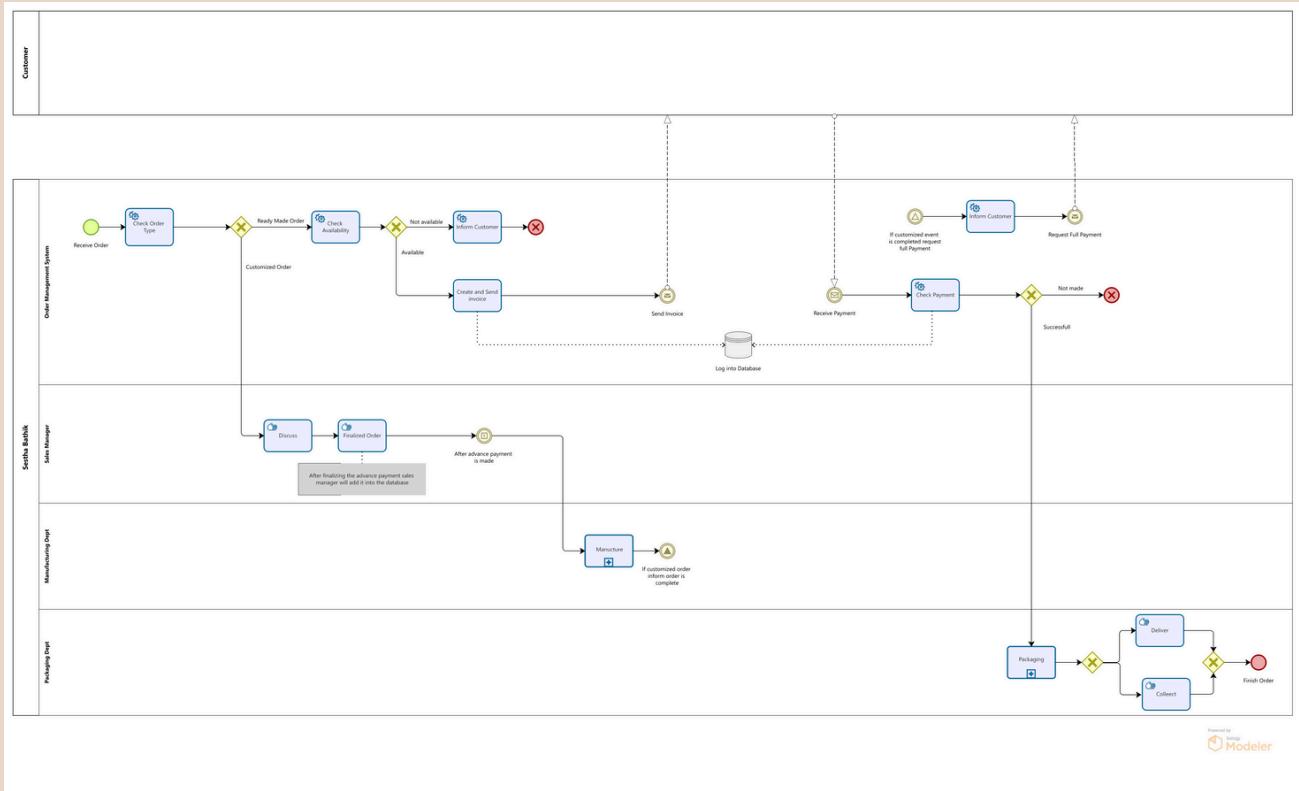


Figure No 14 : TO-BE diagram for Order Management

Link for the diagram :

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4. IMPROVEMENTS ACHIEVED BY THE PROCESS REDESIGN

Order Management Process

- **Enhanced Customer Convenience:**
 - The introduction of the website allows customers to conveniently check the availability of readymade items online, providing a more accessible and user-friendly experience.
- **Online Ordering and Payments:**
 - The website facilitates online ordering and payments, streamlining the entire purchasing process and offering customers a hassle-free way to make transactions.
- **Increased Accessibility:**
 - Moving beyond reliance on social media platforms, the website expands accessibility for Sesatha Batiks, reaching a wider audience and potential customer base.
- **Improved Communication:**
 - The online platform enhances communication by providing customers with a direct channel to inquire about products, reducing the need for physical visits.
- **Efficient Order Tracking:**
 - The automated order management system eliminates manual tracking inefficiencies, ensuring accurate and real-time updates on order statuses, leading to improved order processing times.
- **Brand Image and Loyalty:**
 - A more efficient and enjoyable shopping experience enhances Sesatha Batiks' brand image, fostering customer loyalty and positive word-of-mouth recommendations.

Manufacturing Process

- **Consistency in Design:**
 - The implementation of standardized color dye quantification has addressed challenges related to variations in color across different orders. This improvement ensures consistent and uniform color tones, contributing to improved product quality and customer satisfaction. And also Sesatha Batiks has streamlined and improved the efficiency of the dye application, contributing to a more systematic and effective operation.

- **Cost Reduction:**
 - The introduction of a comprehensive training program for selected design employees, has significantly reduced the dependency on outsourcing for complex designs. This move has minimized associated costs, contributing to overall cost efficiency in the manufacturing process.
- **In-House Expertise:**
 - By empowering in-house staff to handle complex designs, can be enhanced its in-house expertise. This not only reduces the need for external assistance but also allows for greater flexibility and control over the design process.

Finance Management Process

- **Improved Accuracy and Efficiency**
 - Automation reduces the risk of human error, leading to more accurate financial records and efficient financial operations.
- **Better Financial Decision-Making**
 - Real-time access to financial data allows for quicker, more informed decision-making, helping the company respond more effectively to market changes or internal issues.
- **Enhanced Reporting and Compliance**
 - Automated systems provide more robust reporting capabilities and make it easier to ensure compliance with financial regulations and standards.
- **Scalability**
 - A digital system can easily scale with the business as it grows, accommodating more complex transactions, multiple currencies, or additional reporting requirements.

05. POSSIBLE CHANGES DUE TO REDESIGN

1. Organizational Structure:

- Enhanced Supervision: Adding a senior designer as a supervisor strengthens the organizational structure, improving coordination and quality control within design and manufacturing processes.
- Flexible and Decentralized Approach: Outsourcing the sewing team introduces flexibility, potentially creating a decentralized network of skilled women in the village for sewing tasks, which reduces costs and adds adaptability.

2. Job Skills and Reward Systems:

- Skill Development: Training sessions for selected employees enhance their ability to manage complex designs, empowering in-house staff to handle larger orders and reducing reliance on external resources.
- Performance-Based Pay: Introducing a daily wage system for complex art designers, where earnings are based on the number of completed pieces, encourages higher productivity and aligns rewards with performance.

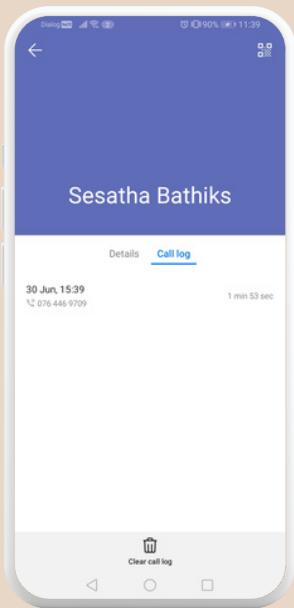
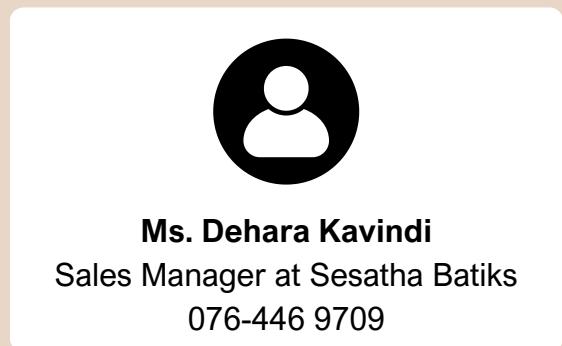
3. Information Technologies:

- Automated Order Management: Launching a website for online orders and payments requires an automated order management system, streamlining the order process and minimizing manual efforts.
- Color Consistency Technology: Investing in color dye quantification software addresses color consistency challenges, improving precision and reducing variations in the dyeing process for better quality control.

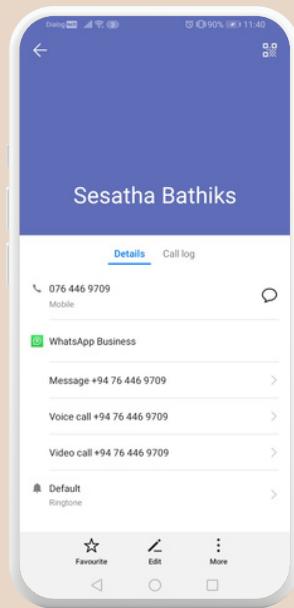
4. Culture, Values, and Beliefs:

- Community Empowerment: Recruiting unemployed women from the village for sewing tasks fosters a culture of inclusion and community support, reflecting values that emphasize social responsibility.
- Sustainability Commitment: Focusing on waste identification and repurposing aligns with a sustainable culture, promoting responsible use of resources and waste reduction.

06. EVIDENCE FOR CONTACT



Call log



Conversation

Figure No 15: Evidence for Contact



07. REFERENCES

[1] Ms. Dehara Kavindi - 076 4469709

[2] Sesatha Batiks Official FB Page:

<https://www.facebook.com/sesathabatik>

[3] Company Visit Photos and Videos :

https://drive.google.com/drive/folders/1HUaIL7jhHwI27BxZwNHMV8Bp4aoTzCMv?usp=drive_link

[4] AS-IS Diagrams:

https://drive.google.com/drive/folders/1Tq9OxWz3HQ_Bv8HnDSN1gyXInx7PiGIJ?usp=drive_link

[5] TO-BE Diagrams:

https://drive.google.com/drive/folders/1WiA92Km97QNYaS4xN5jMS9kLIy2mBDdi?usp=drive_link

