

CASE STUDY



SGAnalytics
Solve. Synergise. Surpass.



Client: A leading sports footwear manufacturer with 160 global outlets and 6 manufacturing facilities based in Asia



4

Countries



4

Qualitative
Surveys



3,000+

Respondents



10+

Players Technology
Analyzed



CHALLENGES

Our client wanted to understand the use of new technologies in the footwear and garment industry in Asia.



APPROACH

Based on our understanding of the business problem, SGA's Market Research team conducted a survey to understand the new technologies used by footwear and garment companies in their manufacturing processes.



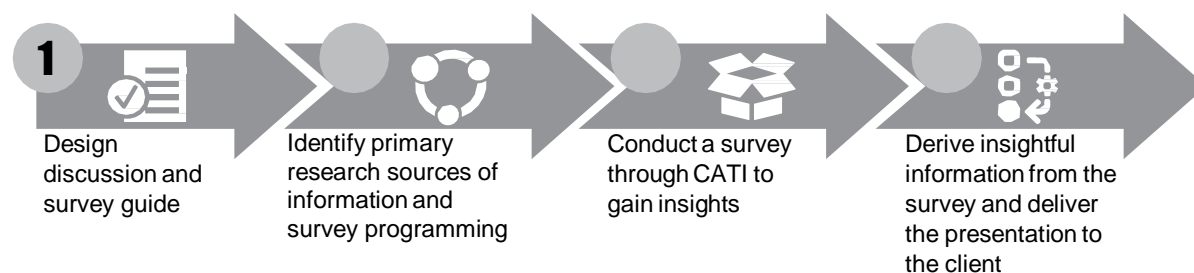
- SGA conducted qualitative interviews with Production Managers and Senior Executives in the footwear and garment manufacturing industry to identify the technology trends



- Conducted surveys in 4 Asian countries (Indonesia, Thailand, Vietnam and Cambodia) to understand the supply chain and technologies used in footwear and garment manufacturing to enhance production processes and boost efficiency



- The insights from these interviews helped in assessing the impact of new manufacturing technologies on labor force, business performance and overall product quality



VALUE DELIVERED

“Research conducted by SGA helped us to improve our operations and identify future trends” - Head of Product Development



Country-wise insights delivered to the client, which included key insights on the overall technology usage.



This study assisted the client to identify the market trends in the manufacturing technology and improve its business operations.