

Image Garments (Private) Limited – The Polo Pique Company! Modernizes Operations, Reduces Costs, and Increases Profits with Oracle E-Business Suite Special Edition

Partner Profile



Jaffer Brothers (Private) Limited
Pakistan
<http://www.jaffer.com>
Oracle Certified Partner

As a Business Partner of Oracle Corporation since November 1996 in Pakistan, JBL has targeted its investments in IT Professional Services. Jaffer Consulting (Business Unit of JBL) has the best and most successful delivery model for Oracle ERP solutions.

Customer Profile

Image Garments (Pvt.) Ltd.
The Polo Pique Company!

www.ImageGarments.com

Industry:
Garments / Manufacturing

Annual Revenue:
\$1M-\$100M

Employees:
500-1999

Oracle Products & Services

- Oracle E-Business Suite Special Edition (EBS-SE)
- Oracle Financials
- Oracle Purchasing
- Oracle Inventory
- Oracle Order Management
- Oracle Discrete Manufacturing
- Oracle CRM
- Business Intelligence

"Image Garments (Pvt.) Ltd. is switching to Oracle Financials in the next three months"

This was the caption on their web site in June 2005. In October 2005 the company went live on Oracle Applications E-Business Suite Special Edition (EBS-SE). Thus once again fulfilling their commitments on time.

Image Garments is an ISO 9002 certified company established in 1985. The main **Product line** being Tee Shirts, Polo Shirts, Sweat Shirts, Jogging Suits for Men, Women and Kids. It has **production capacity** of 200,000 Polo Piques Per Month. And this is achieved on 425 stitching machines.

"Oracle's integrated, end-to-end platform helped us identify and improve efficiencies, boost productivity, and improve profitability. We achieved our vision of providing customers with the highest quality products and services. Implementing Oracle was a significant event in our company's history" – Qamar Aftab, Chief Executive Officer of Image Garments (Private) Limited.

Textile Industry in Pakistan – As viewed by the CEO – Qamar Aftab

Sewing Industry is labor intensive. Pakistan has the advantage of a large, skilled labor force with one of the lowest wage in the world. Apparel production will continue to grow in the Developing Countries since the Developed Countries are giving it up in favor of more technology oriented and value added economic activities. Pakistan is blessed with Superior Cotton and rated as the 4th Largest Producer in the World. The country is known for its very short lead times in the Readymade Garments Industry as compared to the neighboring countries.

New Windows of Opportunity

As one of Pakistan's garments manufacturers; Image Garments offers a broad range of Polo Piques. The privately-owned company, which assures their customers of the best quality product at the best prices. Image Garments (Private) Limited has a reputation for executing customer shipments accurately and on time.

Image Garments (Private) Limited became an Oracle customer when it recognized that its old legacy system could not keep up with its growth. To remedy this, the company selected Oracle E-Business Suite Special Edition as the building block for its future. The move proved to be the correct one. By implementing Oracle E-Business Suite Special Edition, Image Garments was able to improve business processes, improve inventory levels and achieve timely delivery of the goods due to efficient control over production variables and stable logistical support.

Why Oracle?

Image Garments required a simple, low cost financial management solution that could be implemented quickly and conveniently. After examining a number of software vendors, Image Garments (Private) Limited chose Oracle for its high level of integration between applications and ease of use.

Key Benefits

- Agreement and reconciliation of information between various departments (knitting, dyeing, cutting, stitching, packing, stores, and shipping/exports)
- Information regarding inventories lying at third party locations (knitters and dyers)
- Improvement of procurement process reducing procurement costs and increasing profitability
- Control over wastage
- Significant improvement in inventory management

Integrated Applications Streamline Operations

Oracle E-Business Suite connects and streamlines Image Garments (Private) Limited operations, from the initial point at which an order is received to the final delivery of products.

Challenges

- Standardize and automate manufacturing and administrative processes to improve operational efficiency, productivity, and profitability
- Obtain single version of truth across the enterprise
- Obtain agreement and reconciliation of information from various departments (stitching, cutting, packing, stores and shipping)
- Improve procurement process and avoid wastages
- Facilitate compliance

Solution

- Using Oracle move orders with electronic approvals enabled to determine inventories lying at third party locations – we are now aware of our stocks lying at various knitters / dyers
- Reconciliation and agreement between various departments, cutting, stitching, packing, stores and exports/shipping was achieved. This has helped in reducing wastage.
- Left-over (reusable) materials are now recorded reducing procurement costs. This further enables wastage control and increases profitability.
- Stock levels are available and procurement can be done after checking existing stock levels of the required material. An improvement in procurement process and increased profitability.
- Gained enhanced efficiency across the enterprise, allowing management to more effectively plan and implement internal controls – including reporting of sales tax, withholding tax, and financial statements.

Why Jaffer Consulting?

“The demo of Oracle Applications was provided to us by Jaffer Consulting in Lahore. We had no hesitation in choosing Jaffer Consulting as our implementation partner”.

Jaffer Consulting implementation and technical support teams are highly skilled and experienced in the implementation of Oracle ERP and are ready to meet stringent round-the-clock customer demands.

The implementation of Oracle E-Business Suite Special Edition at Image Garments went live within 70 consulting days.

Future Plans

Oracle's integrated and Web-based solutions will be the foundation for a novel customer/supplier interface Image Garments plans to introduce soon. We are also planning to implement Business Intelligence. This shall enable us to perform more analysis and strengthen our decision support system.