

Business intelligence via enterprise resource planning: A case study of apparel brand identification industry

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It has been a major challenge and an aggravating issue among Apparel Brand Identification Manufacturers to lose brand buyer's confidence due to delivery of non conformity products with wrong specification. It is evident that the main cause for this was not using a properly integrated information system to manage and control their processes. Presently most of them use manually coordinated systems for their operations.

In view of the above background, an attempt was made to develop two major base modules analysed and designed as key areas of an Enterprise Resource Planning (ERP) application suitable for Apparel Brand Identification Industry. They are Sample Manufacturing Process Management and Management Information System.

By developing a Sample Manufacturing Process module, it was intended to achieve the objectives such as eliminating information duplication in Sample Manufacturing Process, avoid re-sampling of previously done samples, thereby reducing delays and costs, avoid unnecessary delays in locating sample information when doing its bulk production, improve Sample Manufacturing lead time by increasing information integrity and avoid producing non-conformity bulk production by maintaining correct sample information. Secondly, with a Management Information System module, the researcher's main aim was to gain objectives such as improving monitoring and controlling of organisational performances, reducing time in preparing management reports with non-integrated information, improving the accuracy of management information by avoiding data duplication, reallocation of human efforts on other productive area such as strategic planning, operational management and controlling, etc.

By achieving these objectives with proposed modules, author's ultimate goal was to elaborate the flavor of having proper Enterprise Resource Planning application as a tool for improving Apparel Brand Identification Manufacturer's overall challenge of delivering non-conformity products.

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