

# Online Supply Chain Ecommerce Solution – Case Study

How **Direction Software LLP** created a comprehensive **Online Supply Chain & Product Management System** that helped a Celebrated Fashion Line streamline

its backend systems



**For more information contact**  
info@direction.biz, 91 (22) 6152 5000, [www.direction.biz](http://www.direction.biz)



## Executive Summary

### The Client

An International Beachwear Fashion Brand

### Industry

Ecommerce

### The Need

- An online backend system that managed season-wise supply chain for both wholesale and retail
- Some additional features for real-time sync with the existing website regards products, inventory & shipping.

### Business Solution

- Direction Software LLP created an easy-to-navigate comprehensive backend system to manage both wholesale & retail businesses
- Direction Software LLP added some extra features to centrally manage all product data & inventory, as well as shipping documentation and reports

### Technology Used

HTML, CSS, Cake PHP framework & My SQL database

### Benefits

- An Online Supply Chain system
- Well satisfied Buyers
- Optimized procurement system
- Seasonal demand and supply process
- Clearly defined multi-level real-time inventory
- Aids to better decision making
- Various operational documents

## The Client

If you're looking to have that perfect blend of luxe and excitement into your beach vacation wardrobe, this international beachwear brand - a premium fashion line - is your one shop stop. A well-known Hollywood actress, model and a beachwear designer launched her namesake company in 2005-which is now an enduring luxury lifestyle shop with a global reach of 15,000 customers spread across the US, Europe and Australia. With its exquisite offerings, the brand envisages to continue delivering the best possible shopping experience to its new and repeat customers.

## Business Requirement: A comprehensive Online Supply Chain & Inventory Management system

The client had a cumbersome and restrictive offline system. The need of the hour was having a better system fully online, which would have all the necessary latest features as well as interact in real-time.

Here's what the client wanted from the system:

- Easy-to-navigate online system with good user experience
- An integrated Procurement from different Vendors of EH Beach
- Easily aggregate orders from multiple B2B sales channels and also from B2C online sales
- Automation in processing of manual documents for both Procurement & Sales
- Modules designed to track business metrics and forecast accurately to optimize demand, supply & other service levels
- Manage real-time Inventory over all channels
- Maintain Season-wise Data



## How Direction Software LLP Created an Online Comprehensive Backend for Supply Chain, Product & Inventory management

The client approached Direction Software LLP to develop an Online Backend to help meet B2B Procurement & Sales requirements, and also certain aspects of their B2C online sales. Direction Software LLP mapped a solutions strategy that was in sync with client's expectations.

Here's an overview of the solution implemented by Direction Software LLP:

- The design team came up with an Easy-to-navigate website layout that was also easy to comprehend
- Master data on Buyers, Vendors, Seasons & Season-wise Products
- For Vendors, season-wise order, receipts, returns and stock update processes
- Aggregated Systems for Season-wise Wholesale orders and Returns with automated documentation
- Synchronization with online ecommerce website orders for inventory updates and automated shipping documentation
- Real-time multi-level inventory was displayed as per product parameters, based on B2B procurement, B2B/B2C orders & any returns in all processes
- Product data was maintained up to minute drilldown details like Season, Vendor, Country of Origin, Multi-currency, Size, Weight, HSN, Stock, Fabric, Related products, SEO, Video link, etc.
- Reports and various modules to understand trends in sales and stock, thus helping plan better for demand & supply
- An Admin to control viewer rights, thus enabling effective display of information

## The Result: A decisive impact on the Client's operative efficiencies

With just a little training, the company was operating a Smart web-based, integrated backend system leading to:

- Well satisfied Wholesale Buyers
- Harmonious business relationship with Vendors
- Effective planning of Seasonal Demand and Supply
- Streamlined delivery of B2C ecommerce orders
- Efficient maintenance of centralized data
- Increase in ecommerce sales due to effective inclusions in product data



### About Direction Software LLP

We are a software services firm, specializing in developing and implementing Internet strategies for businesses and providing high-end software development services including Custom Programming and Offshore Development.

With 17,000 sq. ft. of space in a modern building in central Mumbai the hub of all business activities in Mumbai, Direction Software LLP is fully equipped with state-of-the-art infrastructure and networked with redundant high speed, dedicated internet access from different providers.

Our vision is to be a trusted IT partner, leveraging our knowledge of tools and technologies to provide simple, integrated and innovative solutions that result in maximum customer satisfaction.