WISDOM®
Wazir Integrated System Driven Organization Module

First Step Towards Accelerating Business Growth & Profitability

WISDOM® | Accelerating business growth and profitability

Key business problems that inhibit revenue & profitability growth

- *Delays in delivery*
- *Lost orders*
- *Costs going out of control*
- *Leakages*

- *Inability to control operations & employees*
- *Sub-optimal employee performance*

- *Improper MIS*
- *Visibility blind spots*
- *Slow decision making. Few people take all decisions*

WISDOM®
Wazir **I**ntegrated **S**ystem **D**riven **O**rganization **M**odule

Systems, processes and organization are pillars that support business growth and profitability

|		
Pave Way For Revenue Growth	*Improve Operating Efficiency & Set Base For Automation*	*Increase Organizational Agility*
Plug In Leakages & Losses	*Make Decision Making More Consistent & Data Backed*	*Enhance Employee Motivation & Productivity*

Through it's WISDOM® Program, Wazir can help companies set base for accelerated growth and profitability.

Through it's WISDOM® Program, Wazir can help companies set base for accelerated growth and profitability.

Key areas of intervention

organization design center-in on making the organization more customer centric, agile and accountable.

Systems & Processes	Organization Structure
WISDOM®	
MIS & Reporting	IT Platform
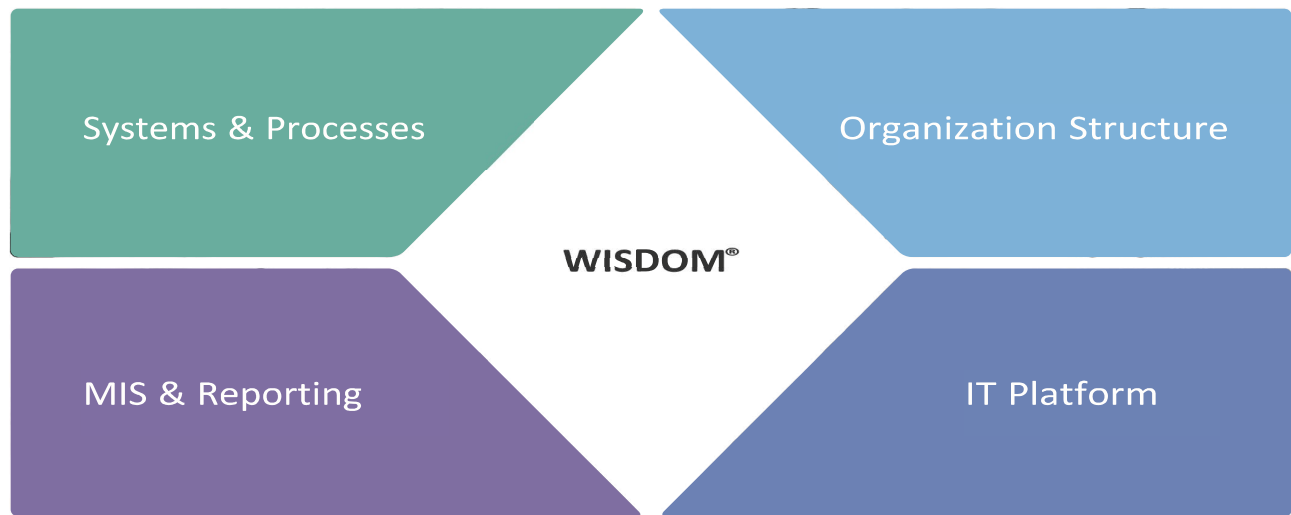
- *Processes and organization structure are designed keeping the client's company and its DNA at the core and through benchmarking with best practices.*

- *Consumer is the vantage point that Wazir builds on. With our "outside in" approach, the processes and the*

- *Wazir starts with the end objective in view. What is the problem that the company faces and what is it that the company wants to achieve within what time and resource constraints?*

- *Aim is to simplify, standardize, improve control mechanisms and create data visibility.*

WISDOM® | 3 Phased Approach

Process, Organization and MIS Design
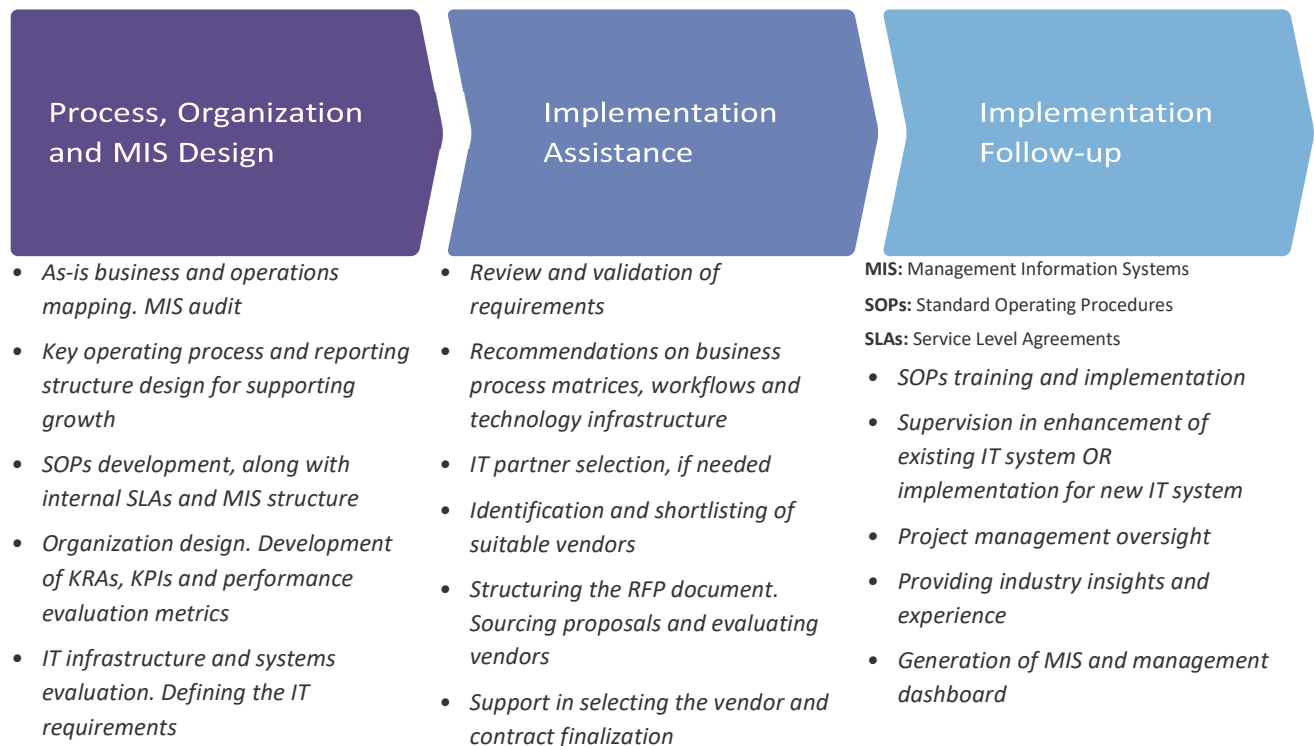
- *As-is business and operations mapping. MIS audit*
- *Key operating process and reporting structure design for supporting growth*
- *SOPs development, along with internal SLAs and MIS structure*
- *Organization design. Development of KRAs, KPIs and performance evaluation metrics*
- *IT infrastructure and systems evaluation. Defining the IT requirements*

Implementation Assistance

- *Review and validation of requirements*
- *Recommendations on business process matrices, workflows and technology infrastructure*
- *IT partner selection, if needed*
- *Identification and shortlisting of suitable vendors*
- *Structuring the RFP document. Sourcing proposals and evaluating vendors*
- *Support in selecting the vendor and contract finalization*

Implementation Follow-up

MIS: Management Information Systems

SOPs: Standard Operating Procedures

SLAs: Service Level Agreements

- *SOPs training and implementation*
- *Supervision in enhancement of existing IT system OR implementation for new IT system*
- *Project management oversight*
- *Providing industry insights and experience*
- *Generation of MIS and management dashboard*

....

- *Assistance in hiring the right candidates. Onboarding of senior team members*

- *Explaining the KRAs and KPIs to all team members*

RFI: Request for Proposal

KRAs: Key Responsibility Areas

KPIs: Key Performance Indicators

- *Periodic review with management to asses progress and refine targets*

- *Ensure no lapse in SOPs adherence and in MIS generation*

- *Ensure that the team understands and is delivering its KRAs and KPIs*

- *Ensure the new/enhanced IT system is adopted and data reported is accurate*

- *Sort out any teething issues*

WISDOM® | Deliverables

Process, Organization and MIS Design

1. Documented process flow, SOPs and SLAs
2. Reporting structure & MIS templates created
3. Documented organogram
4. Well defined KRAs & KPIs
5. Performance evaluation metrics defined
6. Recommendation on a new IT system OR enhancements in the existing system, as per the requirement
7. If needed, new IT vendor selected

Implementation Assistance

1. Training on SOPs conducted. Transition to new processes
2. Key senior team members recruited and on-boarded
3. Workshops with existing teams to explain KRAs and KPIs
4. MIS reports started to be generated, as per periodicity defined
5. IT system implementation completed

Implementation Follow-up

1. Accurate MIS reports generated as per periodicity defined
2. SOPs adherence checked.
3. Minor changes or fine-tuning in the SOPs done, if required
4. Monthly progress reviews conducted

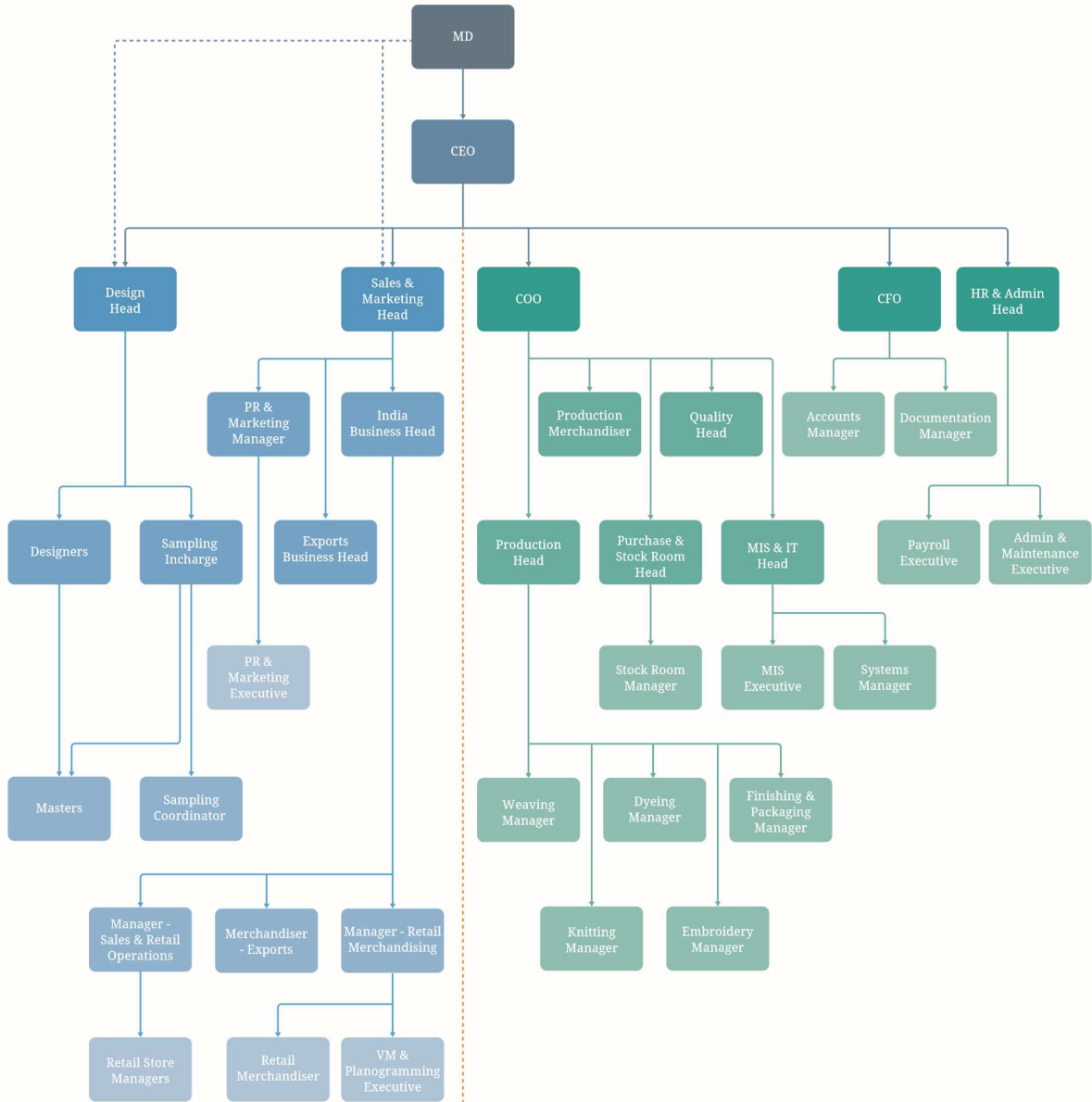**MIS:** Management Information Systems

SOPs: Standard Operating Procedures

SLAs: Service Level Agreements

RFI: Request for Proposal

KRAs: Key Responsibility Areas

KPIs: Key Performance Indicators

Organization Structure

Illustrative

Design and Sales & Marketing Organization

Fulfillment & Support Organization

MD → CEO

CEO branches to: Design Head, Sales & Marketing Head, COO, CFO, HR & Admin Head

- Design Head → Designers, Sampling Incharge
  - Designers → Masters
  - Sampling Incharge → Sampling Coordinator
- Sales & Marketing Head → PR & Marketing Manager, India Business Head
  - PR & Marketing Manager → PR & Marketing Executive
  - India Business Head → Exports Business Head
  - Exports Business Head → Manager - Sales & Retail Operations, Merchandiser - Exports, Manager - Retail Merchandising
    - Manager - Sales & Retail Operations → Retail Store Managers
    - Manager - Retail Merchandising → Retail Merchandiser, VM & Planogramming Executive
- COO → Production Merchandiser, Quality Head, Production Head, Purchase & Stock Room Head, MIS & IT Head
  - Purchase & Stock Room Head → Stock Room Manager
  - MIS & IT Head → MIS Executive, Systems Manager
  - Production Head → Weaving Manager, Dyeing Manager, Finishing & Packaging Manager
    - Weaving Manager → Knitting Manager
    - Dyeing Manager → Embroidery Manager
- CFO → Accounts Manager, Documentation Manager
  - Documentation Manager → Payroll Executive, Admin & Maintenance Executive
- HR & Admin Head

KRAs and KPIs

KRAs and KPIs will be developed for key roles in the organization structure.

Illustrative

KRAs

Job Title	CEO, Chief Executive Officer
Reporting To	MD
Key Accountability	*Increases shareholder's value. Manages and grows the business.*
Job Brief	*Supervises and controls all strategic and business aspects of the company. The first in command in the company and responsible for formulating the strategies for all business streams....*

Key Responsibilities	Supporting Actions
Sets The Company Strategy, Direction and Targets	
Supervises Operations And Company's Performance etc.	

Other Key Responsibilities of a CEO:

KPIs

Quantitative

- *Revenue growth.*
- *EBITDA growth.*
- *Shareholder value growth.*

Qualitative

Brand equity growth.

KPIs

Quantitative

- *Revenue growth.*
- *Gross margin growth.*
- *Sales & Marketing costs vs. budgets.*
- *Economic value add per person.*
- *Number of new accounts opened or acquired – EBOs, Multi designer outlets/alliances formed.*
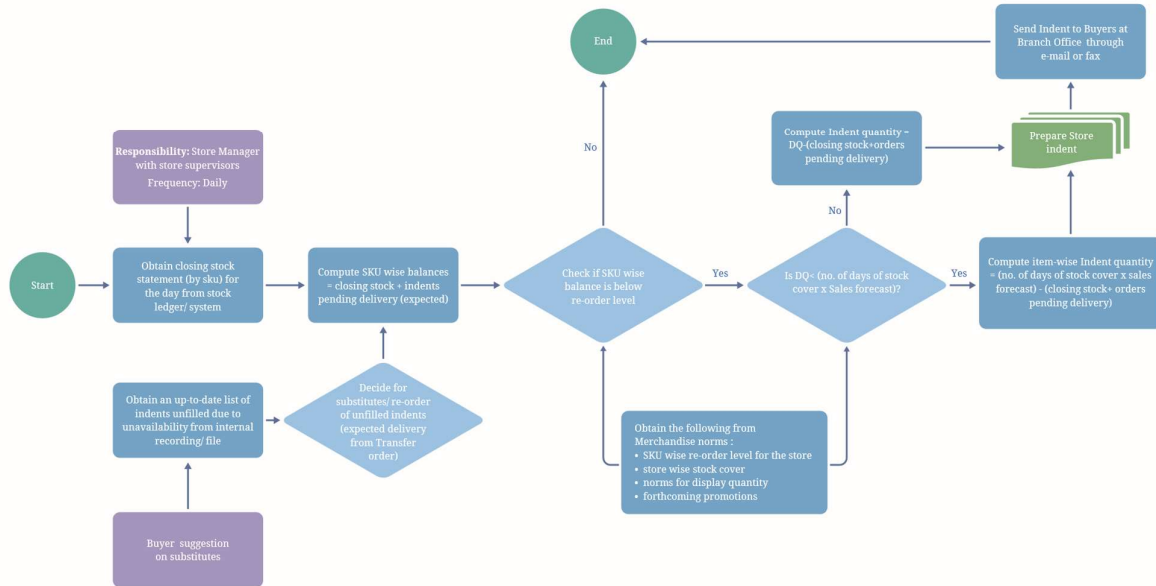
Qualitative

- *Adherence to SOPs.*
- *Relationship management with key retail business partners.*

Process Flowcharts

All critical processes will be mapped and detailed process flow charts, with activity detailing, decisions to be taken, roles and responsibilities, timelines etc. will be developed. This will be based on Wazir's sectorial knowledge and industry best practices.

Illustrative

Days	Activity	Priority	Responsibility
All	• *Cashing up* • *Till checks* • *Cleaning* • *Filling up of stocks* • *Daily floor walk* • *Recovery floor walk* • *Checking Put aways* • *Delivering Put aways* • *Sales staff briefing*		
Monday	*Banking*		
Tuesday	*Stock Taking*		
Wednesday	*Weekly floor walk*		
Thursday	*Holiday*		
Friday	*New Merchandise Display*		
Saturday	*Promotion*		
Sunday	*Promotion*		

SOP Manuals

All processes defined will be documented in the form of Standard Operating Procedures manuals. SOPs & SLAs will be made for all critical departments within the organization.

Illustrative

Standard Operating Procedure

Retail Operations

Business Development

Merchandising

Operations

Product Development

HR

MIS & Reporting Structure

A detailed MIS structure and reporting templates will be created in the IT system, so that all decision makers have adequate data points and visibility across the supply chain. Periodicity of reports generation and ways to analyze data will also be defined.
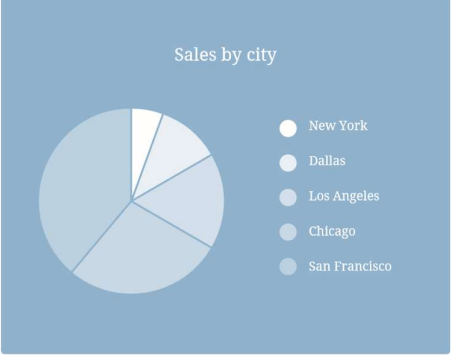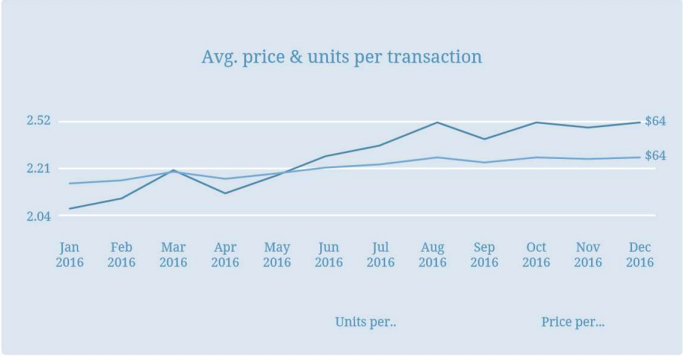
Order in Hand

Buyer	Order No.	Buyer Order No.	Style No.	Desc.	Fabric	Article No.	Colour	Quantity	Del. Date	Ext. Date	Cur. Name	Avg. Rate	Amount	Mode of Dispatch	Curr. Rate	Amt. in Rs.
Month / Year:																
Buyer Dept.:						Contact Person:										
Total																

WIP Stock Report

Vendor Name:
From (date):   To (date):

Style No.	Order No.	Component	Del. Date	Process	Vendor	Color	Open	Issued	Return	Received	Rejected	Balance	Rate	Value

Orderwise TNA Report

From date:
Status:

Buyer	Style	Order	Order Qty.	Activity	Assign to	Target date	Target day	Commit date	Revision date	Task status	Delay	Complete date	Complete by

Management Dashboards

Dashboards, detailing metrics to monitor and effectively manage the business
will be made for the top management.

Key Deliverables

Illustrative

Overview

Sales Revenue	Customers	Avg. Transaction Value	Avg. Units per Customer
$302.01 M	5.64 M	$64.36	2.08

Sales by division

Women	Men	Children
$193.76M	$77.87M	$45.75M

Top 5 articles by sold items

- Piper Jeans
- Millie Boots
- Trevor Shirt
- Daisy Jumper
- Lily Dress

Top 5 customers & visitors

10M
5M
0M

Jan 2016 · Feb 2016 · Mar 2016 · Apr 2016 · May 2016 · Jun 2016 · Jul 2016 · Aug 2016 · Sep 2016 · Oct 2016 · Nov 2016 · Dec 2016

Visitors   Transactions

Top 5 collections by revenue

- June Collection
- Summer Party
- California Girl
- Cozy Holidays
- Winter

Avg. price & units per transaction

2.52
2.21
2.04

$64
$64

Jan 2016 · Feb 2016 · Mar 2016 · Apr 2016 · May 2016 · Jun 2016 · Jul 2016 · Aug 2016 · Sep 2016 · Oct 2016 · Nov 2016 · Dec 2016

Units per..   Price per..

Sales by city

- New York
- Dallas
- Los Angeles
- Chicago
- San Francisco

Out of stock items

20%
10%
0%

Jan 2016 · Feb 2016 · Mar 2016 · Apr 2016 · May 2016 · Jun 2016 · Jul 2016 · Aug 2016 · Sep 2016 · Oct 2016 · Nov 2016 · Dec 2016

Project Timelines

All critical processes will be mapped and detailed process flow charts, with activity detailing, decisions to be taken, roles and responsibilities, timelines etc. will be developed. This will be based on Wazir's sectorial knowledge and industry best practices.

Phase I
Process & OrganizationStructure Design

2-3 months

Phase II
Implementation Assistance

2-3 months

Phase III
Implementation Follow-up

4-6 months
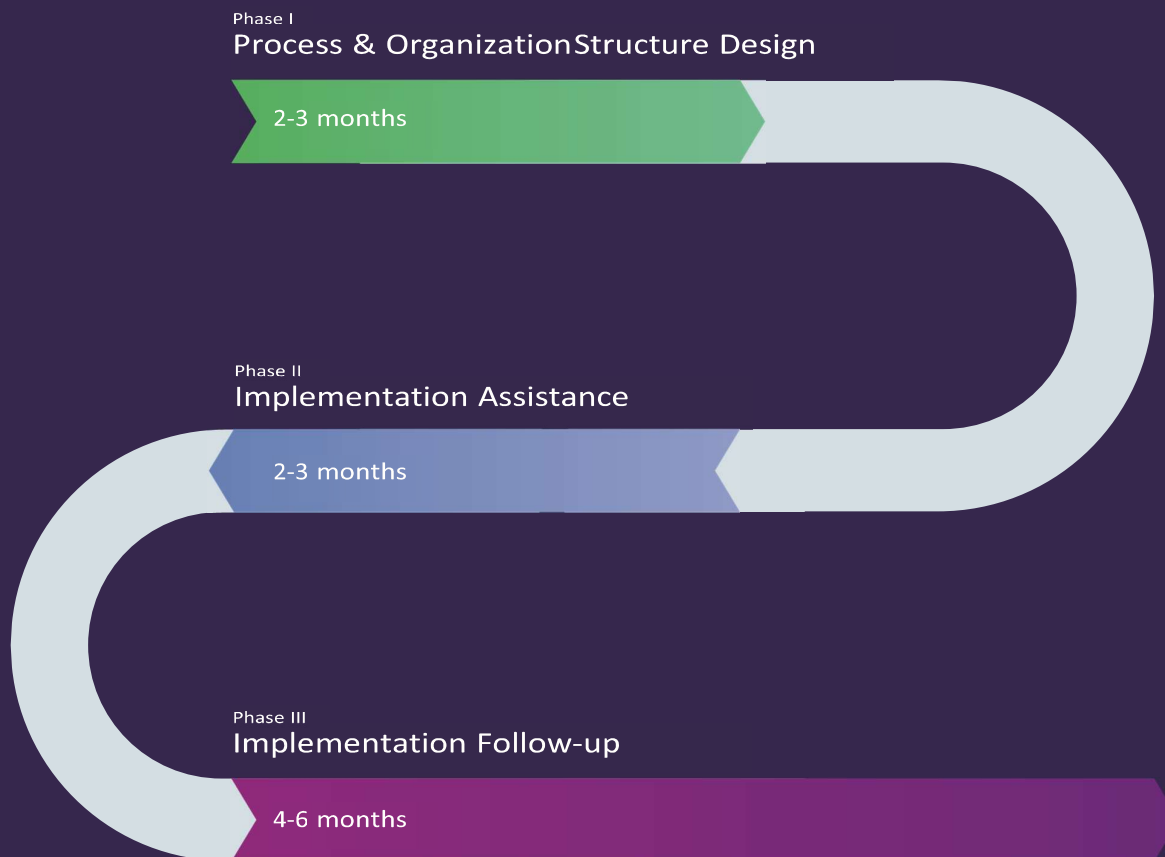
About Wazir Advisors

Wazir is a management consulting firm focused on advising clients in sectors of Consumer Products & Retail and Textile & Apparel for strategy, implementation, alliance and skill development projects.

At Wazir, we specialize in advising Indian and International companies to conceptualize, create and compete in consumer facing sectors.

From Indian to International corporates, from Private Equity groups to family owned businesses, our work centers around enabling our clients make the right moves – from strategy, to implementation, to value delivery and in building beneficial alliances.

We possess more than 1000 man-years of cumulative team experience across industries, geographies and economic conditions.

We leverage this to value add and get that edge in your business. Powered by our deep insights into the Indian consumers, spread across age, social strata, gender and geography, we put the consumer at the center of the decision making process and bring a unique outside-in perspective, imperative for success in a hyper competitive market.

The Wazir Advantage

Specialist

Specialist and not generalist consulting team having hands on experience in manufacturing and retail sectors.

Global Experience

Extensive experience of Systems, Processes & Organization design and implementation across small to large companies. Have in depth understanding of global best practices.

Transition Expertise

Extensive experience of helping companies transition from entrepreneurially driven to professionally managed corporate organizations

High Level Exposure

Strategic and growth driven mindset, having worked with the leading companies in the sector.

Agile

High agility and responsiveness to clients' requirements.

Insight Driven

Unique, outside in perspective.
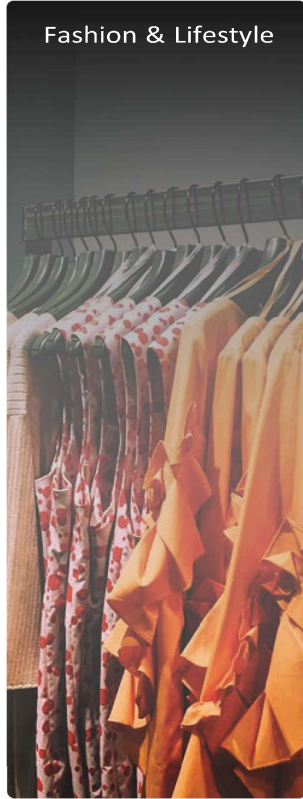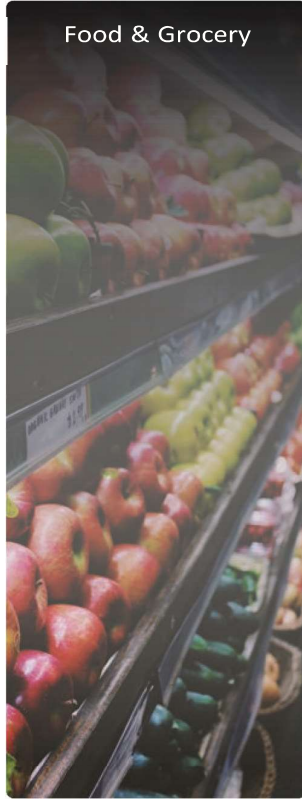
Our Focus Industries

BRICK & MORTAR   →   ONLINE   →   OMNI CHANNEL

Consumer Goods	Fashion & Lifestyle	Food & Grocery	Retail Services

- Durables
- Electronics
- Mobiles
- Home
- Travel

- Apparel
- Footwear & Accessories
- Innerwear
- Hypermarkets,
- Supermarkets,

- FMCG
- Packaged F&G
- Food Retail -

- Financial Services
- Real Estate

- Beauty & Wellness
- Healthcare
- Education

Specialty Retail

Hotels, Restaurants

- Food Services - QSR,

Our Services

Strategy

Our approach, based on Wazir's proprietary 7C model, helps us deliver unique and actionable strategies. Be it a corporate strategy intending to multiply revenue and market share or operations strategy to reduce supply chain costs, we are geared to deliver opportunities before they become obvious to business around these opportunities. We focus on capturing and maximizing the selected opportunity for our client's business and ensuring that it is future proof.

Our areas of intervention includes:
- *Market feasibility assessment*
- *Market entry*
- *Business diversification strategy*
- *Business growth - Reboot strategy*
- *Marketing & branding*
- *Buying & sourcing*
- *Merchandising & range planning*
- *Expansion and roll-out*
- *Location evaluation and selection*
- *Franchising strategy*
- *Distribution networks*
- *Logistics & supply chain*

At Wazir, nothing gives us more high than to convert our drawing board ideas

Implementation

into real businesses. We make sure that we can execute every strategy we recommend to our clients and are eager to be involved in implementation to make our strategy happen. From assistance in building an organization ground up, to developing business processes, to selection of technology and creating the business infrastructure, we cover the most critical elements of implementation for our clients.

Our areas of intervention include:
- *Overall project management (Strategy execution control)*
- *Organization structure design & recruitments (HR transformation)*
- *Process design & implementation (Process transformation)*
- *Infrastructure & network creation including retail, franchisee network & supply chain*
- *Online platform creation assistance*
- *Technology selection & implementation supervision (Digital transformation)*
- *Branding & marketing assistance*
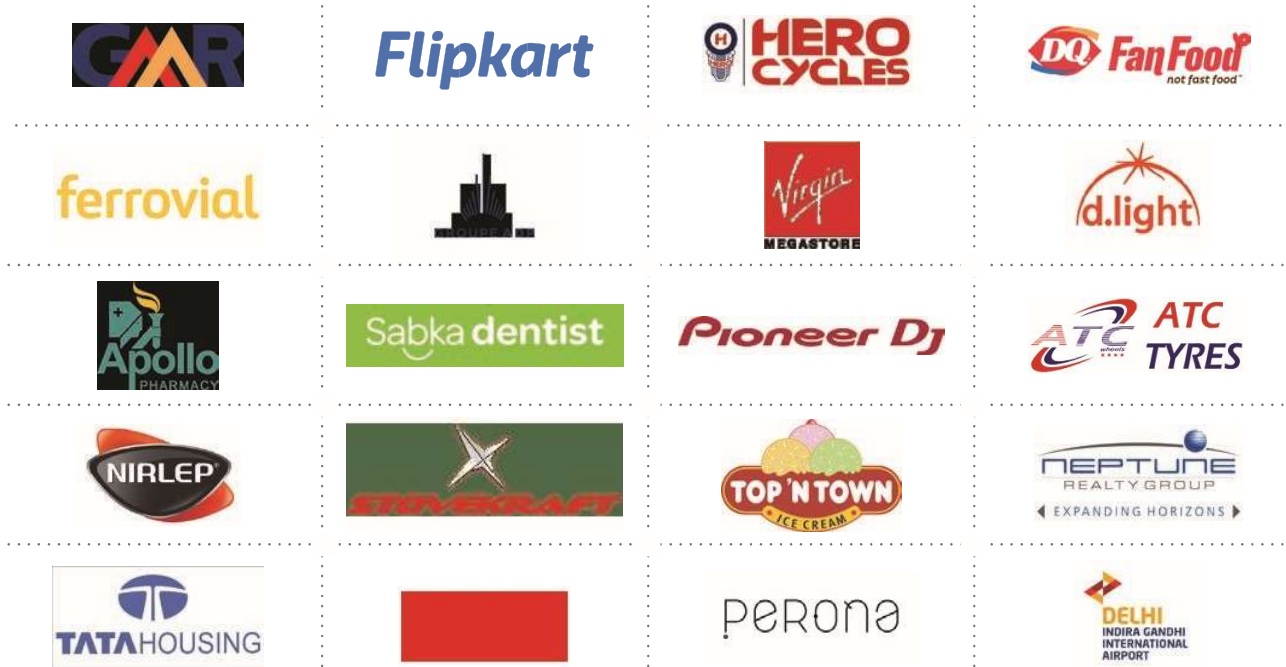- *Business advisory*

Alliances

Sometimes, organic growth needs to be supported by inorganic means to meet the ambitious targets of a growing business and sometimes the economic conditions necessitate consolidation. At other times, Government policies and the regulatory framework demand collaboration and partnership between companies. Whatever may be the case, Wazir has the competence and capacity to advice clients on all aspects to fully exploit the potential.
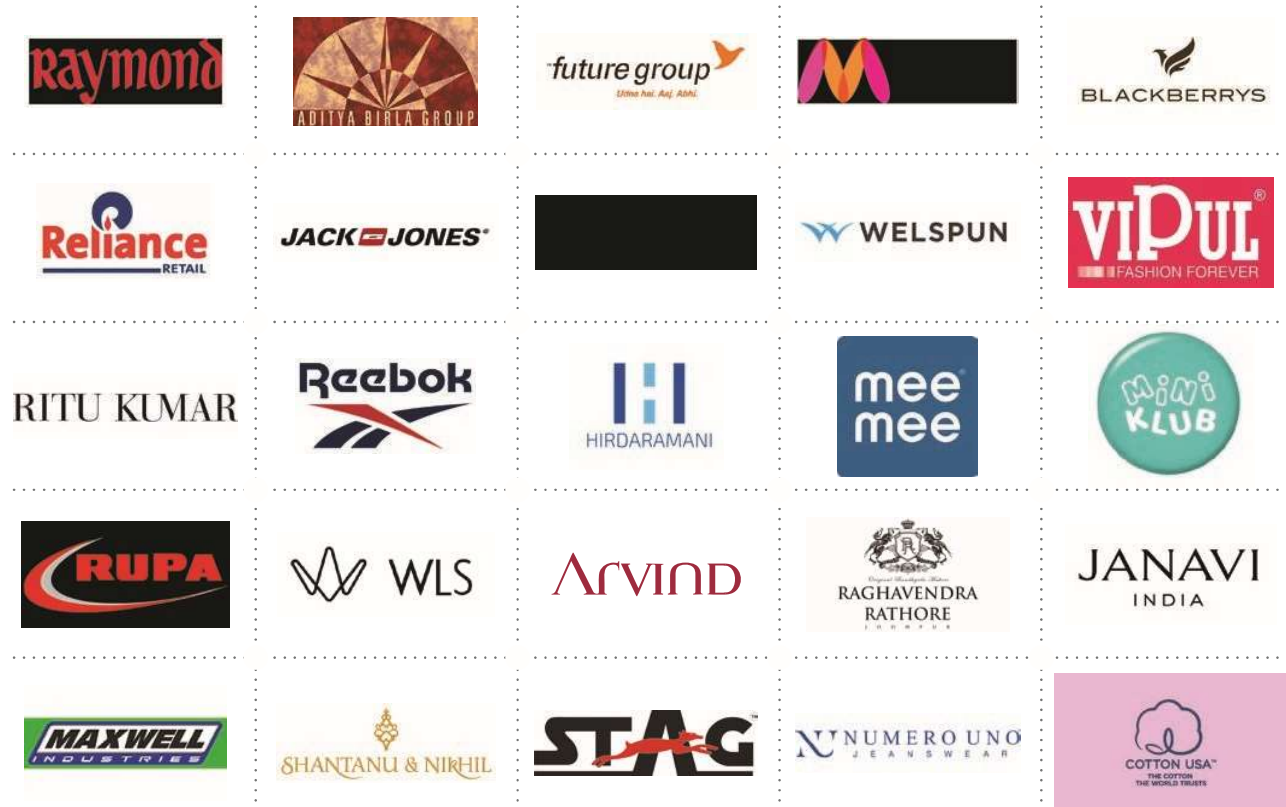
Our areas of intervention include:
- *Alliances strategy development*
- *Cross border alliances facilitation*
- *M&A execution (both sell side and buy side assistance)*
- *Commercial & operational due diligence*
- *Post-merger integration management*
- *Strategic and financial funding (from private equity funds)*

Our Retail Clients

GMR · Flipkart · HERO CYCLES · DQ Fan Food not fast food

ferrovial · Virgin MEGASTORE · d.light

Apollo PHARMACY · Sabka dentist · Pioneer DJ · ATC TYRES

NIRLEP · STOVEKRAFT · TOP 'N TOWN ICE CREAM · NEPTUNE REALTY GROUP ◄ EXPANDING HORIZONS ►

TATA HOUSING · PERONA · DELHI INDIRA GANDHI INTERNATIONAL AIRPORT

Our Fashion & Lifestyle clients

Raymond · ADITYA BIRLA GROUP · future group Utha hai. Aaj. Abhi. · M · BLACKBERRYS

Reliance RETAIL · JACK & JONES · WELSPUN · VIPUL FASHION FOREVER

RITU KUMAR · Reebok · HIRDARAMANI · mee mee · MiNi KLUB

RUPA · WLS · Arvind · RAGHAVENDRA RATHORE · JANAVI INDIA

MAXWELL INDUSTRIES · SHANTANU & NIKHIL · STAG · NUMERO UNO JEANSWEAR · COTTON USA THE COTTON THE WORLD TRUSTS

wazir
A D V I S O R S

www.wazir.in

. . . .

Harminder Sahni   +91 9810066246

. . . .

in

linkedin.com/in/WazirAdvisors

🐦

twitter.com/WazirAdvisors

f

facebook.com/WazirAdvisors

. . . .

Wazir Advisors Pvt. Ltd. 3rd Floor, Building No. 115, Sector 44, Institutional Area, Gurugram - 122 002, National Capital Region, India.