Mayfair Group: Getting Information in Real Time to Optimize Business Growth with SAP® ERP

In recent years Mayfair Group has been enjoying considerable business expansion. Management realized that sustaining this expansion would require an upgrade to its material and production planning operations, and that an integrated business platform would provide the solution. The SAP® ERP application enables Mayfair to do this, while also **laying the foundation for ongoing success.**

Executive overview

Company
Mayfair Group of Companies

Headquarters
Lahore, Pakistan

Industry
Consumer products

Products and Services
Confectionery, textiles

Employees
2,000

Web Site
www.mayfair.com.pk

Partner
Siemens (Pakistan) Engineering Co. Ltd.

BUSINESS TRANSFORMATION

The company's top objectives:
- Increase operational efficiency in the product supply chain
- Initiate centralized and more precise procurement procedures
- Make available more accurate, timely, and analytical reporting

The resolution:
- Implemented a solution of proven standard with end-to-end support
- Successfully accomplished the implementation at 3 different production sites
- Completed deployment on time and within budget

The key benefits:
- Identification and permanent resolution of production bottlenecks
- Improvement of inventory control, resulting in more rapid stock turnover and less wastage
- Better decision making due to quality information obtained from real-time data

Read more

TOP BENEFITS ACHIEVED

10%
Reduction in inventory levels

30%
Less time from purchase to sales contract

60%
Faster production of reliable reports

See more metrics

"Our business is growing fast, and processes are becoming more complex. SAP ERP is a solution that can not only keep pace with this growth, but can also help accelerate it."

Waseem Rasheed, Chief Information Officer, Mayfair Group of Companies

Executive overview

Company objectives

Resolution

Business transformation

Future plans

Seeking a streamlined solution for operational challenges

The Mayfair Group of Companies has been making confectionery products in Pakistan since 1969. When the enterprise diversified into textile manufacturing in 1993, it established new headquarters in Lahore and began a period of rapid expansion. Today, its spinning mills produce large volumes of quality cotton yarn for the domestic and international market, while its confectionery and sweet biscuits continue to grow in popularity.

With success in the marketplace and growing demand for its products, Mayfair's manufacturing processes were being stretched. The group's legacy system was not designed to handle the level of business being generated, particularly in the areas of material volume control and production planning.

Mayfair needed to develop a centralized database that would give employees immediate access to real-time business information, thus improving their ability to make accurate, more analytical business decisions. For example, employees needed to be able to identify and deal with production issues such as large raw material variances that could hinder the manufacturing of a uniform product. After careful deliberation, the Mayfair Group looked to SAP for a unified and scalable application that could keep pace with its increasingly complex business needs. The results the company was seeking: greater visibility into operations, reduced costs, improved profit margins, and a higher return on investment.

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Business processes working in harmony for sweet success

Mayfair sought an IT solution based on industry best practices. It had to have sufficient scalability to deal with business expansion plus the capacity to support end-to-end processes. It had to have a high level of functionality in supply chain management, inventory control, and production planning. To meet these requirements, Mayfair chose the SAP® ERP application and engaged Siemens (Pakistan) Engineering Co. Ltd. to assist with the implementation.

Mayfair also selected a suite of modular SAP business software, supported by the SAP ERP application. All Mayfair companies now have a stable foundation for all their operations, while being positioned to strive for continual innovation in the future. The internal implementation team applied the SAP Best Practices packages to speed deployment. This addition to the implementation minimized both the project's costs and the time frame needed to realize immediate benefits. Another cost saver: to get all the reports it needed, Mayfair only had to customize 10% of the new software.

Mayfair employees spent three months in project planning before Siemens came to assist with the implementation. In that time they identified every business process relevant to the project and analyzed how each would be affected by the new software. This careful planning ensured full project buy-in across the entire Mayfair Group.

By the time Siemens joined the project, the Mayfair team had established all communication lines so the actual implementation was a breeze. Staff received comprehensive user training during the process, while the project team engaged in systematic testing before the solution went live.

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Better use of resources and more precise business decisions

Mayfair Group employees have gained a whole new set of tools with SAP ERP. They can now model manufacturing scenarios to identify production constraints and optimum batch sizes. They can also produce accurate bills of materials and implement effective quality control; process sales in multiple currencies; and they can easily identify training needs. Through a stronger link between the demand and supply plans, the company now experiences faster stock turnover and less waste. Accurate reports provide increased data visibility so that costs are managed at every level. Staff can both refuse unexpected deliveries and create reports that highlight unplanned actions. All activity must be triggered through the system, providing visibility and control that extends beyond the manufacturing operations and into financial key performance indicators as well. For example, the company is now able to monitor working capital and set controls around it.

KEY BENEFITS

10%
Reduction in inventory levels

30%
Less time from purchase to sales contract

60%
Faster production of reliable reports

30%
Less time in sourcing materials

5%
Shorter production cycle

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Empowering people to do better business

The group's IT team has put programs in place to train both casual and power users. As a result, Mayfair's employees have adapted quickly to using their SAP software, embracing the resulting changes and proactively using the accurate reports they can now generate. Now when HR staff interview job candidates, they look for people who have the capacity to use the company's new software. Because SAP ERP is scalable and cost-effective, Mayfair can afford to make a greater investment in staff training and development. As a result, employees can readily use new software features as they are integrated within the SAP ERP application. IT-savvy staff are now more engaged in the tasks they do, and that makes them more productive. By working with SAP software, a new work culture has emerged throughout the entire group – one that encourages workplace accuracy and stronger decision making.

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