

IT6302: E-Commerce

Case Study

“LOVELY” is a medium sized company manufacturing shampoo products in collaboration with a company based in Singapore. The Parent company in Singapore provides LOVELY with all the chemicals needed to manufacture the shampoo. The shampoo has 4 varieties at the moment. They are Lemon, Egg, Coconut and Herbal shampoo. These shampoo are made for three target markets; ladies, Gents and Kids.

They have two factories situated in Ratmalana and Katunayake. LOVELY has a problem of managing their orders as there is heavy competition coming from famous International brands. The market is very competitive and LOVELY finds it a little difficult to compete in the local market. Recently, LOVELY started to expand their sales in to the Maldivian market and it appears to have a good response. However, LOVELY finds it difficult to manage their orders and there are problems related to the production process and forecasting as well. Their production process is good, but, due to mismanagement, there are delays in placing orders for raw material and many delays in production due to that.

Currently, LOVELY only uses computers to deal with their factory’s pay roll and production planning. Their staff needs to be trained if new systems need to be introduced. The company is also thinking of going online.