

Kasstext Intertrade: Increasing Sales and Productivity with the SAP® Business One Application

A manufacturer, supplier, and exporter of ready-to-wear apparel, Thailand's Kasstext Intertrade Co. Ltd. also operates nine retail and wholesale stores under its two brand names, Oasis® and Harvest®. With the help of the SAP® Business One application, the company achieved a compound annual growth rate of 45% from 2009 to 2011 with a minimal increase in finance and accounting staff.



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Partner



Executive overview

Company

Kasstext Intertrade Co. Ltd.

Headquarters

Bangkok, Thailand

Industry

Retail – Apparel

Products and Services

Manufacture, supplier, exporter, and retailer of ready-to-wear apparel

Employees

50

Revenue

B 165 million (US\$5.5 million)

Web Site

www.kasstext.com

Partner

Kernel Consulting Co. Ltd.



BUSINESS TRANSFORMATION

The company's top objectives

- Eliminate redundant processes between retail stores and finance and accounting operations
- Grow revenue while maintaining the same level of finance and accounting staff
- Integrate business processes and improve reporting capacities for more informed decision making

The resolution

- Selected the SAP® Business One application for small businesses and midsize companies
- Engaged Kernel Consulting to drive a successful implementation
- Adopted best practices to reduce implementation lead time

The key benefits

- Reduced procurement spending by improving visibility into purchase history
- Optimized working capital by improving inventory visibility
- Enable better decision making with timely and accurate financial and operational reporting

TOP BENEFITS ACHIEVED

45%

Increase in compound annual growth rate from 2009–2011

>90%

Inventory accuracy

80%

Reduction in lead time to generate sales reports

“SAP Business One is perfectly fit to emerging enterprises like ours that want to achieve sustainable growth.”

Rujira Amnuayruangsri, Marketing Manager, Kasstext Intertrade Co. Ltd.

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