



# Value Chain Analysis Identifies Opportunities

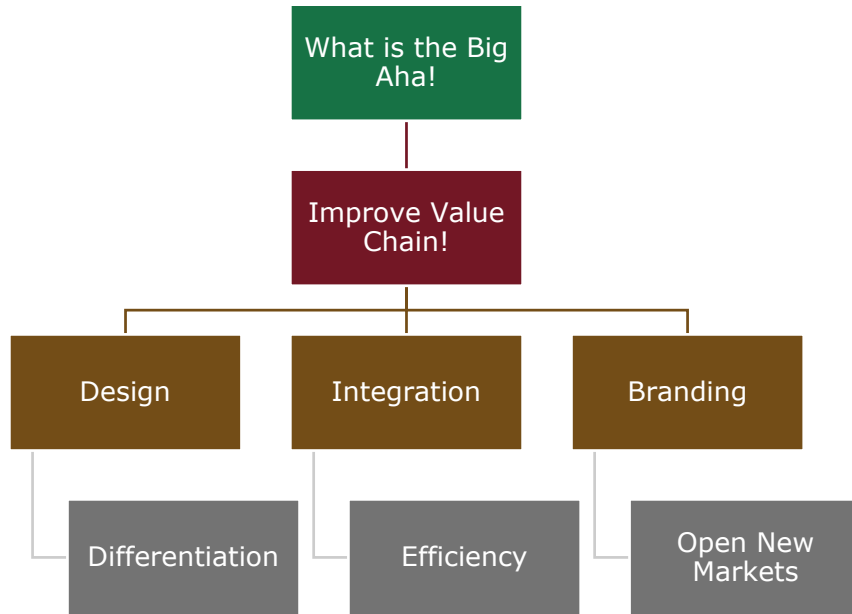
## CHALLENGE

Headquartered in Bangkok, Thailand, LeanCo operates factories in Bangkok, Maha Sarahkham Thailand, and Yangon, Myanmar. The group has earned a reputation as a World Class Garment Manufacturer and recently won an award for excellence in lean manufacturing. However, senior management was at a crossroads due to generational change in management, increased competition, and a looming joint venture.

The client engaged our team to review of the organization’s Strategy and Value Chain and to provide an action plan to address observed areas of opportunity.

## APPROACH

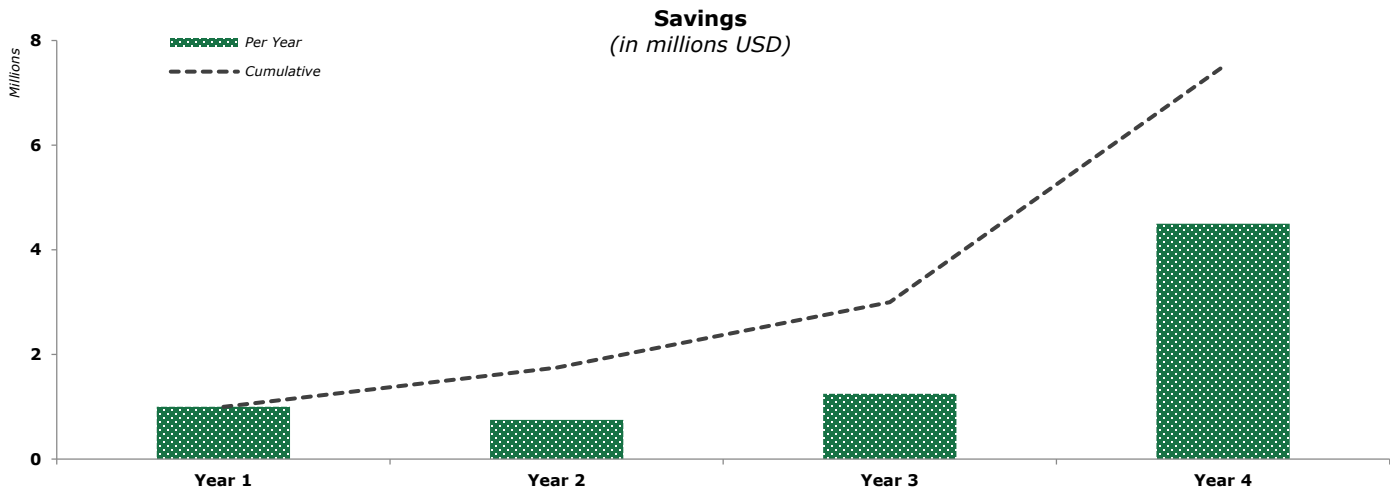
Our approach was based on identifying opportunities to strengthen LeanCo’s ability to execute on their **BIG AHA!** (Leverage the groups value proposition by offering manufacturing and design-as-a-service). While also providing feedback on a proposed JV.



## RESULTS

Based on input from the client, a new strategy was agreed to. Part of this new strategy would be the focus on integrating with the value chains of key customers, in order to secure long-term revenue streams.

Also, the JV was put off as the factors for success were not present – this decision saved the client millions in future costs. The capital saved on the JV was redeployed to modernize the group’s factory in Yangon.



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