



Value Chain Analysis Identifies Opportunities

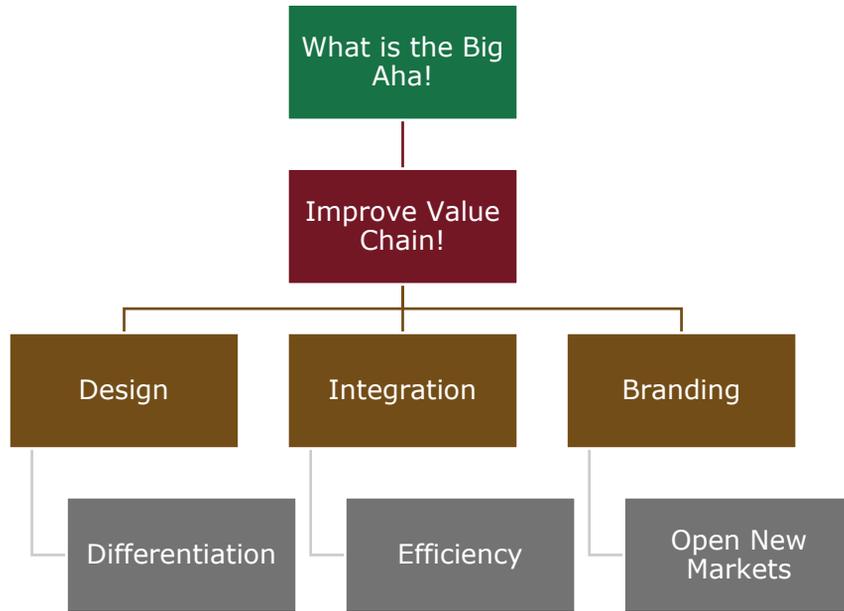
CHALLENGE

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

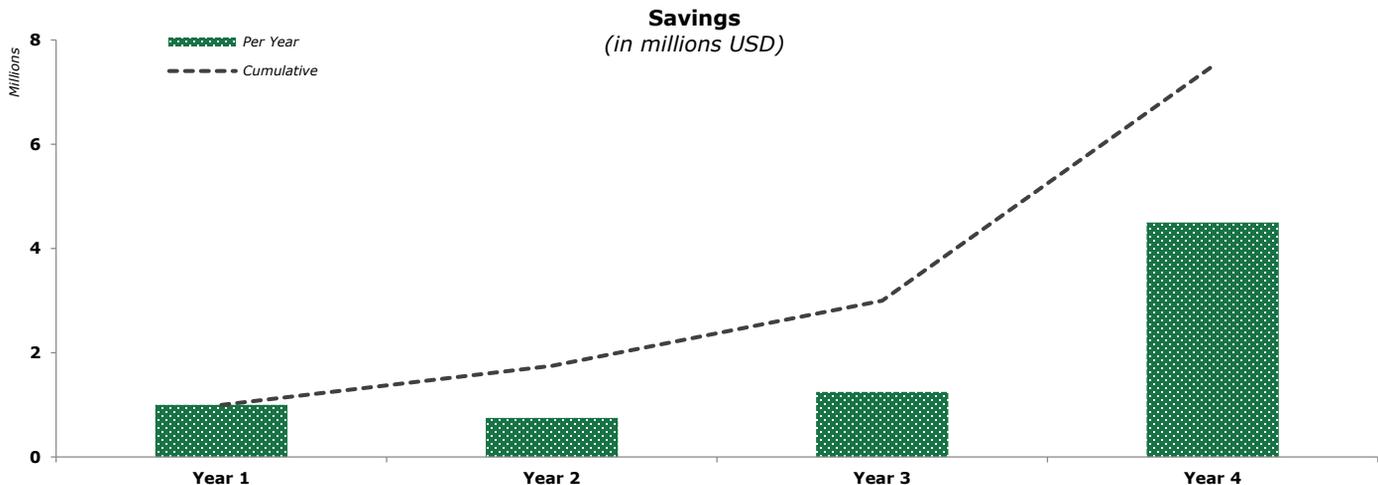
Our approach was based on identifying opportunities to strengthen LeanCo’s ability to execute on their **BIG AHA!** (Leverage the groups value proposition by offering manufacturing and design-as-a-service). While also providing feedback on a proposed JV.



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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