

# GOLD CITY STRIVES AHEAD

with Manhattan Omnichannel  
Fulfilment Platform

## OPERATIONS

Headquarters: Samutsakorn, near Bangkok

## MANHATTAN SOLUTION

Manhattan SCALE™



## CHALLENGE

To create a flexible and scalable order fulfilment capability to facilitate continued growth across Gold City's multi-brand, omni-channel and increasingly international retail operations.

## SOLUTION

Manhattan SCALE was selected for its ability to meet Gold City's need for a proven and flexible supply chain management solution that would allow it to handle its high growth, customer centric retail operation.

## PROGRESS & RESULT

Enabled transformation to an omni-channel business model; improved stock accuracy; raised service levels; improved operational efficiency; boosted sales and operating margins; return on investment achieved in 1 year.

"Gold City operates in a highly competitive industry that demands quality, speed and consistency at every stage of the buying journey. With Manhattan's technology, we've become more agile, increased productivity across our distribution operations and introduced service level improvements. These powerful benefits have boosted sales and profitability and provided a firm foundation for the business's ongoing success."

SURASAK JINAPUN, CEO  
GOLD CITY

# PREPARING FOR GROWTH

at Gold City

## GOLD CITY SEEKS TO TRANSFORM ITS ORDER FULFILMENT APPROACH

Established in 1950, Gold City Footwear was a pioneer in Thailand's footwear industry. The company's manufacturing expertise and specialisation in production processes such as vulcanisation and cold-cementing have enabled it to enjoy continued success over the years. Today, Gold City's 2000+ employees produce high quality, comfortable, durable, value-for-money footwear products that cater to different segments of the market. Its vision is to become the number one footwear company in Thailand and across the ASEAN region, maximising satisfaction for consumers and retail partners alike. Using some of the world's most advanced technology, Gold City is able to apply best-practice techniques to drive business process optimisation and efficiency improvements. Its strong relationships with key partners have empowered the company to reach consumers nationwide as well as in overseas markets.

Following a sustained period of growth and to meet the expected future demand for its products and services across new markets and channels, Gold City decided to transform its order fulfilment approach to provide a foundation for its future omni-channel ambitions. Innovation and continuous improvement are cornerstones of the Group's value set and in its quest to future-proof its supply chain, the company sought an advanced warehouse management systems capability that would allow it to deliver on its customer promise across a fast-expanding number of sales channels and markets.

Surasak Jinapun, CEO, Gold City says, "In today's rapidly changing marketplace, consumers want a frictionless experience. Sustainable business growth is built on the foundation of a strong service model that delivers a high quality, consistent shopping experience across channels. We were already going through a period of tremendous growth and as we set our sights on opening up new channels, broadening our product ranges and entering new markets, we recognised that this heightened level of complexity would require a new order fulfilment approach that would be more flexible, more cohesive and more streamlined."

## GOLD CITY CHOOSES MANHATTAN ASSOCIATES BASED ON STRONG CUSTOMER REFERENCES AND OMNI-CHANNEL CAPABILITIES

The Group decided to invest in a proven Warehouse Management System (WMS) that would not only integrate seamlessly with the company's existing ERP system but also

allow for easy scalability to support additional warehouses, new service offerings and expansion into new geographical markets. The new system would help it deliver on its supply chain performance goals and allow it to enhance its service commitment to customers. After a thorough selection process, Gold City selected Manhattan's SCALE solution which met all of Gold City's key functional requirements.



**"Manhattan's solution deployment was completed within expected timelines and we've achieved a positive return on the investment in approximately one year. It has delivered tremendous benefits for Gold City and will serve as a powerful platform for our omni-channel growth ambitions."**

The new WMS would not just manage current requirements such as wave and batch picking for store orders but would also need to have the capability to integrate with voice technology, process single picking for online orders, and provide the scalability to grow with the business over the longer term. A detailed plan was developed and mapped out to understand current and future workflows before the solution was successfully implemented at the Group's Samutsakorn (Bangkok) distribution centre (DC) which was an unmitigated success. The site houses around 5,000 SKUs, operates on a fast-moving first-in, first-out (FIFO) basis and fulfils store and ecommerce orders from across Thailand and overseas markets.

Surasak Jinapun explains: "Manhattan is ranked by industry analyst ARC Advisory Group as Asia-Pacific's leading Warehouse Management Solutions vendor. It was this and the company's retail and fashion domain expertise that made Manhattan such an obvious choice for us. Additionally, its high calibre customer testimonies gave us the proof we needed whilst the quality of the Manhattan consultants and those of its local Thai GeoPartner, Logiciel, gave us the confidence that we had trusted partners on the ground working alongside our own team, to ensure a smooth project implementation."

Surasak Jinapun continues, "Manhattan's solution deployment was completed within expected timelines and we've achieved a positive return on the investment in approximately one year. It has delivered tremendous benefits for Gold City and will serve as a powerful platform for our omni-channel growth ambitions."

Gold City's operational teams found the system straightforward to use and within just a few weeks of the completion of on-site support and training provided by Manhattan and Logiciel, the Gold City team were running independently with the system and able to process orders in record time.



## OMNI-CHANNEL ENABLEMENT, IMPROVED PRODUCTIVITY, AND RAPID RETURN ON INVESTMENT

The Manhattan SCALE solution has delivered the following business benefits for Gold City:

- Provided optimised fulfilment capability for transition to omni-channel business model
- Delivered a greater level of flexibility in how customer orders are fulfilled
- Increased inventory accuracy
- Optimised warehouse layout for faster fulfilment and lower overhead cost
- Analysed all aspects of order fulfilment to ensure quicker order processing and improved service levels
- Improvements in forecasted labour needs, reducing overtime hours
- Greater staff productivity and efficiency across all warehouse operations

Surasak Jinapun added, "Having become operationally more efficient and delivered service level improvements for customers across all channels, we're delighted with the benefits already delivered by the Manhattan technology and even more pleased to have achieved a positive return on our investment in the Manhattan technology in twelve months."

Next year, Gold City plans to open a new DC which will triple the existing network capacity and will allow the group to launch a new 3PL distribution service for retail partners and expand its online order fulfilment capability. The new facility will also be supported by the Manhattan SCALE technology.

Surasak Jinapun concluded: "Whilst we're already fulfilling orders for the online channel, we see much greater potential of e-commerce and believe we're now well equipped to fully exploit the future opportunity presented by online selling. The consumer is calling the shots, needs be the primary focus of our online-offline proposition and this is precisely what the Manhattan solution will enable us to do. Its technology with its innovative architecture will streamline our omni-channel approach and allow us to serve up prompt responses to customer enquiries on product availability and when and how orders can be fulfilled. We consider Manhattan Associates a strategic partner to support our omni-channel ambitions and whose technology will underpin the business's ongoing growth and profitability."