

# Case Study 5 - Retail

## Client Profile:

- **Industry/Company:** China/Hongkong based Fashion house
- **Non-IT Needs:** Operations Head, Marketing Manager, Logistics Manager, Warehouse Manager, Product Designer, Branding Manager, Campaign Manager, Digital Marketing Lead, WordPress Developer, Customer Support

## Problem Statement:

- **Rapid Scaling:** Immediate need to scale resources for their India Operations around their product line
- Urgent need of staff augmentation of at least **13 essential roles** within the first six months to ensure seamless expansion of their India operations.

## Proposed Solution:

- **Operations and Logistics:** Hire 5 key roles including Operations Head, Logistics Manager, and Warehouse Manager to streamline operations.
- **Marketing and Design:** Onboard 5 professionals for roles like Marketing Manager, Product Designer, Branding Manager, and Campaign Manager.
- **Digital Expertise:** Recruit 3 specialists including a Digital Marketing Lead, WordPress Developer, and Customer Support

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## Benefits

- Team Expansion: **13 specialized professionals hired within 6 months.**
- Operational Efficiency: **40% improvement in workflows.**
- Cost Reduction: **20% reduction in logistics costs.**
- Brand Visibility: **55% increase in market presence.**
- Customer Engagement: **25% increase in campaign effectiveness.**
- Customer Satisfaction: **90% satisfaction rate achieved.**