

## Knowledge Transfer Partnerships

### KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal and professional development opportunities
- 🔄 Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

### Knowledge Transfer Partnerships

Accelerating business innovation; a Technology Strategy Board programme

<http://www.ktponline.org.uk>

# 1st CLASS CLOTHES NEW BUSINESS STRATEGIES AND SYSTEMS BENEFIT CLOTHING OUTFIT

### ABOUT THIS CASE STUDY

Prestatyn-based 1st Class Clothes entered a Knowledge Transfer Partnership (KTP) with Glyndŵr University to apply business process mapping techniques, implement an Enterprise Resource Planning (ERP) system, and develop an e-commerce marketing strategy to launch e-trading in existing and new sectors.

### ABOUT THE SPONSORS

The Welsh Assembly Government (WAG) is responsible for developing and implementing policies and programmes for all issues that have been devolved to Wales, including rural affairs, education, environment, health and transport.

The Technology Strategy Board is a business-led organisation established by the Government. Its mission is to accelerate research into, and development and exploitation of, technology and innovation for the benefit of UK business - building economic growth and quality of life.

### FAST FACTS

- 🔄 Business strategy, ERP system and e-commerce strategy all in place, boosting business position
- 🔄 Significant efficiency gains, saving costs and reducing time to complete orders by 75%
- 🔄 Increase in repeat business and new orders through faster delivery and higher quality service
- 🔄 E-commerce expertise in place, providing a new technology platform to promote existing and new products
- 🔄 Opportunity to test knowledge and research in practice for the Academic Partner
- 🔄 Enhanced technical, professional and personal capabilities for the Associate

## The Company



“Savings from efficiency improvements and just-in-time measures will continue to improve our performance in future years, while revenue from products sold through the e-commerce website is expected to increase, boosting our business position.”

Anne Waller, Proprietor, 1st Class Clothes

1st Class Clothes is a specialist clothing supplier, offering a vast range of work wear, corporate clothing, leisure wear, sports wear and lingerie, with the options of embroidery, transfer printing and photographic printing. Around 15 people are employed at the Company's shop and factory in Prestatyn, North Wales.

### ABOUT THE PROJECT

Although 1st Class Clothes had an established reputation for its bespoke embroidered clothing, the business suffered from seasonal peaks, impacting on cash flow, work flow and efficiency. Management wanted to expand into new sectors to provide year-round sales and to move into online shopping, and initiated this KTP to introduce the information technology (IT) infrastructure and e-commerce know-how needed to achieve its goals.

## BENEFITS

Overall the KTP has been a great success, making 1st Class Clothes more efficient and competitive through the use of IT and e-commerce trading, positioning it for continued growth.

A business strategy has been defined, with business processes analysed and re-engineered to eliminate waste, unnecessary management overheads and obsolete or inefficient processes. As a result, costs have been significantly reduced and the time taken to complete an order has been cut by 75%. Fast delivery times have given the Company a competitive advantage and it has won repeat business on the strength of its improved efficiency.

All business management functions have been integrated into a customised Enterprise Resource Planning (ERP) system, which is linked to new sales, purchasing and e-commerce systems. The system runs off a single database, improving inter-department communications and facilitating the collection of real-time operational data that are helping management to make informed business-critical decisions.

E-commerce expertise is now in place, providing a new technology platform to promote existing and new products as opportunities emerge. The Company predicts that the majority of its turnover will be generated through online trading within three years.

## RESULTS

- Business strategy developed to deliver faster, right-first-time manufacturing cycle
- ERP system built to meet the Company's needs
- Improved customer satisfaction through on-time delivery, higher service quality, and quicker turnaround of orders
- Ability to target customers and increase sales through better marketing
- Successful expansion into sports wear sector, with capability to exploit other areas

## The Associate

**"This KTP project was a great experience, allowing me to shape up my leadership and project management skills, and providing opportunities for personal development. It was fantastic to work with a cross-cultural team to achieve such challenging tasks."**

Tarak Patel, KTP Associate

A degree in IT and Computer Science, and an MBA with specialisation in Management Information Systems and International Business, gave Tarak Patel the ideal background to work as Associate on this KTP.

## BENEFITS

The KTP provided valuable academic, personal and career development experience for Tarak. He developed his technical skills, working to tailor an ERP system to fit the business and to design, build and implement new sales and purchasing systems. Tarak enhanced his training skills teaching staff how to use the systems, and he worked hard to overcome resistance to change. In addition, he took full advantage of the opportunities presented to progress his professional capabilities, attending relevant training, workshops and conferences to build career-enhancing skills, gain industry knowledge and forge useful contacts.

## RESULTS

- Valuable experience of working in a small dynamic company
- Opportunity to apply theoretical concepts in a real commercial setting
- Attained PRINCE2 Project Management Practitioner status
- Gained NVQ (Level Four) in Management

## The Academic Partner

**"Working with 1st Class Clothes was a great opportunity for me to develop my expertise and to apply my theoretical knowledge to help a real company improve its competitiveness, building a lasting relationship along the way."**

John Poulton, Subject Leader, School of Computing and Communications Technology, Glyndŵr University

John Poulton from the School of Computing and Communications Technology at Glyndŵr University worked with 1st Class Clothing to deliver this KTP.

## BENEFITS

Involvement in this KTP provided the Academic Supervisor with a rewarding way of developing and exploiting his expertise, by sharing it with industry, thereby helping 1st Class Clothes to adopt modern technology and methods to gain a competitive edge in today's economic environment.

The scope of the work has enabled the School to test knowledge and research in practice, and to gain ideas and business support for further research. Case studies and other teaching material have been created, and academics' experience of business analysis and change management in a small dynamic company has been fed into teaching.

## RESULTS

- Hands-on industrial experience, benefiting staff development, research and teaching
- Opportunity to implement research in a commercial environment
- Strong links forged with 1st Class Clothing, highlighting possibilities for future student research projects and placements

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