



## **Case Study**

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### **Forecasting, Planning and Distribution of an Indian Ethnic Wear Manufacturer**

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## ABSTRACT

The case, set in the context of a traditional saree supply chain, presents the nuances of forecasting process for fashion products and the challenges of planning the supply chain. The case includes a detailed description on the various stages of the saree supply chain which would give the participants a very good idea about how traditional family-owned businesses and supply chains are managed in India. The case would also help the participants, specially business students who are generally exposed to more professionally-managed firms, to connect what they have learned in their classrooms and how they apply in practice in India. At the end of the case, the participants are expected to appreciate the nuances involved in forecasting a fashion product and the challenges involved. They would also appreciate their exposure on how business decisions are taken in the absence of data and would realize the value of data-based decision making. The instructor would also be able to sensitise the participants on how to map a forecasting technique to its context and select the most suitable method.

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