

# IMA Case Report

## Better & Smarter

Analysis of and Suggestions for Fun Sports Inventory Management

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Fun Sports



01 What's wrong?

存货管理存在的**主要问题**

02 What should be done?

日常存货管理**加强方案**

03 What are FS's needs?

FS对信息系统的**功能需求**

04 What are FS's choices?

满足FS要求的**信息系统及建议**

# What's wrong?

Major problems of FS's inventory management

01

**PROBLEM >> SOLUTION >> NEED >> SUGGESTION**  
**问题分析 >> 加强方案 >> 需求分析 >> 建议**

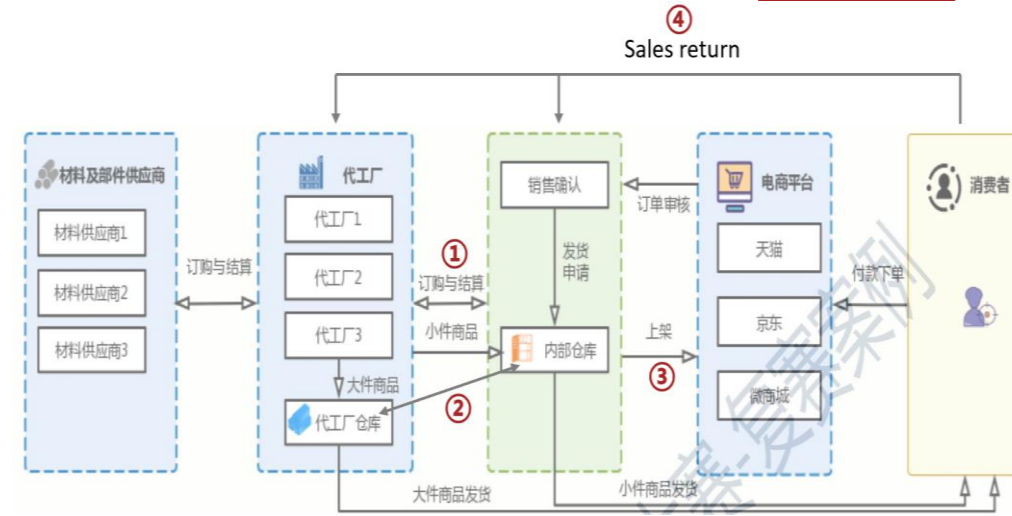
**Problems** mainly exist in such phases...



**PROBLEM >> SOLUTION >> NEED >> SUGGESTION**  
**问题分析>>加强方案>>需求分析>>建议**

## ① Supervision of output quality & quantity 质&量监管

- No physical inventory count:  
“Quality and quantity of goods can **only** be confirmed based on certificates of quality inspection and receipt documents **issued by OEMs** ”
- Quality and quantity of products are **not double checked and verified** by FS itself and **OEMs may muddle through.**



## ② Improper stacking & Storage cycle 产品堆放&存放周期

“Some products with excess inventory have been **long kept** due to small storage space occupation.”



**PROBLEM >> SOLUTION >> NEED >> SUGGESTION**  
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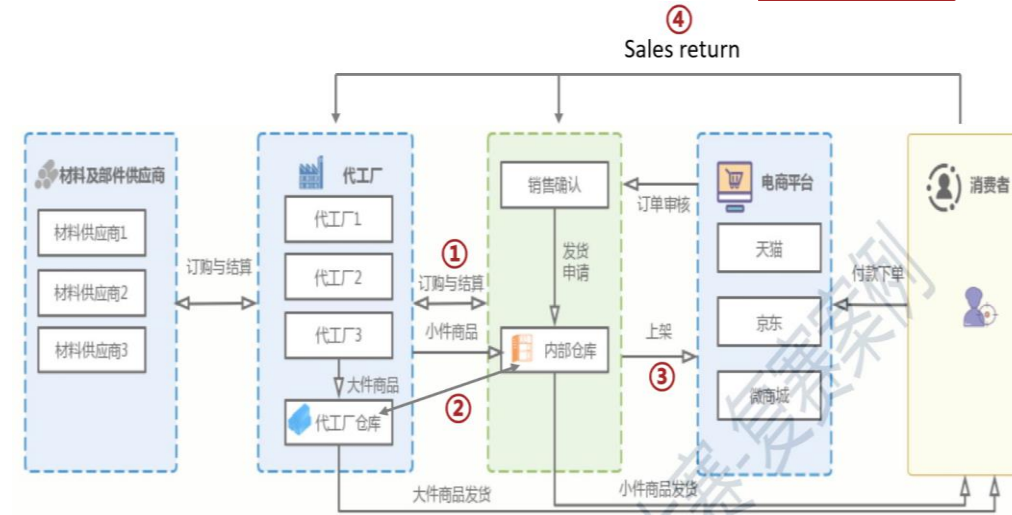
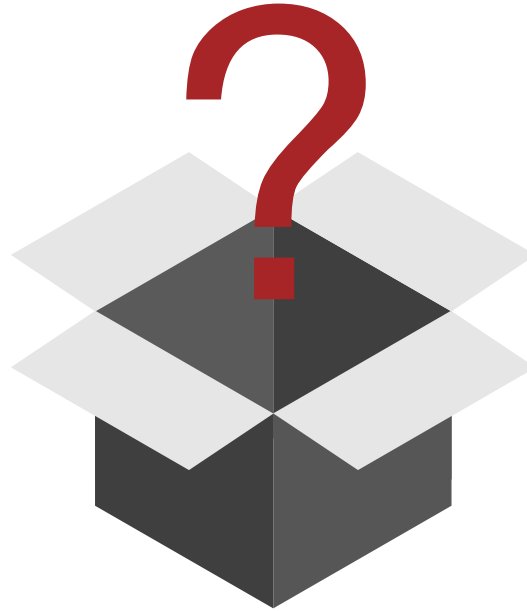
## ② Mismatch of account & actual inventory 账实不符

**Not real-time updated and shared:**

The inventory information of our own and those of our OEMs can not be shared in real time.

**Malpractice of warehouse staff:**

*"A lack of accurate system records has led to inconsistencies in the accounts."*



## ③ Mismatch of virtual & actual inventory 虚实不符

**Synchronization problem:**

Inventory information updates for different sales platforms cannot be synchronized

**Outdated inventory:**

*"Unable to cope with increasingly complex business needs."*

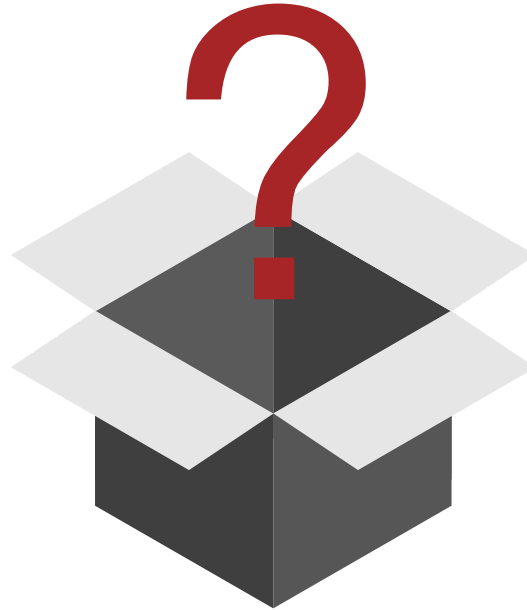
**PROBLEM >> SOLUTION >> NEED >> SUGGESTION**  
**问题分析 >> 加强方案 >> 需求分析 >> 建议**

#### ④ Repair & After-sale 售后返修

**Ambiguous examination.**

**Lack of follow-up of repaired goods:**

*"The returned goods are back in the possession of OEMs for repairment, but the repaired goods are not accurately recorded and there lacks smooth information communication between FS and its OEMs."*



#### ④ Organizational structure of inventory and logistic department 职责分工

**Unclear duty segmentation:**

Current structure of inventory and logistic department is not clear enough.



# What should be done?

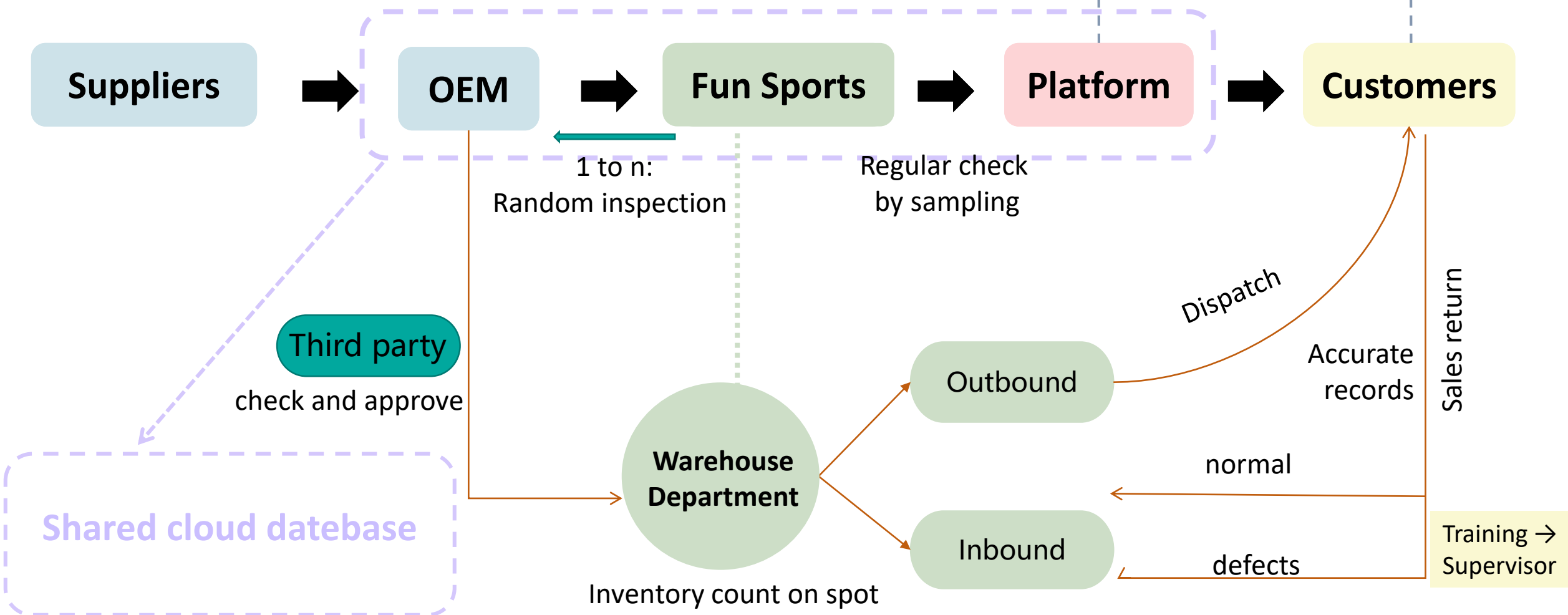
Proposed solutions and  
recommendations

02



100

- Artificial intelligence
- Block chain
- Internet



**PROBLEM >> SOLUTION >> NEED >> SUGGESTION**  
**问题分析 >> 加强方案 >> 需求分析 >> 建议**

Third party approve  
quality-check report and GRN

“1 to N”  
responsibility system

Regular inventory count +  
information update timely

- Artificial intelligence
- Block chain
- Internet



Shared cloud database

Sampling check on available  
inventory and virtually inventory

Keep unabridged and accurate  
record of sale and sale return

Training for warehouse keeper  
and additional supervisor



# What are FS's needs?

FS's functional needs for the  
information system

03

PROBLEM >> SOLUTION >> **NEED** >> SUGGESTION  
问题分析 >> 加强方案 >> **需求分析** >> 建议

Phase	Problems	Needs
OEMs	the <b>actual inventory</b> is also likely to be <b>inconsistent with the records</b>	<b>share</b> the inventory information
	<b>difficult to record</b> defective and repaired products → hard to trace and allocate responsibilities	<b>supervise</b> sales return process
	<b>high return rate</b> because of defects	ensure the quality of products by <b>enhancing communication</b>
Sales platform	the <b>virtual inventory</b> setting results in <b>inconsistency</b> between <b>the total inventory</b> on the three platforms and <b>the actual inventory</b>	<b>data sharing</b> , update immediately

PROBLEM >> SOLUTION >> **NEED** >> SUGGESTION

问题分析 >> 加强方案 >> **需求分析** >> 建议

Phase	Problems	Needs
Warehouse	<b>Some products</b> with excess inventory have <b>been long kept</b> due to small storage space occupation	automatically find unsalable products and warn to <b>clear-out</b>
	The inventory <b>records do not reflect</b> the actual <b>quantity and quality</b> of the inventory	use information management system to <b>replace manual working</b>





# What are FS's choices?

Qualified information &  
recommendations

04

PROBLEM >> SOLUTION >> NEED >> **SUGGESTION**

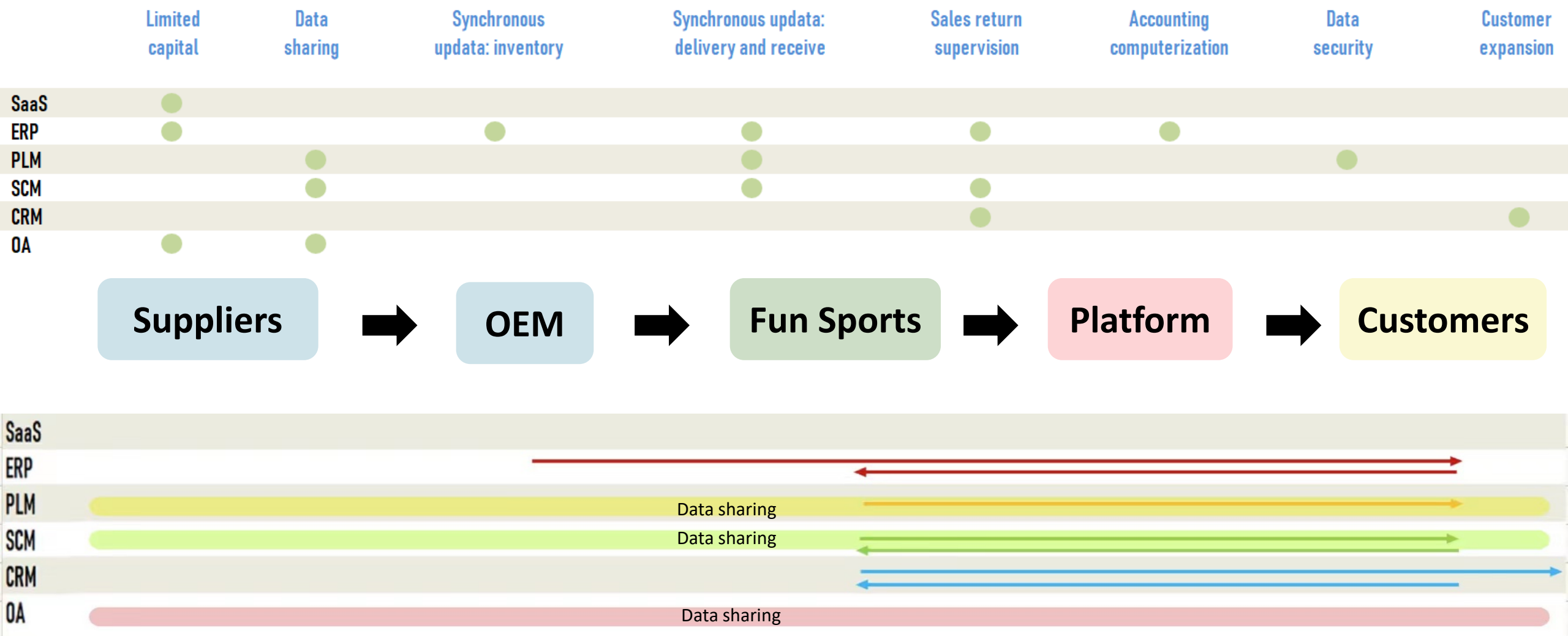
问题分析 >> 加强方案 >> 需求分析 >> **建议**

Big data、Intelligence、Mobility internet、IoT、Cloud DB、Block chain

	Limited capital	Data sharing	Synchronous update: inventory	Synchronous update: delivery and receive	Sales return supervision	Accounting computerization	Data security	Customer expansion
SaaS	●							
ERP	●		●	●	●	●		
PLM		●		●			●	
SCM		●		●	●			
CRM					●			●
OA	●	●						

- **SaaS** (Software as a Service)
- **ERP** (Enterprise Resource Planning) : ex, SAP and 用友
- **PLM** (Product Lifecycle Management)
- **SCM** (Supply chain management)
- **CRM** (Customer relationship management) : relating to market and selling.

PROBLEM >> SOLUTION >> NEED >> **SUGGESTION**  
问题分析 >> 加强方案 >> 需求分析 >> **建议**



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# Thank You!

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