

# GCS

## CONSULTING

### Company profile



**YOUR PRODUCT.**  
**OUR CONSULTING.**

[www.gcs-consulting.de](http://www.gcs-consulting.de)

**GCS**  
CONSULTING

# GCS CONSULTING

## Specialist consultants to the fashion industry

The requirements of the fashion, sports, luxury goods and footwear segments are highly diverse. Our customers are faced with the challenge, in addition to their core wholesaling business, of being capable partners to retailers and also customer-focused traders for the consumer. On top of this, all business models have to be professionally constructed for use at home and abroad as well as functioning efficiently across a variety of sales channels which may operate in parallel or be interlinked.

Reducing complexity and making it manageable is one of the key management tasks of our time. Growing the company's performance and achieving goals at the same time calls, especially in our key industry, for specific expertise in corporate and strategic development, process organisation and IT. These diverse skills are something which it is scarcely economical for individual companies to keep on hand. Staying on the ball in the face of such a wide range of challenges is possible only by means of consistent modernisation, flexible structures and use of the very latest process standards.

As an operational consulting firm which has been around for 20 years, we will help you examine your general framework, environment and processes in considerable depth in order to make them fit for the respective challenges of our time.

We would like to set out on the following pages how we are positioned as a team, the things we – as specialist consultants – deem to be important, what sets us apart and in which areas we can be of assistance to you.

# GCS CONSULTING

## Network structure

We are set up in such a way as to be flexible when it comes to the requirements of our customers' projects, meaning that our core team can be expanded to whatever is required by the need or the application. This means we can offer all the right support to SMEs and large corporates alike, and to everything from single-brand to multiple-brand businesses.

Our core team ("GCS") consists of the managing partners and a team of consultants and junior consultants. Depending on the technical requirements and scope of the project, the project teams are also staffed by GCS senior consultants. Specific or detailed specialist requirements can be addressed using a wide circle of subject-matter experts.

Our partnerships are designed to produce highly useful, lasting synergies for both parties. These begin with the sharing of experience and can feature joint projects or go all the way to addressing fresh industry topics for the very first time.



GermanFashion  
Modeverband Deutschland e.V.



Hochschule Niederrhein  
University of Applied Sciences  
Textil- und  
Bekleidungstechnik  
Faculty of Textile  
and Clothing Technology



FASHION  
NET  
düsseldorf

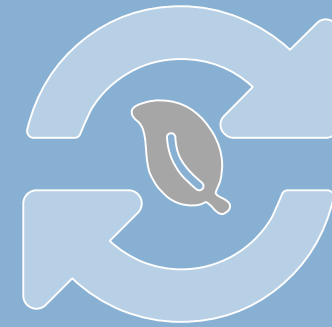
AAPN  
AMERICAS APPAREL PRODUCERS' NETWORK

GCS  
CONSULTING

# CONSULTING STYLE

## + Consulting to completion

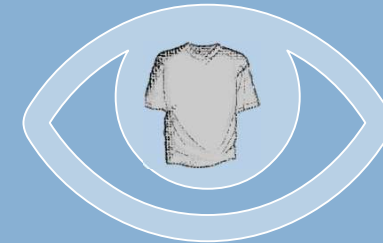
We don't just develop concepts, we also put our proposals into action in the real world and take responsibility for them. We place great emphasis on sustainable results and long-term partnerships. As a result, we are also happy to assist our clients following successful completion of projects.



## + Our commitment to the industry

In addition to our customer projects, we are founders and supporters of relevant industry initiatives, applying our expertise with an eye to the future and for the benefit of the fashion industry.

We are also advisers to the "Processes, IT & Logistics" hotline of the "GermanFashion Modeverband Germany e.V." trade association. This means we are also in a position to help members on a more ad-hoc basis as well.



## + Partnering with our clients' staff

Our clients' employees are centre-stage – without them, even the best concepts will not give lasting benefits. With open communication, fair dealings and reliability we will partner with your people to achieve even the most difficult of goals. This calls for good social skills, but also for in-depth expertise and industry knowledge.



# SKILLS & CAPABILITIES

## + Industry relevance

Digitalisation and supply chain management are still relatively new topics in the fashion trade. We have the experience and expertise to exploit these topics in ways to suit your specific requirements.

That way, you stay at the leading edge.

## + Planning to win

It takes more than technical expertise to make consulting projects fly. We'll use our consulting tools and extensive project management knowledge to make things happen and steer your projects through to implementation.

This way, your goals quickly become reality.

Change management is an indispensable part of generating acceptance of, and support for, upcoming changes in the company.

## + Implementation-led

We understand concepts as a menu of measures for achieving goals. Our focus is always on implementation.

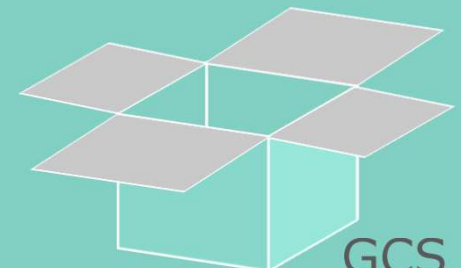
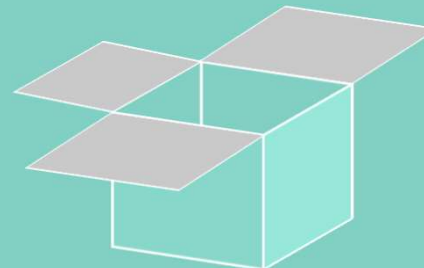
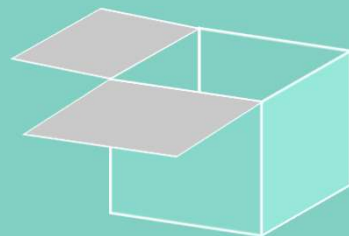
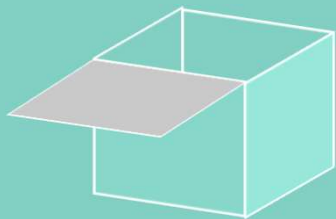
We also like to exchange ideas with you in a partnership of equals, which is why we like to use workshops and provide advice and guidance in parallel. This way, you are always able to understand and implement our concepts and proposals. This creates a sure foundation for winning projects.

## + Fashion meets tech

We're fashionistas at heart – our background is in fashion, and it's the reason we love what we do. From high-tech textiles and wearables to 3D processes – we keep up to speed with what's really going on in the industry.

We were a driving force in RFID right from the start.

We are IT-literate and have a passion for products and technology. They're our springboard for innovation.



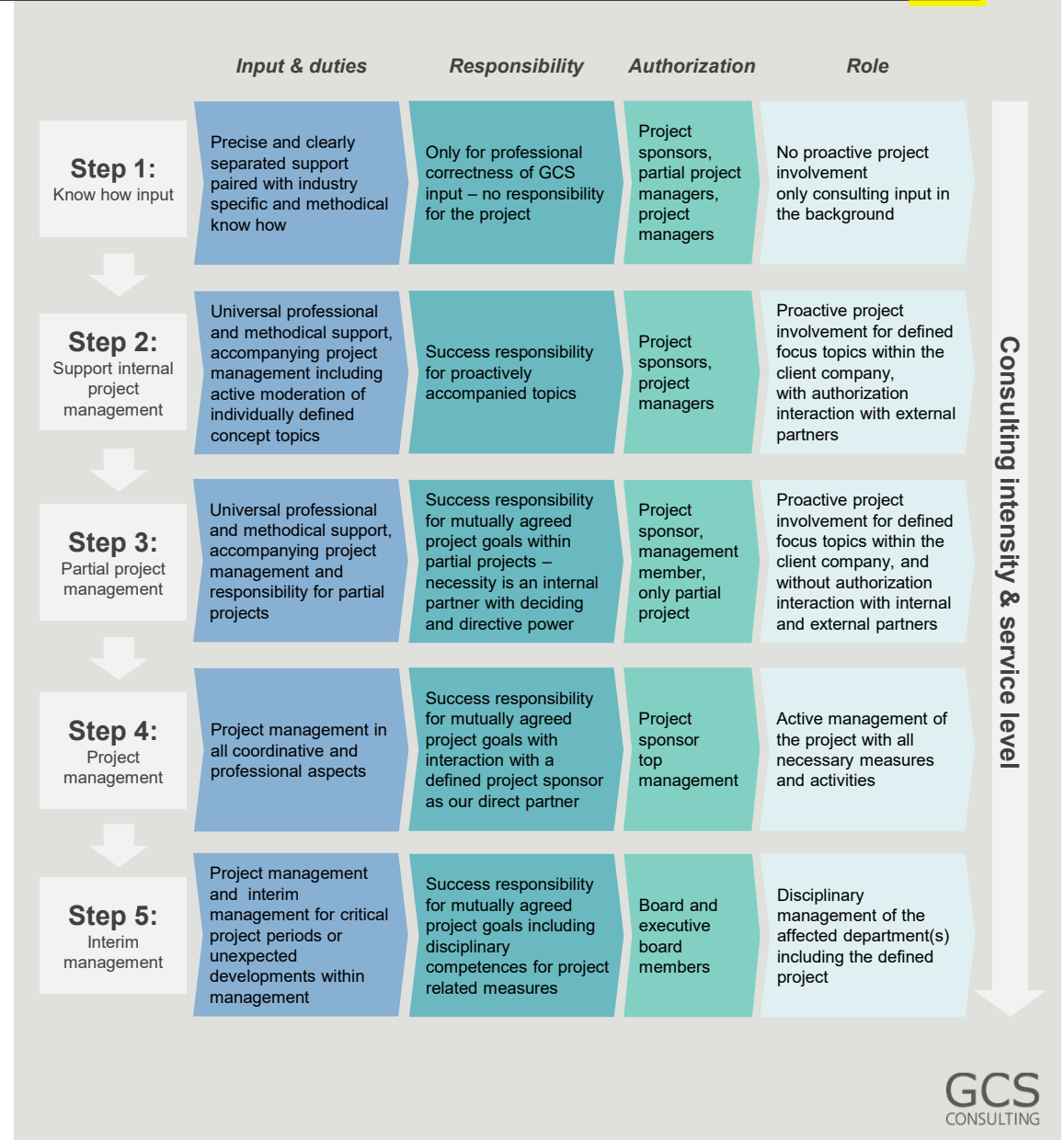
# PERFORMANCE SPECTRUM

## From know how input to interim management

In each project phase clients need different support. Following the individual needs of each project we offer a broad range of consulting- and support services.

Starting with pure know how without any specific responsibility via support and/or management of (partial) projects up to interim management with extensive operative authorities and responsibilities the intensity of our support is fully scalable depending the exact wishes and needs of our clients.

Often you cannot separate the different service levels exactly due to individual overlapping. In most of our projects clients demand service levels between step 2 and 4. GCS plays an active role taking success-responsibility for precisely defined project areas/goals.



# CONSULTING AREAS

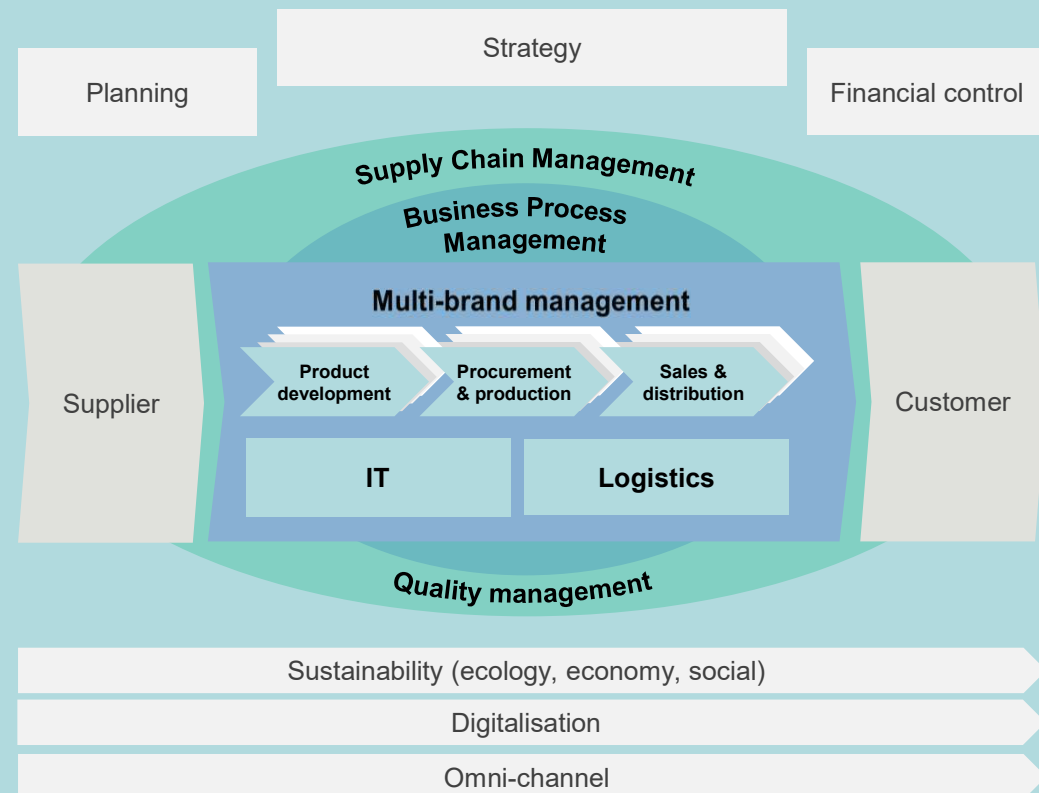
## A holistic view

Nowadays, consultants have to bring more to the party than just specialist expertise. Rather, those specialisms have to be seen within complex, global contexts. Mastering the art of supply chain management is frequently the right answer here.

When it comes to building the necessary process chains, business process management and IT are essential cross-functional skills, also in terms of being able to find your way efficiently around them.

Complexity also arises where several brands are housed under one roof. To create architectures which enhance synergies and standardisation potential all the way from product development to sales, multiple-brand management is the right approach.

Logistics remains an important lever in our industry, especially against the background of rising e-commerce sales and the resultant complexities associated with returns of goods.











# CONSULTING AREAS

## + Logistics

Managing flows of goods transparently and efficiently has in recent years become one of the key success factors within companies. As a result, logistics is one of the most important core competencies within value networks in the fashion industry and is also fruitful territory for fashion retailers.

Market demand for reducing cycle times and keeping costs and inventories low while serving business customers and consumers effectively is confronting the fashion industry with ever greater challenges.

Starting with the procurement / commodity logistics, and progressing via intralogistics and warehousing right through to distribution logistics and RFID, we can help you identify improvement potential and implement solutions.

### These are the topics we deal with here:

- Procurement, manufacturing and distribution logistics
- B2B and B2C intralogistics incl. warehousing
- Managing the flow of goods in a multi-channel model
- Floor space management / replenishment and RFID
- Optimising the complaints and returns process, and avoiding returns
- Speeding up inventory turnover
- Outsourcing to service providers and fulfilment partners
- + Chairmanship of the Logistics Working Group at the "German Fashion Modeverband Deutschland e.V."
- + We lead the hanging-garments logistics industry initiative of the GermanFashion aimed at improving and thereby securing the future of hanging garment logistics.



We conduct the annual "Logistics Benchmark" in conjunction with the "GermanFashion Modeverband Deutschland e.V." trade association. Since 2014 we have been collecting and analysing industry-related logistics figures from German fashion businesses and offering participants the ability to measure themselves against as many similar companies as possible. The publication may be requested [here](#).



# CONSULTING AREAS

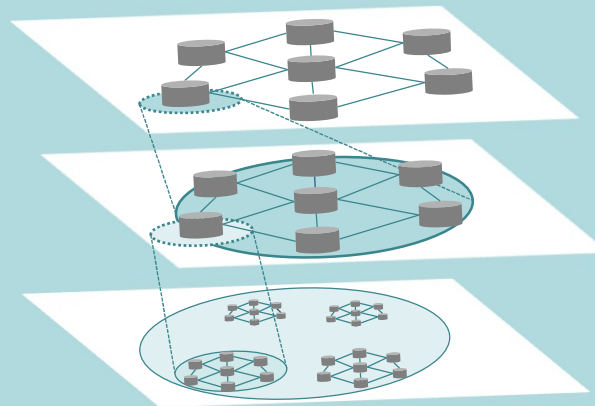
## + Business process management

Running different business models in parallel as part of a multi-channel marketing strategy, demographic changes and the growing role of online retailing all call for greater precision and professionalization of processes across all business disciplines. Complexities in global markets and distribution models, and also in procurement and logistics, require clearly structured, lean processes which are also reflected in the IT systems.

We will help you build and organise entire heterogeneous process architectures and use our outside view (a necessary ingredient) to put your processes in great shape. This can take the form of helping you produce a comprehensive restructuring plan or assisting operationally with on-site implementation of changes. We have the expertise to work with you to develop tailored concepts that are suited to you and assist you where you really need it.

### These are the topics we deal with here:

- Specifying company-specific process maps incl. location and structural analyses
- Process mapping and analysis (different tiers and levels of detail):
  - To capture the status quo
  - In preparing for an IT migration / implementation
  - To accelerate and optimise processes, e.g. in product development and procurement, warehousing, etc.
- Industry-specific derivation of target processes and improvement suggestions and concepts
- Introduction of BPM in companies:
  - Process thinking instead of departmental thinking
  - Functional organisation structure
  - Support and selection of BPM software



# CONSULTING AREAS

## + Multiple-brand management

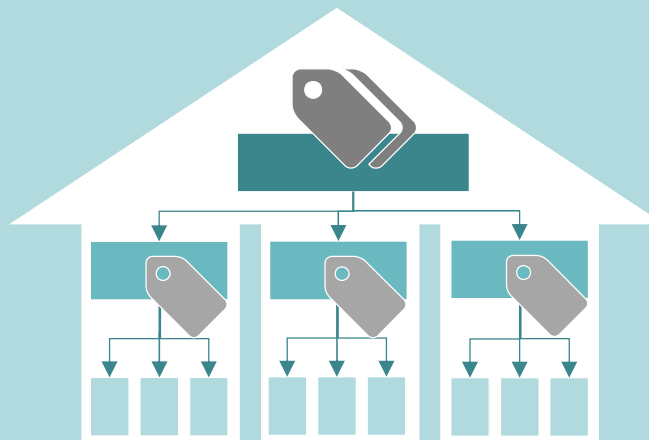
Anyone offering multiple brands under one roof today faces the challenge of positioning differing brand concepts on the market and driving sales, and of exploiting internal synergies to best effect. At detail level, this means managing centralised or decentralised operating units, shaping an intelligent sales management regime in new and existing markets, and ensuring uniformity of key processes, to name a few but critical areas.

The requirements posed by the brand, the market and marketing represent the challenge here, the idea being to ensure they are fully catered for within lean internal processes and powerful IT tools which are then put in place and "ground in" in partnership with your employees.

With the exception of the two areas of design and brand DNA, we can apply our expertise to offer you comprehensive assistance with all other issues surrounding brands, sales and multiple-brand management.

### These are the topics we deal with here:

- Evaluating the brand portfolio (brands and lines) in terms of turnover, profitability and product performance, not forgetting market opportunities
- Brand positioning:
  - Within the market or competitive environment
  - Within your own multiple-brand business
- Redesigning centralised and decentralised structures within the company, managing change and avoiding duplication of structures in your service functions, e.g. customer service, product and procurement functions, etc.
- Managing complexities by means of:
  - Standardisation
  - System support (IT)
  - Synergies
  - Avoidance of complexities



# CONSULTING AREAS

## + IT

Increased networking, both of distributed sites and procurement and distribution channels, requires high standards of transparency and sustainability throughout the supply chain network. Flexible, scalable, integrated IT systems are key factors in making these process and data complexities manageable.

We will help you streamline, modernise and integrate your IT environment to best effect. These may be issues such as master data management, evaluation, selection and implementation of new IT systems such as ERP, PDM/PLM, retail, business intelligence, or the like.

We have the expertise to work with you to make your IT estate fit for the future and to provide you with modern strategies and models suited to your industry.

### These are the topics we deal with here:

- Reviewing and optimising IT system architectures
  - Data quality management / master data management
  - Reviewing and optimising actual system usage
  - Eliminating unproductive Excel jungles and workarounds
  - Implementing new ERP or materials management systems incl. process mapping and system selection
  - Evaluating PDM or PLM systems to optimise product development incl. procurement
  - Integrating suppliers and customers, e.g. using EDI and RFID technology
- + Chairmanship of the IT Managers' Working Group at the "GermanFashion Modeverband Deutschland e.V."



Among other things, we conduct the biennial "IT Benchmark" in conjunction with the "GermanFashion Modeverband Deutschland e.V." trade association. We collect and analyse industry-related IT figures from German fashion businesses and offer participants the ability to measure themselves against as many similar companies as possible. The publication may be requested [here](#).



# IN-HOUSE SEMINARS

## Popular topics

Many changes and recurring issues in companies affect not only individuals, but many people and even entire groups of individuals right across departments. It can make sense in such scenarios not simply to send individual employees to seminars, but to have a training event tailored to the needs of your company and carried out in-house.

This approach also saves travel time and travelling expenses, and offers the opportunity to be more generous when it comes to choosing who should attend. This also allows internal company issues to be incorporated as necessary, enabling real-life output to be produced and discussed in the respective workshops as befits your internal requirements.

As our experience shows that some topics crop up with a certain regularity, we have developed our own in-house training program containing industry-specific content while leaving room for company-specific additions or specific issues.

## Our seminars – examples\*:

### **Business Process Management for Fashion**

The ABC of great processes

### **CRM – from Index Cards to the Cloud**

Where is your company right now?

### **The ABC of Good Masterplans**

### **EDI for Fashion**

No-brainer or major headache?

### **Omni-Channel**

Challenge or a long-overdue capability?

### **PDM-PLM Introductory Seminar – Crash Course for Decision-Makers**

### **Procurement 4.0**

### **Change Management**

Successfully implement changes in your company

### **New IT-Systems**

Strategy, selection and successful implementation

\* However, we are also regularly approached on topics outside of our core seminars, for which we are then happy to develop special workshops.

If you are interested, please contact us without obligation.

# THE BENEFITS TO YOU

... if you engage us as specialist consultants:

Benefit from our **industry experience** and our **network** of specialists and **information**.

We provide free **capacity and resources** sized to suit the project in question.

We use skilled **project, process and change management** techniques to secure lasting success.

We offer a **neutral external perspective**.

We know the perspectives and issues **from the point of view of producers and retailers**.

We support the **development and skills training** of the personnel involved.



# CONTACT

**... we look forward to your enquiry:**

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