



MANDUKA, LLC ADDS NEW APPAREL LINES WITHOUT EXPANDING STAFF

Founded in 1997, Manduka, LLC manufactures yoga products and accessories. It provides yoga gear, including apparel, mats, towels, bags, blankets, blocks, bolsters, mat wash, eye pillows, headbands, sandals, straps, and water bottles, as well as yoga kits and gifts. The company's products are sold in more than 70 countries around the world through wholesalers and retailers, as well as online.

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Dorothy Sadd, Chief Operating Officer, Manduka, LLC



“When we buy products, we need to accurately track demand every day because that impacts our buying decisions. Our executives are constantly looking at the buys for hundreds of SKUs. If I have multiple orders waiting to be entered that’s intelligence I don’t have. With NetScore, we have access to that critical data instantly.”

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Challenge

Manduka was growing rapidly and had recently added apparel to its product offerings. It needed to keep up with growth in a lean and efficient manner.

Solution

NetSuite provides a scalable and flexible ERP platform for operating the business as it grows. NetScore allows Manduka to efficiently meet order entry demands that come with its new apparel offerings.

Results

Using NetScore’s GridApp for NetSuite, Manduka is able to enter orders in real-time, eliminating a one- to two-week backlog without having to hire additional staff. Having real-time data also improves strategic planning.

NetSuite and NetScore enable Manduka to grow and add new apparel products with its existing order entry staff

When a company aims for rapid growth and must turn on a dime to take advantage of new market opportunities, it needs an ERP platform to run the business that’s scalable

and flexible. That’s why Manduka, which has been growing at a double digit rate each year for the last four years, selected NetSuite ERP.

“NetSuite’s cloud-based operation makes it very scalable,” said Ash Dhawan, Director of IT. “NetSuite also provides considerable functionality and tremendous flexibility. We can do a lot of customization as our needs change. It also eliminates the need for in-house maintenance.”

As Manduka has expanded, it has sought to remain a lean operation. When the company added a line of wholesale yoga apparel, it began looking for an order entry solution to complement NetSuite.

The business had been dealing with hard goods, such as mats, bags, and water bottles, which are ordered by style and color. But ordering apparel is more complex because styles come in multiple colors and sizes.

“Keying in orders in while customers were on the phone was cumbersome,” said Brittney Hayes, Senior Customer Care Manager at Manduka. “The team needed to be able to enter orders more quickly.”

Based on Manduka's requirements for order entry, NetScore's GridApp was recommended. NetScore performed the necessary customizations and installed the solution within two days.

Improving the Apparel Order Entry Process

The NetScore solution makes it fast and easy for customer service agents to enter large apparel orders, particularly at the beginning of the season when retailers order each style in multiple colors and sizes. Order entry agents simply use a grid to enter all of the styles, colors and sizes at once.

"I particularly like the interface," said Shawna Lo, Customer Care Manager for Yoga Studios at Manduka. "We see the sizes (XS, S, M, L, and XL) horizontally and simply fill them in. We can also easily fulfill the orders from multiple warehouse locations."

Before implementing NetScore, agents created a separate line item for each color and size. This meant a style with four colors in five sizes would require 20 line items.

Eliminating Backlog

When the company first launched its apparel line in February of 2016 with 400 orders, it quickly found itself with a one- to two-week order entry backlog.

"By making it faster and easier to enter orders, we alleviated the backlog," said Dorothy Sadd, Chief Operating Officer of Manduka. "With NetScore, our net increase in headcount was zero for the launch of a business that now makes up 15 percent of our revenue—and we don't have to work 12 to 14 hour days. When you're a consumer products company with a very rapid rate of growth, anything you can do to improve the efficiency of the few resources you have is like gold."

Improving Strategic Planning

Real-time visibility into order information also enables Manduka to view its business more strategically.

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Company Snapshot

Company: Manduka, LLC

Location: El Segundo, Calif.



Take Action!

Partner Name: NetScore

Location: Vienna, Va.