

Lisa Folawiyo Studios Portfolio

Analysis and Suggestions

Challenges

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Objective: Establish Lisa Folawiyo Studios as a premier luxury brand globally through operational enhancements, elevated customer experiences, and strategic brand development.

Core Focus Areas:

1. **Operational Efficiency:** Automate and streamline core functions for faster, seamless service.
2. **Brand Positioning:** Strengthen the brand's luxury status and global appeal.
3. **Workforce Empowerment:** Engage and empower employees for optimal productivity.
4. **Client-Centric Enhancements:** Deliver a refined, memorable experience for clients.

Expected Outcomes: Improved lead times, stronger market positioning, and increased brand loyalty.

Brand Analysis – Current Strengths and Opportunities

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Slide 3: Brand Analysis – Current Strengths and Opportunities

- **Strengths:**
 - Unique craftsmanship and distinctive designs celebrated locally and internationally.
 - High employee morale, particularly among senior artisans.
 - Existing global reach through collaborations and partnerships.
- **Opportunities for Growth:**
 - Integrate modern technology for a seamless operational process.
 - Reinforce Lisa Folawiyo as a luxury brand by refining market presence and digital visibility.

Identified Challenges Impacting Growth

1. **Inefficient Stock and Inventory Management:**

- Current manual processes slow down customer service and lead to inconsistent records.

2. **Employee Motivation and Engagement:**

- While senior management is highly driven, artisan-level employees need additional motivation.

3. **Inconsistent Communication & Accountability:**

- Limited structured communication leads to missed or rushed deadlines.

4. **Segmentation of Orders:**

- Mixing local and international orders often creates delays and confusion, particularly during peak periods.

Strategic Solution 1 – Digital Transformation in Inventory Management

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Solution: Implement **Bitrix24** or **SAP** for automated inventory and client data management.

Benefits:

- **Reduced Service Time:** Quick access to customer data and inventory stock cuts down service time by 30-50%.
- **Organized Data Storage:** Digital archives eliminate paperwork and improve accuracy.
- **Enhanced Client Experience:** Faster access to client profiles for a more personalized service.

Action Plan:

1. Onboard and train staff on Bitrix24/SAP functionalities.
2. Digitize current physical records within the first quarter.
3. Implement a feedback loop to ensure the system improves service efficiency.

Strategic Solution 2 – Empowering the Workforce

During my time at Lisa Folawiyo Studios I noticed the decreasing motivation amongst second tier staff.

The higher management seemed to be self driven.

Solution: Initiate a robust Employee Recognition and Engagement Program.

Key Initiatives:

- **Recognition Awards:** Launch programs like “Artisan of the Month” to celebrate high-performing staff.
- **Improved Working Conditions:** Add ergonomic seating and climate control to increase comfort.
- **Structured Team-Building Activities:** Schedule monthly team-building events and workshops to enhance morale.

Benefits:

- Increased productivity and craftsmanship quality.
- Higher employee retention and stronger team cohesion.
- Improved brand image as a desirable employer in luxury fashion.

Strategic Solution 3 – Clear Role Delegation and Communication Protocols

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There is a defined hierarchy, but roles often lack clarity, impacting accountability and leading to last-minute or incomplete tasks. To address this, roles need clear reinforcement, with frequent project check-ins and set timelines for each stage to ensure effective management and timely completion

Solution: Implement a **RACI Matrix** (Responsible, Accountable, Consulted, Informed) for clarity in roles and responsibilities.

Detailed Plan:

- **Weekly Project Status Updates:** Hold weekly meetings with each department to discuss progress.
- **Daily Touchpoints for Key Projects:** For priority projects, initiate daily check-ins to monitor progress and address blockers.
- **Documentation & Tracking:** Use tools like Trello or Asana to track task completion and deadlines.

Outcomes:

- Timely project completion with minimal last-minute changes.
- Enhanced accountability, transparency, and internal alignment.
- Reduced delays, ensuring high client satisfaction.

Strategic Solution 4 – Segmentation of International and Local Orders

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It takes 2 weeks to complete beadings which are an important part of the lisa folawiyo brand. It also becomes hard to manage orders coming in from international retailers such as Moda Operandi and Matches and local bespoke orders from clients back at home.

I believe segregating certain staff to a section is very important. A chunk of international revenue comes from these retailers so their orders need to be handled with care. To avoid the mix up and complications with local orders. Assigning artisans to respective divisions solves this problem.

- **Solution:** Segregate order handling teams to focus on either international or local demands.
- **Actionable Steps:**
 - **Dedicated Teams for Each Market:** Create specialized groups focused on local clients and international retailers, like Moda Operandi and Matches.
 - **Resource Allocation:** Allocate artisans specifically to intricate, high-value orders for international clients.
 - **Capacity Planning:** Implement a monthly planning session to prepare for complex beading and custom orders in advance.
- **Benefits:**
 - Consistent quality control for all orders, regardless of origin.
 - Improved time management for complex tasks, reducing lead times by 20-30%.
 - Strengthened brand reputation in both local and international markets.

Enhanced Customer Experience Strategy

- **Solution:** Introduce a Customer Feedback and Experience Program.
- **Components:**
 - **Customer Satisfaction Surveys:** Quarterly surveys to capture client preferences and satisfaction levels.
 - **Digital Profile Storage:** Store customer preferences, sizes, and history for easy access, leading to tailored experiences.
 - **Proactive Client Engagement:** Implement automated follow-ups post-purchase to foster loyalty and drive repeat business.
- **Expected Impact:**
 - Increase in repeat purchases and referrals.
 - Enhanced brand loyalty through personalized experiences.
 - Ability to quickly adapt to customer feedback for continual service improvement.

Brand Positioning Strategy – Elevating Global Presence

Goal: Reinforce Lisa Folawiyo Studios as a high-end luxury brand globally.

Key Initiatives:

1. **Targeted Digital Campaigns:** Focus on high-impact digital platforms (e.g., Vogue, Instagram).
2. **Collaborations with Influencers:** Work with fashion influencers to highlight signature designs and craftsmanship.
3. **PR Strategy:** Partner with top fashion media for exclusive features and editorial showcases.

Anticipated Outcomes:

- Strengthened brand presence in international markets.
- Increased brand recall and customer interest.
- Broader client base aligned with the luxury fashion segment.

Technology Integration for Process Optimization

Solution: Invest in Order Management and Client Relationship Management software.

Benefits:

- **Inventory Tracking:** Real-time tracking of stock levels, particularly for high-demand items.
- **Centralized Data Access:** Easily retrieve client information to streamline service and improve speed.
- **Automated Notifications:** Receive alerts for stock shortages, reorders, and customer inquiries.

Projected Impact: Streamlined inventory control, improved client data accuracy, and overall reduction in administrative workload.

Projected Outcomes & Growth Goals

- **Reduced Lead Times:** Aiming for a 20-30% improvement through automation and structured task management.
- **Enhanced Brand Recognition:** Strengthened presence as a leader in luxury fashion with targeted marketing.
- **Increased Customer Loyalty:** Higher retention through personalized services and improved client engagement strategies.

Long-Term Vision: Establish Lisa Folawiyo Studios as a globally recognized luxury brand through consistent operational excellence, brand reinforcement, and a client-centric approach.