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CASE STUDY · LUXURY – WATCHES AND JEWELLERY

# Chanel · Châtelain

Chanel's watch and jewellery manufacture – planning redesign

1. THE CHALLENGE

Short-term planning run in firefighting mode

2. OUR ANSWER

Single method (TSP) validated on a prototype

3. THE VALUE

An 18–24-month view and a better-informed APS choice

## CHALLENGES

- Move out of firefighting with an 18–24-month MPS in weekly buckets
- Plan by family then by item, and steer by stock levels to smooth workshop load
- Replace flow-specific methods with a single one: Takt Stock Planning
- Validate the method with the Ceramics pilot team, then roll it out to other scopes

Very high-value products | Multi-level bills of materials | One method per flow

## PLANNING COVERAGE

S&OP | Supply | **Production** | Optimizer

## OUTCOMES

**×5**

target planning horizon: from 4–5 to 18–24 months

**4**

MPS scopes modelled and validated

- A single planning method, adopted by the business
- Specification handed to the ERP vendor
- Clear selection criteria for the target APS

## SCOPE

MaTCh programme (Manufacture Transformation Chanel)
Watch movements and jewellery, bracelets and clasps, ceramics
Component supply flows

## SYSTEM LANDSCAPE

| BEFORE | | AFTER |
|---|---|---|
| ProConcept (ERP) | → | ProConcept (ERP) |
| ~~Excel~~ | → | Méthode TSP |

Facing a similar challenge? Let's talk.

contact@logiq-group.com
linkedin.com/company/logiq-technology