

**DOUBLE TAKE®
DOUBLE TAKE**

AN APPAREL MANUFACTURER'S DIGITAL MAKEOVER



ZOHO Creator

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OVERVIEW

Founded in 1996, Double Take Fashions is an apparel manufacturing company based out of New York. They have offices in Brooklyn and Manhattan and most of their customers are retail chains who have their own distribution centers and warehouses.

Recently, we had the opportunity to connect with their manager, Ralph Mizrahi, to learn how Zoho Creator has benefited their business processes.

According to Ralph, most of their operations were executed manually, which wasn't helping their already chaotic process. He was looking for a solution that had flexible architecture, was easy to build, and enabled them to make changes on the go.

That is how he encountered Zoho Creator, and the rest is history!

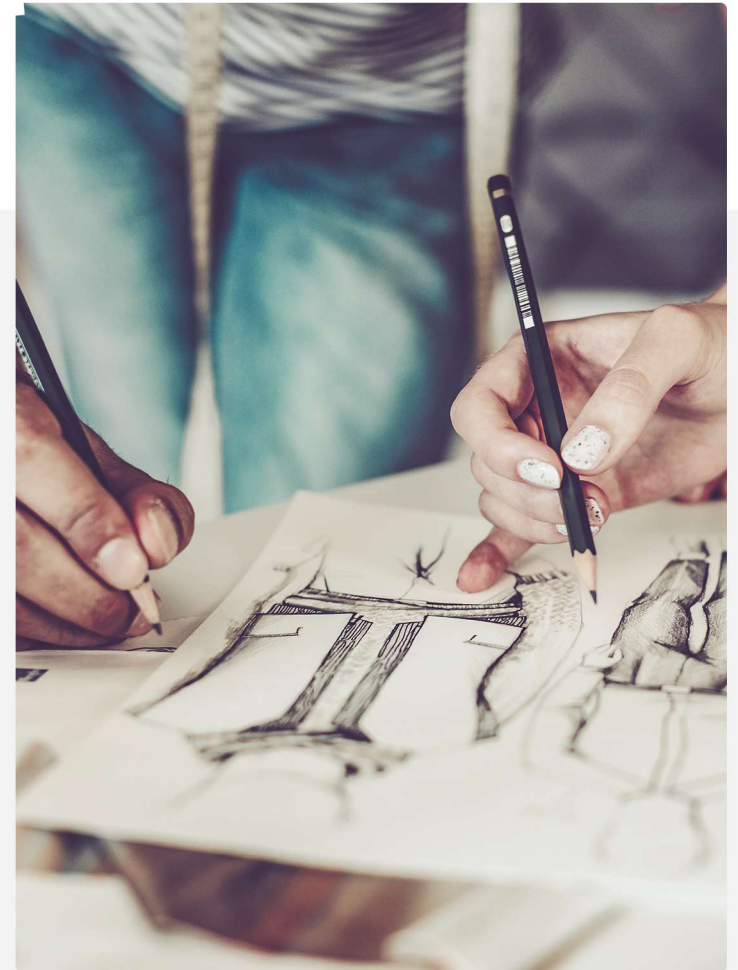


BUSINESS MODEL

From design to retail, there are **6 stages** of apparel manufacturing, and at Double Take Fashions, all of these take place in 4 to 5 weeks. Let's take a look at them, step by step.

01. DESIGN DEVELOPMENT

The salesperson will connect the buyer with Double Take's design team, and they'll collaborate together until the sketch developed meets the buyer's expectation.





02. ORDER PLACEMENT

After the buyer is happy with the design, they write an order and the core team goes into the process of ordering the fabric.

03. FIT AND PATTERN

At the same time, they initiate the process of getting approval on the fit, as every client has their own preferences here. Once the fit is approved, they finalize patterns, and these paper cutouts are used to develop the garment further.



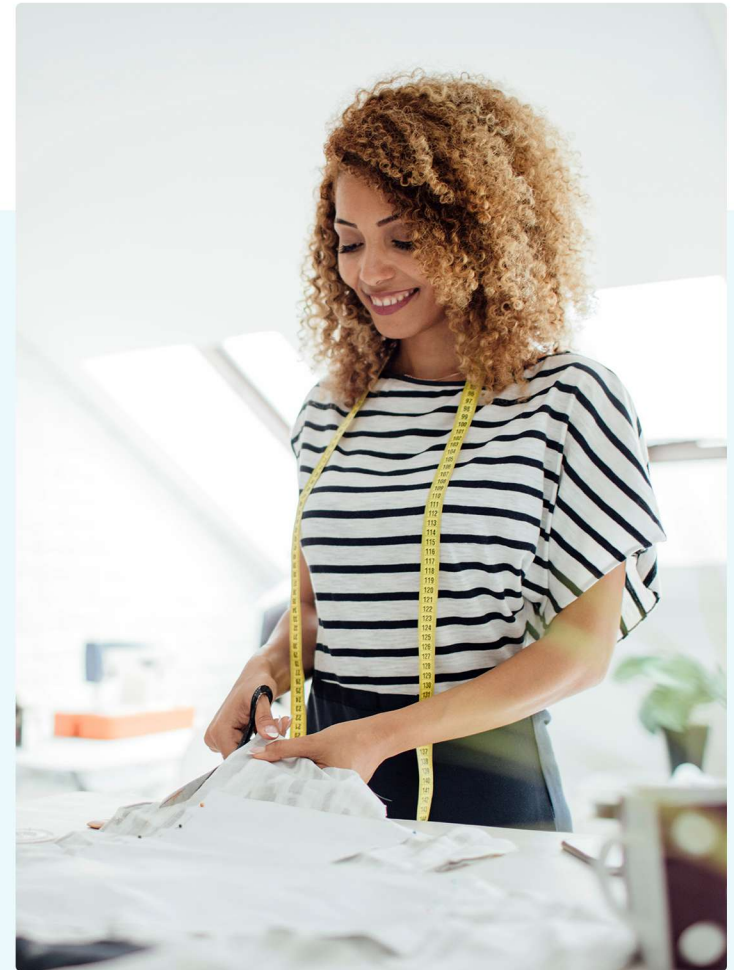


04. GRADING AND MARKING

Next, patterns of different sizes are produced by grading them up and down, based on the base size. Once they're graded, all the pattern pieces are nested in such a way that they can be efficiently cut out of a given piece of fabric.

05. CUTTING AND SEWING

From there, the fabrics are sent for cutting and sewing. The markings are used to cut the fabric accurately, so a minimum of fabric gets wasted.





06. PACKAGING AND DISTRIBUTION

Finally, the sewn garments are packed and ready to ship to their respective distribution centers.





CHALLENGES FACED

Now imagine having to handle all 6 steps, plus other detail-level processes, with just a pen and paper. Double Take Fashions used to manage all of this manually, without any tools in place other than spreadsheets. This old-school setup meant they faced challenges with transparency, real-time communication, and scalability.

TRANSPARENCY

Updates on orders, like receiving the wrong color of fabric or a delay in the buttons to be delivered, were accessible only to the manager and a few others.

“

If any person on the team needed to know something about one of the orders, they had to come to my desk, find a specific order, and take it to their desk.

”

With 100 or 200 production runs going on simultaneously, they needed to be updated on which part of the process their orders were on, priority-wise. But, none of them really knew what was cut, sewn, packed, or ready.

COMMUNICATION

Be it daily status updates on production stages, PO orders, invoices to clients, or granular level data, everything was in emails or phone calls.



For a time, going back far enough, we were faxing documents from place to place, with emails to fill in the gaps.



Moreover, since they were operating across two offices, with their warehouse and cutting room in Brooklyn and their sales office in Manhattan, they constantly needed someone to run between these places at least once a day to check on certain tangible items.

SCALABILITY

Since they were working predominantly on paper, every one of their orders had a form which had to be filled out by hand. So by the end of the day, they had a big pile of order sheets which took up a lot of space and was confusing to sort through.



If I have 10 orders that I need to cut today, only five of them existed on my desk as the remaining orders were scattered with the rest of the team.



This proved to be challenging and an almost impossible way to grow a company, which is why they started to look for a software-based solution.

THE SOLUTION

Ralph wasn't ready to massage their company processes into somebody else's rigid software structure. He wanted something that he knew would check off all the boxes that the company was looking for, and still be able to grow and adapt with them.

After researching for a few months and trying demos of other software, he stumbled upon Zoho Creator and immediately said,

“

You know what? I think this is it!

”

With the help of an in-house developer, they had a working application ready in a few days!

RESULTS

By adopting Zoho Creator, Double Take Fashions benefited in many ways, but we'd like to highlight the ones that made the most impact:



Process automation: From sales to shipping, every stage of manufacturing has been automated.



Streamlined communication: No more communication lag between departments, as all their information is in the cloud.



Synchronized information: Any changes made by a user get reflected everywhere across the whole organization within seconds.



Centralized data: Everyone on the team is able to access the same data at the same time, as they have all the orders in their database.



Automatic updates: Based on the changes made, everybody's orders and to-dos get updated instantly.



Increased throughput: Overall efficiency increased even with a reduction in work hours.

They didn't just automate their entire business—they also improved process efficiency, simplified inventory control, unified order management, and managed to save around \$150,000 per year. Isn't that impressive?



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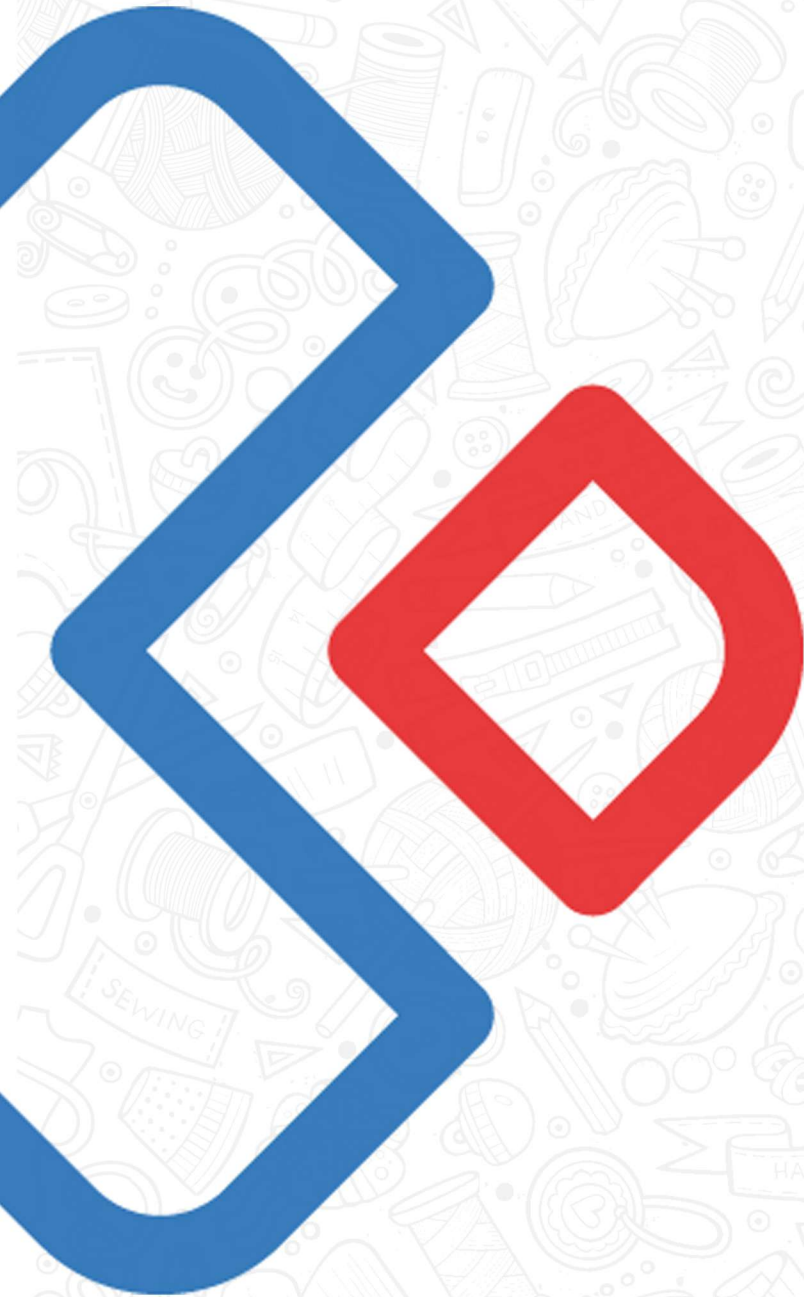


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"Zoho Creator allows us to manage our work processes in an unparalleled way, and its flexibility opened up doors that took us to places far beyond any out-of-the-box rigid alternative software solutions. With Creator, if you can dream it, you can do it."

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ABOUT US

At Zoho Creator, we study the past, observe the present, and envision the future of how software communicates with businesses. So to empower business owners, we've ingrained Zoho Creator with modern functionality like low-code and rapid development. With Zoho Creator, users can cater to custom requirements with apps that automate day-to-day tasks, and let them tackle tomorrow's problems. Just sign up, pick a plan, and start building!





www.zoho.com/creator/

We'd love to talk! Reach out to us:

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