



SOLUTION TURNS DATA INTO VALUABLE INFO FOR OEM MARQUE MAKERS

Counting Germany's Adidas, England's Stretton Fox and other known brands as customers, sporting goods OEM Marque Makers, founded in 2016, is renowned for providing a 360° service that includes highly effective consumer and stakeholder market research, innovative design, performance validation, manufacture and quality control, and distribution.

Its customer base comprises multiple US\$5 million to US\$10 million accounts, for which Marque Makers relies on the latest software to design its products, including the 3D printing, silicone vacuum cast molding and prototype aluminium molding for hockey, badminton and cricket equipment. After outgrowing QuickBooks, Marque Makers deployed an integrated Cloud ERP of NetSuite to ensure the most efficient use of its human resources and to manage the growing complexity of its operations.

“We continually need to add product lines, so the complexity of the business is only going to increase. I need NetSuite for that, as its solution is scalable.”

Greg Patti, Chairman
Marque Makers

SUPERCHARGED FOR EXPANSION

Making sense of complexity

Marque Makers needed to transform the complexities of handling large brands, from royalties and labelling to factory auditing and production across seven countries for distribution into 30 different countries. The early systems it deployed were unable to cope with the way the firm wanted to slice and dice data to gain valuable information to inform business strategy.

Clunky system a limit on growth

As Marque Makers' business expanded, the complexity of running the firm and servicing its accounts increased. The existing system lacked the ability to customize data and present it in various views to provide insights for the firm as it scaled up. Growth produced a greater number of cost centers, with little insight into how other cost centers were operating, much like small companies within one big company.

Information aligned for better decisions

Supported by NetSuite Cloud ERP, Marque Makers streamlined its operations by integrating its budgeting across cost centers. Unified information customized for the business empowered staff in different departments to focus on strategy rather than spending time verifying data, and gave senior management multi-perspective and granular views into operations, on which to base decisions and discussion within the firm.

Efficiency gains drive business forward

Integrating and transforming data into valuable information through NetSuite's solution improved customer servicing and increased the efficiency of human capital. Scalability was a requisite as Marque Maker's growth depends on adding new lines, and complexity will continue to increase as the company does.

To find out more, contact NetSuite's Solution Provider:

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Company Snapshot

Company:

Marque Makers

Location:

Hong Kong, Corporate Headquarters,
Multiple Field Offices

Employees:

30

Industry:

Sport goods

Parent or Subsidiary:

Parent

NetSuite product implemented:

[NetSuite Cloud ERP](#)

ONE PACIFIC

Implementation Partner:

One Pacific

Location:

Hong Kong