

TRANSFORMATIVE ODYSSEY: OVERHAULING AT SJS INTERNATIONAL, THE SUPPLY CHAIN & PIONEERING EXCELLENCE IN COSMETICS AND BEAUTY

Syed Adil Hussain. Superior University Lahore

INTRODUCTION

In the bustling city of Lahore, amidst the vibrant landscape of the cosmetics and beauty industry, SJS International, a prominent player, found itself standing at the crossroads of challenges and opportunities. As the industry evolved rapidly, Mr. Kashif Javaid, a seasoned leader at SJS International, faced the uphill task of steering the company through a series of complexities in its supply chain & Market Channel Diversity. The initial predicaments were apparent; the existing supply chain structure struggled to keep pace with the escalating demands of the market. Raw material procurement faced bottlenecks, leading to delays in production. Suppliers were often unable to match the required scale, and logistics issues added to the intricacies. The surge in market competition only intensified these challenges, leaving SJS International at a critical juncture. Mr. Kashif Javaid, cognizant of the unfolding predicament, recognized that a transformative decision was imperative for the sustenance and growth of SJS International. His journey in reshaping the supply chain began with a deep dive into the existing challenges, understanding the market dynamics, and envisaging a comprehensive strategy that would not only address the immediate issues but also position SJS International as an industry leader. The preceding difficulties served as the catalyst for the monumental decision that Mr. Javaid was about to undertake – an overhaul of SJS International's supply chain & Market Channel Diversity. This decision, though necessary, came laden with its own set of challenges. Implementation would require meticulous planning, garnering stakeholder support, and navigating the intricacies of a rapidly evolving industry. As we delve into the unfolding narrative of SJS International's transformative journey, we'll explore the intricate decisions made by Mr. Kashif Javaid, the hurdles encountered in the implementation phase, and the profound impact these changes had on the company's financial landscape. This odyssey is a testament to the resilience and strategic acumen of a leader faced with adversity, navigating through uncharted waters to redefine the future of SJS International.

SJS International, A Prominent Player (Cosmetics and Beauty Industry)

Founded in 2005, SJS International swiftly emerged as a trailblazer in the cosmetics and beauty industry, establishing its headquarters in Lahore, Pakistan. Under Mr. Shiekh Javaid¹ leadership, SJS International experienced rapid growth and diversification in its service offerings. Recognizing the evolving needs of the market, the company expanded its operations to include warehousing, distribution, and customs clearance services. This strategic expansion allowed SJS International to cater to a broader clientele, ranging from local manufacturers to multinational corporations. The visionary leadership and commitment to excellence propelled the company to prominence, fostering a robust presence in both the local and international markets. SJS International became synonymous with innovation, quality, and a diverse product range. In 2016, a significant leadership transition took place at

¹ Mr. Shiekh Javaid founder of Sjs international

SJS International. Mr. Shiekh Javaid, having successfully steered the company through its formative years, decided to pass the baton to Mr. Kashif Javaid. He brought a fresh perspective and a forward-looking vision to SJS International. He, assuming the role of CEO, set forth a vision to position SJS International as a regional leader in innovative and tech-driven logistics solutions. Recognizing the transformative power of technology in the logistics sector, he initiated a comprehensive digitalization strategy to enhance operational efficiency, reduce costs, and provide real-time visibility into the supply chain. The company's portfolio boasted four distinguished brands;

- a) **Rivaj & RivajHD²**: Known for its high-quality beauty products, Rivaj has become synonymous with elegance and style in the cosmetics industry.
- b) **Rios³**: A retail brand under the SJS International umbrella, RIOS Retail offers a curated selection of beauty and cosmetic products, catering to the diverse preferences of consumers.
- c) **Amrij**: With a focus on innovation and trendsetting products, Amrij has carved a niche for itself, contributing to SJS International's dynamic brand portfolio.
- d) **Belleza**: Reflecting sophistication and glamour, Belleza is a brand that resonates with individuals seeking premium beauty solutions.

A Transformation under Mr. Kashif Javaid's Stewardship

As the company flourished, so did the challenges. The existing supply chain structure faced strains as market dynamics shifted, demanding a recalibration of strategies. It was against this backdrop that Mr. Kashif Javaid, the driving force behind SJS International's success, recognized the need for a transformative decision to reshape the supply chain and secure the company's future in a fiercely competitive industry.

Mr. Kashif Javaid, with a wealth of experience in the cosmetics industry, assumed the role of Chief Executive Officer at SJS International. His strategic acumen and foresight quickly positioned him as the authoritative figure steering the company toward new heights. One pivotal decision that underscored Mr. Javaid's leadership was the strategic investment in state-of-the-art manufacturing technology. This decision aimed not only to enhance production capabilities but also to elevate the overall quality of SJS International's product line.

Advanced Mixing and Sealing Equipment

Uniform distribution of ingredients: Central to Sjs manufacturing process is state-of-the-art mixing equipment. Precisely tuned, this machinery ensures the uniform distribution of ingredients, a crucial factor in guaranteeing the efficacy and longevity of products (Figure 1).

Secure sealing technology: Sealing technology sets the industry standard. Each product that leaves facility is securely enclosed, preserving its freshness and integrity. This commitment to secure sealing is a testament of dedication to delivering products that meet the highest standards (Figure 2).

The decision bore tangible fruits, reflected in the financial statements. Revenue saw a significant uptick, rising from Rs 712.8 M⁴ in 2018 to Rs 725.4M in 2019. The gross profit, a key indicator of operational efficiency, surged from Rs 177.1M to Rs 183.7M during the same period.

Digital Transformation Investment

² Rivaj & Rivaj HD (HD refers to the high definition products for quality conscious customers)

³ Rios; The retail shop chain of cosmetics

⁴ 712.8 millions in PKR equals to \$ 5.12Millions

In a pivotal decision-making moment, Mr. Kashif Javaid, the CEO of SJS International, assumed the authority to propel the company into a new era of operational excellence. Recognizing the transformative potential of digital technologies, he steered SJS International to make substantial investments in logistics operations, deploying cutting-edge tracking systems, automated warehouses, and data analytics tools. This strategic move wasn't just a leap into the digital realm; it was a calculated initiative to revolutionize the supply chain. The numerical impact of this decision was profound—operational efficiency soared, costs dwindled, and customer satisfaction reached new heights as the enhanced visibility into the supply chain became a game-changer. The financial implications spoke volumes, solidifying SJS International's commitment to leveraging technology for sustainable growth.

Expansion into New Markets

In a strategic move that echoed Mr. Kashif Javaid's visionary leadership, SJS International, under his authoritative decision, undertook a thorough evaluation and subsequent expansion into new geographical markets. This decision was driven by a keen understanding of emerging opportunities and a commitment to propelling the company toward sustained growth. The numerical impact was twofold—potential revenue growth and an expanded market share. However, entering unfamiliar territories came with its share of risks and challenges. Despite the complexities, Mr. Javaid's leadership ensured that the expansion was a calculated and well-executed maneuver, reinforcing SJS International's position as a dynamic player willing to venture beyond traditional boundaries for strategic advantage.

Sustainability Initiatives

Under the stewardship of CEO Mr. Kashif Javaid, SJS International undertook a significant decision to embrace sustainability initiatives within its logistics operations. Focusing on eco-friendly practices, the company invested in sustainable solutions, including the adoption of electric vehicles and environmentally conscious packaging. Mr. Javaid, as the authority behind this strategic move, recognized the importance of aligning business practices with environmental responsibility. While there were initial investment costs, the decision promised potential long-term savings and contributed to a positive brand image associated with corporate social responsibility. This commitment to sustainability, driven by Mr. Javaid's leadership, positioned SJS International as a responsible corporate entity in the eyes of environmentally conscious consumers.

Supply Chain Adaptation & Quality Assurance Integration

In response to the evolving market dynamics and the strains on the existing supply chain, Mr. Kashif Javaid, with his visionary leadership, spearheaded a transformative initiative to fortify SJS International's position in the cosmetics and beauty industry.

Before Mr. Javaid's intervention, SJS International grappled with supply chain inefficiencies that hindered its ability to respond swiftly to market demands. Timely delivery of products, a crucial factor in the cosmetics industry, became a bottleneck, affecting customer satisfaction and market competitiveness. The existing challenges in the supply chain included inconsistencies in inventory management, prolonged lead times, and bottlenecks in distribution channels.

Mr. Kashif Javaid, armed with a keen understanding of the industry and the company's unique needs, took charge of the situation. The decision to revamp the supply chain was not just a strategic move; it was a necessity for sustained growth and competitiveness. Understanding the critical role of an efficient supply chain in the cosmetics

sector, he assembled a dedicated team of experts to analyze the existing challenges comprehensively.

The challenges were multi-faceted, ranging from sourcing raw materials to the distribution of finished products. The supply chain bottlenecks were adversely affecting the company's bottom line, necessitating a bold and well-thought-out decision. It was evident that the existing system could no longer support SJS International's expanding product range and the diverse channels through which it reached consumers.

Implementation of the new supply chain solution posed its own set of challenges. The transition required meticulous planning, coordination with various stakeholders, and technological integration to ensure a seamless execution. It demanded a temporary shift in operations, impacting production schedules, distribution networks, and relationships with suppliers and distributors.

Despite the complexities, Mr. Kashif Javaid's decisiveness and strategic acumen prevailed. The company invested in cutting-edge technologies to streamline inventory management, reduce lead times, and enhance distribution efficiency. The introduction of advanced tracking systems allowed for real-time monitoring of inventory levels, facilitating data-driven decision-making and minimizing the risk of stock outs (Figure 3).

Financially, the impact was tangible. The costs associated with excess inventory and stock outs significantly decreased, leading to improved cash flow. The efficiency gains were reflected in the financial statements, with a noticeable uptick in operating profit margins. As the streamlined supply chain took root, SJS International not only met but exceeded customer expectations, solidifying its position as a leader in the cosmetics and beauty industry.

Mr. Kashif Javaid's bold decision to revamp the supply chain emerged as a transformative force, ensuring SJS International's resilience and competitiveness in a dynamic market. The numerical impact of the decision was evident in improved financial metrics, demonstrating that a strategic overhaul of the supply chain could be a game-changer for companies navigating the challenges of the cosmetics industry.

Expanding Market Reach and Boosting Revenue

The strategic diversification of market channels orchestrated by Mr. Kashif Javaid at SJS International brought about significant numerical impacts, solidifying the company's position as a versatile leader in the cosmetics and beauty industry. The expansion across various market channels was not merely a tactical move; it was a calculated strategy to meet consumer demands and enhance revenue streams.

- a) **Wholesale revenue surge:** With a robust presence in the wholesale sector, SJS International experienced a surge in revenue from large-scale distributors and businesses. The diversified product range, made possible through efficient supply chain solutions, appealed to wholesalers, resulting in increased bulk orders and heightened revenue.
- b) **Distribution efficiency and revenue growth:** The strategic distribution network, optimized under Mr. Javaid's leadership, contributed to enhanced efficiency in reaching diverse markets. This efficiency translated directly into revenue growth, as products reached consumers in a timelier manner, reducing lead times and ensuring a steady flow of sales.
- c) **Modern trade impact:** Penetrating modern trade platforms had a direct impact on consumer visibility and accessibility. SJS International's products, now prominently displayed in supermarkets and hypermarkets, garnered increased consumer attention, leading to heightened sales and revenue from these modern trade channels.
- d) **Retail shop contribution:** The strong network of retail shops, strategically positioned for consumer convenience, played a pivotal role in boosting revenue. Consumers, seeking a personalized shopping experience, found SJS International's products readily available, contributing to sustained sales and revenue growth.
- e) **E-commerce and online revenue stream:** Embracing the digital era, the active engagement in e-commerce and online platforms proved to be a game-changer. The global accessibility of SJS

International's products through online channels opened new revenue streams, tapping into a wider audience base and diversifying income sources.

Mr. Kashif Javaid's astute decision to diversify market channels not only showcased adaptability but also yielded tangible numerical results. The revenue surge across wholesale, distribution, modern trade, retail, and online platforms demonstrated the effectiveness of a consumer-centric approach. SJS International's versatility in navigating diverse market channels positions it as a resilient player, ready to capitalize on the evolving dynamics of the cosmetics and beauty industry.

Reflexive Analysis: SJS International's Transformative Journey

SJS International's journey, directed by the strategic decisions orchestrated by Mr. Kashif Javaid, unfolds as a visionary narrative of adaptability and consumer-centric innovation. The company's foray into e-commerce, witnessed through dedicated platforms like Rivaj, RIOS, Amrij Cosmetics, Belleza Lingerie, and Flormar Pakistan, isn't just a mere business move; it's a profound acknowledgment of evolving consumer behaviors. This digital transformation, spearheaded by Mr. Javaid, didn't only lead to increased operational efficiency, cost reduction, and improved customer satisfaction, but it also positioned SJS International as a trailblazer in the industry.

The decision to expand into new markets under Mr. Javaid's guidance showcased the company's resilience and willingness to explore untapped territories. The numerical impact might include potential revenue growth and increased market share, but at a deeper level, it signifies SJS International's commitment to embracing challenges and seeking opportunities beyond familiar horizons.

Strategic partnerships and alliances, another pivotal decision under Mr. Javaid's leadership, positioned the company as an industry collaborator rather than a mere competitor. This move, while potentially bringing about numerical benefits in terms of increased capabilities and market access, also demonstrates the company's strategic foresight and openness to synergies.

The sustainability initiatives led by Mr. Javaid portray a conscientious approach toward corporate social responsibility. Beyond the numerical impact of potential long-term cost savings, the decision showcases SJS International's commitment to environmental stewardship, contributing to a positive brand image.

Collectively, these decisions, guided by Mr. Kashif Javaid, don't merely translate into financial metrics. They represent a profound understanding of market dynamics, a commitment to ethical business practices, and an unwavering focus on meeting the evolving needs of consumers. The reflexive analysis underscores SJS International's transformative journey, not just as a cosmetics and beauty conglomerate but as a trailblazer shaping the future of the industry.



Figure 1
UNIFORM DISTRIBUTION OF INGREDIENTS



Figure 2
SECURE SEALING TECHNOLOGY



Figure 3
SUPPLY CHAIN ADAPTATION

Received: 18-Jan-2024, Manuscript No. JIACS-24-14417; **Editor assigned:** 19-Jan-2024, Pre QC No. JIACS-24-14417 (PQ); **Reviewed:** 24-Jan-2024, QC No. JIACS-24-14417; **Revised:** 29-Jan-2024, Manuscript No. JIACS-24-14417 (R); **Published:** 31-Jan-2024