



Lucky Dragon Enterprise Group
Shenzhen, China
www.luckydragongroup.com

Industry:

Consumer Products

Annual Revenue:

US\$50 million

Employees:

9,000

Oracle Products & Services:

JD Edwards EnterpriseOne
Financial Management
Distribution Management
Manufacturing Management

Oracle Partner:



Axline
www.axline.com

“The JD Edwards EnterpriseOne suite from Oracle is a powerful enterprise resource planning system that has helped our business run more efficiently and smoothly.” – Rick Hsu, Operations Manager, Lucky Dragon Enterprise Group

Lucky Dragon Enterprise Group Positions for Business Growth with Scalable and Robust Application Platform

Founded in 1980, Lucky Dragon Enterprise initially specialized in manufacturing hair accessories. It has since expanded its range of products to include hairbrushes, fashion jewelry, manicure and pedicure items, bath and wellness products, cosmetics, bags, mirrors and picture frames, and knitting products.

Challenges

- Achieve efficient operations and facilitate business growth
- Support the company’s expanding local and international operations
- Establish processes to enable the launch of retail stores within a short timeframe
- Develop and install an integrated retail management system

Solution

- Engaged Oracle Certified Partner Axline to successfully implement its proprietary AxPOS Retail system, which combines comprehensive point-of-sale (POS) functionality with complete integration with JD Edwards EnterpriseOne
- Gained the flexibility it needed to meet the demands of its business operations
- Provided accurate and consolidated information to management on a timely basis
- Ensured the company can increase manufacturing capacity to allow a wider range of products to be produced in the future
- Enabled the company to add more retail outlets to achieve comprehensive market coverage