

Profile

THE BUSINESS OF FASHION

2019



The Business of fashion

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M/s the Business of Fashion (The BoF). High-quality knitwear Apparel and Accessories for Infant and Kids. A premium manufacturer in its sector and faces the challenge of creating a fashion for babies with quality and personality every day.

THE BUSINESS OF FASHION



Little wear Business; and a Passion...



1.0 Executive Summary

MD's Message

M/S The Business Of Fashion, commenced as a small garment manufacturing unit in the year 2003, initiated exporting three years later in 2006. The company exhibits fully integrated knitwear setup starting from spinning, knitting, dyeing, finishing, embroidery, printing and garmenting.

Our customers and their satisfaction is our potency. They can step in freely and step out gladly with their dream products. At M/S The Business Of Fashion, we manufacture knitted garments for all ages and all times. Since inception, our company is committed to the work it does, pursues the systems and is diligent with regard to employee welfare.

We assure absolute comfort to our customers at KM Knitwear, which is why they enjoy and beckon our services.

- Ms. Nithya Areekal, Director

As Ms. Nithya – Woman entrepreneur and proprietor of BOF verbalized:

“It's about Fabric + Thread + a Dream. Let' us do this for you!”

About Us:

M/s the Business of Fashion (The BoF). A Group of Micro enterprise associated in designing, manufacturing and exporting high-quality knitwear collection of baby products globally. The Bof Group also involved in fashion trading, wholesales, Stocks and Surplus business. BOF-BAG is a global buying agency, provide QMS and Sourcing from SE Asian countries. Wholly own dedicated manufacturing Based out of Tirupur, Tamilnadu, India.

12+ year old companies, specially involved in dressing Infant from 1 to 36 months, and kids of 2 to 10 Years. Working with few major brands in the central European customers ex: Mango- Spain, I-Side-IT, Gematex-IT, Milk & Honey – IT, Carters-UK, Juniors-UK, giggles-UK, Melijoe-Fr, Kyly-Br, Rakuten-Jp, Lojasrenner-Br, De Bijenkorf-Holland, Vroom & Dreesmann (V&D) - Holland, Cakewalk-Holland etc.

Working in various cities like Antwerp, Amsterdam, Paris and Asian countries like India, Pakistan and Bangladesh.

Characterized by high specialization in knitted garment. A premium manufacturer in its sector and faces the challenge of creating a fashion for babies with quality and personality every day.

Drive for this Project:

After working in the fashion design and sourcing business for some time; I realize that there is a need for a service which can help new budding small and medium fashion brands in easing into the fashion industry; making the startup process more facile; Stimulates an Emerging Method to Apparel industry.

Second problem for the start-up brands are finding a manufacturer; because they have small quantities.

We also realized that brands are also ready to buy good products, if we can offer good design; they can incorporate it into their fashion line. Our benchmark is to provide our customers expeditious fashion, twice a month we will launch 10 incipient products

Making a mark

From modest instigation in 2003 in the city of Tirupur, M/S The Business Of Fashion (BOF), now claims over one decades of garment excellence and a universal popularity that has happened upon customer satisfaction, outstanding products and devotion for quality without compromise. Established through exports since 2006, M/S The Business Of Fashion (BOF) has vastly expanded its international footprint. It was in 2012, M/S The Business Of Fashion (BOF), was registered as a Government Recognized Export House, prompting it as a leading-edge global group.

Geographically diversified service

The groundwork of the intensification over the last two decades is a profound understanding of economic perceptives and customer needs, and the knack to transform them into customer-desired products through foremost quality inspection. With a vertically integrated framework, we manufacture and export a vast range of categories complying with time-bound deliveries.

Solid commitments and perseverance

With a unique background and deep-rooted infrastructure, we have been able to develop unequalled expertise in the techniques, process of production and quality control. With relentless pursuit of excellence, we have created a niche in the international market with a premium range of apparels.

Vision & Mission

The iconic line from the movie Field of Dreams, “If you build it they will come,” has never been as subsidiary in the explication of a vocation path like that of the fashion designer. Albeit the commencements of the design trade require hands-on learning and training, the phrase does not always hold true when it comes to business.

Generally verbalizing, it is mundane to have some type of quality issues with engenderment. Customarily these things transpire as a miscommunication between the designer and the contractor, or by having the contractor follow verbal descriptions rather than an authentic sample.

Keys to Success

Critical factor of success of our collaboration, is to continue offering more products in the scope of targeted market. Concentrate more on the product development to come up with indigenous sophisticated, urban and modern-themed apparels.

Consistently construct unique apparel, which come with the best price. International quality standards. Apparel designs which are unique and which are having a renowned look and comparable to famous brands in the Indian and GCC market. Cotton is the most preferred material due to its non-allergic, comfortable, and easy-caring virtues.

Marketing Strategy

WHAT MAKES OUR PRODUCTS AND SERVICES UNIQUE?

MAJOR COMPETITORS:

Other knitwear manufactures in and around Tirupur; who are richer and bigger than us, who are having idle factories with no work and are ready to jump on anything they can get onto.

They are ready to offer products in throwaway prices to get new clients. Compromising on the quality. This scenario is killing the whole industry in fact.

UNIQUE ABOUT US:

- We concentrate to work with niche quantities only, small quantities only. Approach only small brands and chain stores.
- We are offering a full apparel and technical packages for your developing brand. Big corporate offer our same service but for Volume quantities only.
- Positioning Statement: We position our self as a mid-market and mass-market kids wear brand for the customers.
- We provide a ladder to those people who are agog to switch from lower segment to medium segment products of superior quality but at affordable price range.
- We do not work in competitive sectors like menswear and womenswear market.
- In addition, Kids wear garment manufacturing is tougher and tedious compare to manufacturing for grown-ups. We specialist in it. Housing skilled workmanship and technology.
- Location: Tiruppur, Tamilnadu, India. (The "knitwear capital" of India). We are many micro, small and medium scale enterprises. Raw material, machinery, technology, labor, resource are abundantly available and making it much feasible for Small quantity runs are much feasible here.
- Pricing Strategy: We work with optimum margins. Keeping it feasible for the buyers.
- Our UNIQUE SELLING PROPOSITION: in respect to quality, safety, design element, affordability. We are Mother-centric

UNIQUE SELLING PROPOSITION

- Our garments maintain shape and color after multiple washes.
- AZO free finish for environment amicableness.
- We endeavor to make our quality accommodations and products available to everyone who desires to experience the privilege.
- Our store and amassment concept gels well with the modernistic “cheerful, trendy, independent, ingenious, colorful children characters”.
- We diligently cull the designs that determine the world trends in line with the desiderata and authoritatively mandates of ages 3-14.
- Priority of customer preference to buy a particular brand is based on “affordability, design, brand popularity and fitting.”
- mother-centric : Selling propositions - Buying decision of infant wear (0-3years) &kids wear (3-8 years) is done exclusively by mothers only.
- environment friendliness, organic fashion sustainable fashion, fair-trade fashion

Product Strategy

Product Overview

SHOP BABY		SHOP GIRL		SHOP BOY	
· BABYSUITS	· PREMATURE	· ACTIVEWEAR	· 2 YR	· ACTIVEWEAR	· 2 YR
Babygrows (2 Piece)	· 0 MTH	Dresses	· 3 YR	Sweatshirts & Zip-Ups	· 3 YR
Babygrows with Feet	· 1 MTH	Leggings	· 4 YR	Tops	· 4 YR
Babygrows without Feet	· 3 MTH	Sweatshirts & Zip-Ups	· 5 YR	Tracksuits & Outfits	· 5 YR
Bodyvest (Long-Sleeve)	· 6 MTH	Tops	· 6 YR	Trousers & Shorts	· 6 YR
Bodyvest (Short-Sleeve)	· 9 MTH	Tracksuits & Outfits	· 7 - 8 YR		· 7 - 8 YR
Buster Suits	· 12 MTH	Shorts	· 9 - 10 YR	· LEGGINGS & TIGHTS	· 9 - 10 YR
Day Gowns	· 18 MTH		· 11 - 12 YR	Leggings & Longjohns	· 11 - 12 YR
Gift Sets	· BOY	· DRESSES		Tights	
Pramsuits	· GIRL	Casual			
Shorties		Dress Sets		· NIGHTWEAR	
		Knitted		Bathrobes	
· BLANKETS & SHAWLS		Long		Onesies	
Jersey		Long sleeve		Pyjamas (Long)	
Knitted		Short sleeve		Pyjamas (Short)	
Padded		Sleeveless			
Swaddles		Smocked		· OUTFITS	
		· FRILLY PANTS		Shorts Sets	
· FRILLY PANTS					
· LEGGINGS & JEGGINGS		· LEGGINGS & JEGGINGS		· SHORTS	
· NESTS & SLEEP BAGS		Jeggings		Bermuda & Cargo	

• <u>NIGHTWEAR</u>		Leggings Sets		Buster Suits	
Pyjamas		Long Leggings		Casual	
Onesie		Short Leggings		Denim	
2 in 1 Babygrow Gown				Dungarees	
2 Piece Outfit Set		• <u>NIGHTWEAR</u>		Linen	
Thermal Onesie		Bathrobes		Shorts Sets	
Cotton Robe		Nighties		Smart	
Towelling Bathrobe		Onesies		Swim Shorts & Trunks	
Babysuit		Pyjamas (Long)			
• <u>OUTFITS</u>		Pyjamas (Short)		• <u>TOPS</u>	
Babysuit Sets				Cardigans	
Leggings Sets		• <u>OUTFITS</u>		Hooded	
Shorts Sets		Leggings Sets		Knitted	
Skirts Sets		Shorts Sets		Polo Shirts	
		Skirts Sets		Shirts	
• <u>PLAYSUITS & JUMPSUITS</u>				Sweaters	
		• <u>PLAYSUITS & JUMPSUITS</u>		Sweatshirts	
• <u>PREMATURE</u>				T-Shirts (Long Sleeve)	
Cotton Cross-Over Bodysuits		• <u>SCARVES & GLOVES</u>		T-Shirts (Short Sleeve)	
Cotton Premature Baby Outfit				T-Shirts (Sleeveless)	
Cotton Premature Baby Shortie		• <u>SHOES</u>		Slipovers	
Cotton Premature Baby Blanket				Zip-ups	
Cotton Premature Baby Romper		• <u>SHORTS</u>			
Crossover Bodyvests		Casual		• <u>TOWELS</u>	
Cotton Premature Babygrow		Denim		Cardigans	
Cotton Premature Baby Hat		Dungarees		Hooded	
		Shorts Sets		Knitted	
• <u>SHORTS</u>		Skorts		Polo Shirts	

		Smart		Shirts	
	• <u>TOPS</u>			Sweaters	
	Cardigans		• <u>TOPS</u>	Sweatshirts	
	Hooded	Boleros & Shrugs		T-Shirts (Long Sleeve)	
	Knitted	Capes & Ponchos		T-Shirts (Short Sleeve)	
	Polo Shirts	Cardigans		T-Shirts (Sleeveless)	
	Sweatshirts	Hooded		Slipovers	
	T-Shirts (Long Sleeve)	Knitted		Zip-ups	
	T-Shirts (Short Sleeve)	Long			
	T-Shirts (Sleeveless)	Polo Shirts		• <u>TRACKSUITS</u>	
	Zip-ups	Roll Neck		tracksuit sets	
	• <u>TOWELS</u>	Sweatshirts			
	Hooded Baby Towel (70cm)	T-Shirts (Long Sleeve)		• <u>UNDERWEAR</u>	
	Hooded Baby Towel with Bear Appliqué (74cm)	T-Shirts (Short Sleeve)		Boxer Shorts	
	Hooded Towelling Baby Robe	T-Shirts (Sleeveless)		Longjohns	
	Towel & Wash Mitt Gift Set	Zip-Ups		Pants	
	Baby Towel & Mitt Set (76cm)			Thermal	
	Girls Towelling Hooded Poncho		• <u>TOWELS</u>	Top & Pants Sets	
		Hooded Baby Towel (100cm)		Tops Vests	
	• <u>TRACKSUITS</u>	Cotton Towel (119cm)			
	Tracksuit Set	Hooded Towelling Baby Robe			
		Cotton Towel & Wash Mitt (80cm)			
	• <u>UNDERWEAR</u>	Towelling Hooded Poncho			
	Body (Long-Sleeve)				
	Body (Short-Sleeve)		• <u>TRACKSUITS</u>		
	Frilly Pants				
	Longjohns & Leggings		• <u>TROUSERS</u>		

Pants & Knickers							
Petticoats			<u>• UNDERWEAR</u>				
Rompers			Bras				
Thermal			Friilly Pants				
Tops			Leggings				
			Pants & Knickers				
			Petticoats				
			Thermal				
			Top & Pants Sets				
			Tops				
			Vests				

4.0 Operations

Process/Production

Operation of Garments Manufacturing are given below in details:			
SL No.	Operation	Job	Method
1	Design/Sketch	It is given by buyers to manufacturers containing sketches including measurements of particular styles	Manual/Computerized
2	Basic Block	Basic block is an individual component of garments without any style of design (without Allowance, Style, Design)	Manual/Computerized
3	Working Pattern	When a pattern is made for a particular style with net dimension regarding the basic block along with allowance then it is called working pattern.	Manual/Computerized
4	Sample Garments	To make a sample, this will be approved by buyer. After making a sample, it is sent to buyer for approval to rectify the faults	Manual
5	Approved Sample	After rectify the faults, sample is again sent to buyers. If it is ok then , then it is called approved sample	Manual
6	Costing	Fabric Costing	Manual
		Making Charged	
		Trimmings	
		Profit	
7	Production Pattern	Making allowance with net dimension for bulk production	Manual/Computerized
8	Grading	If the buyer requires different sizes, so should be grade as S, M, L, XL, XXL	Manual/Computerized

9	Marker Making	Marker is a thin paper which contains all the components for different sizes for a particular style of garments	Manual/Computerized
10	Fabric Spreading	To spread the fabrics on table properly for cutting	Manual/Computerized
11	Cutting	To cut fabric according to marker dimension	Manual/Computerized
12	Sorting & Bundling	Sort out the fabric according to size and for each size make in individual bundles	Manual
13	Sewing	To assemble a full garments	Manual
14	Ironing & Finishing	After sewing we will get a complete garment which is treated with steam ironing & also several finishing processes are done for example extra loose thread cutting	Manual
15	Inspection	Should be approved as initial sample	Manual
16	Packing	Treated by Polyethylene bag	Manual
17	Cartooning	After packing, it should be placed In cartooning for export	Manual
18	Dispatching	Ready for export	Manual

5.0 Resource Strategy

Machinery List

	<u>Make</u>	<u>Model No</u>	<u>Serial No</u>	<u>Mfg Date</u>
<u>Sewing Machines</u>				
<u>Flat Lock machines</u>				
1	SIRUBA	F007J-W222-356/FDC		2015
2	SIRUBA	F007J-W222-356/FQ	16274143	2015
<u>Overlock Machines</u>				
1	SIRUBA	747F-51AM2-24/TG	4040497	2015
2	SIRUBA	747F-51AM2-24/TG	277024	2015
3	SIRUBA	747K-504M1-15	2561259	2014
	SIRUBA	TJ 757F	1304679	2010
		747FS-51	85187	2008
		747F-514M2	2541138	2012
		747FS-51	115869	2008
<u>Single needle lock stitch</u>				
1	SIRUBA	L818F-M1	9372810	2015
2	SIRUBA	L818F-M1	6283326	2015
3	SIRUBA	L818F-M1L	17328911	2014
4	SIRUBA	L918F-M1	17339924	2014
5	SUNSTAR	KM-230A-T8	51210895	2012
<u>Rib cutting Machine</u>				
1	Bharath	manual		2008
<u>Straight Knife Cutting Machine</u>				

1	HASHIMA	KS-AUV / KS-AUH		2008
	Stitch Plus	class CZD-3	9204	2014
<u>VACUUM IRONING TABLE</u>				
1	RAMSONS VEIT	SINGLE MOTOR 0.75HP (THREE PHASE)X (5' x 4') TABLE		2015
2	RAMSONS VERSATALITY	Ramsons Veit 4425-65		2012
<u>BOILERS</u>				
1	RAMSONS VEIT	2 KW (8 LITRES) JUMBO BOILER with IRON BOX		2015
2	SUNRISE	2KW (3 LITERS)		2012
<u>Stain Removing Machines</u>				
1	RAMSONS	CL 7		2015
<u>Fusing machine</u>				
1	select			2012

Buildings

	ownership	Sq Feet	
BOF UNIT 1	rented	1000	dormant
BOF UNIT 2	owned	2000	Extension in process
BOF UNIT 3	rented	1500	goodown
BOF UNIT 4	owned	4000	Acquired land, yet to be established

Sub Contracted Units

	ownership	Sq Feet	
MNN APPARELS	PRIVATE ENTITY	2000	
TEX SOURCE	PRIVATE ENTITY	2000	
VISAKHA EXPORTS	PRIVATE ENTITY	5000	