



# Softwood

**The Difference in Sourcing**



# Pakistan Textile Industry



**3<sup>rd</sup> Largest**

Spinning  
Capacity In Asia




**5<sup>th</sup> Largest**

Cotton Production  
In the World




**7<sup>th</sup> Largest**

Textile Exporter  
In Asia




**60 % Share**

of Total Export  
of Pakistan



**\$15.41 Billion**

Total Textile  
Export of Pakistan



**38 %**

Labor Force of  
Pakistan

# Vision

“ To learn, develop and implement best management practices that can be followed by rest of the economy that would help to enhance the national status and well being of individuals.”



# Introduction

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Sourcing Agency of Textile Products and Manufacturer of Denim Garments.

State of the art Product Development.

Highly skilled and Technically Educated Staff.

Wide range of products including

- Woven – Denim and Non Denim Garments

- Knitwear

- Swim shorts

- Jackets

- Shirts





**2007**  
ESTABLISHED



**SUSTAINABILITY**



**INDEPENDENT  
QUALITY TEAM**



## KEY FACTS AT A GLANCE

**30+**

PRODUCTION  
PARTNERS



**GLOBAL  
PRESENCE**



**60+**

EMPLOYEES



**40%**

ANNUAL GROWTH  
FOR LAST 5 YEARS



**20+**

MULTI-NATIONAL  
CUSTOMERS



**10+**

FABRIC MILL  
PARTNERS



# Sustainability

## Material

Sustainability:



Organic  
Cotton



Recycled  
Cotton



## Garment

Treatment:



Nano Bubble Technology



Rainforest Technology



Laser Technology



Ozone Technology



Jeanologia

## Energy

Generation:

65% Renewable Power  
Generation



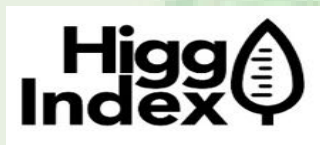
Biomass  
Fuel



Heat & Steam  
Recovery

## Social and Environmental

Compliances:



# Denim Products



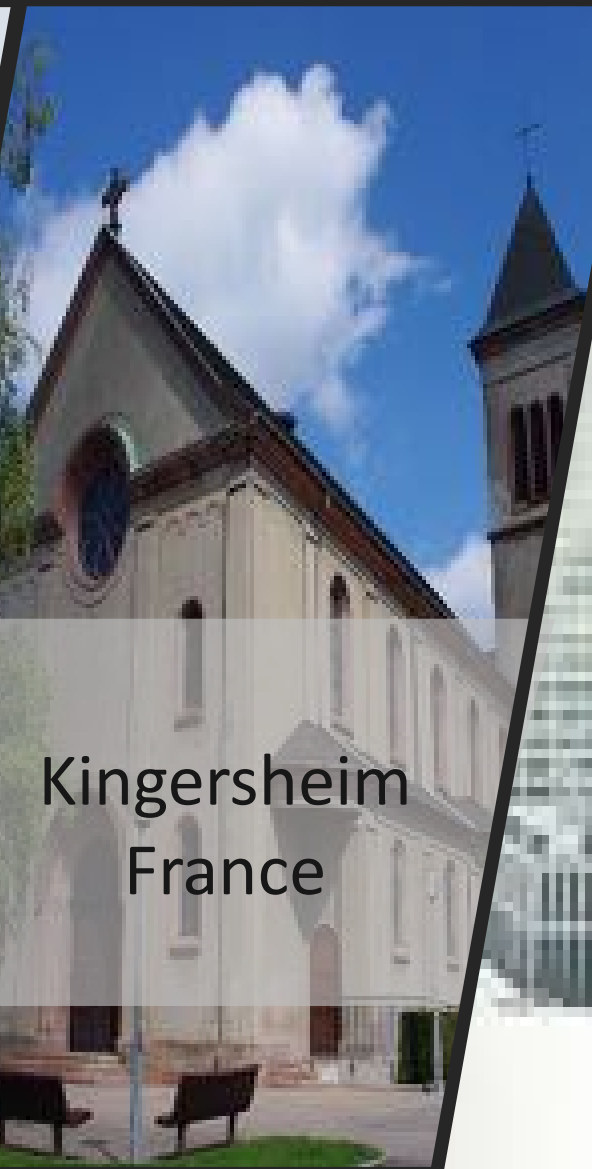
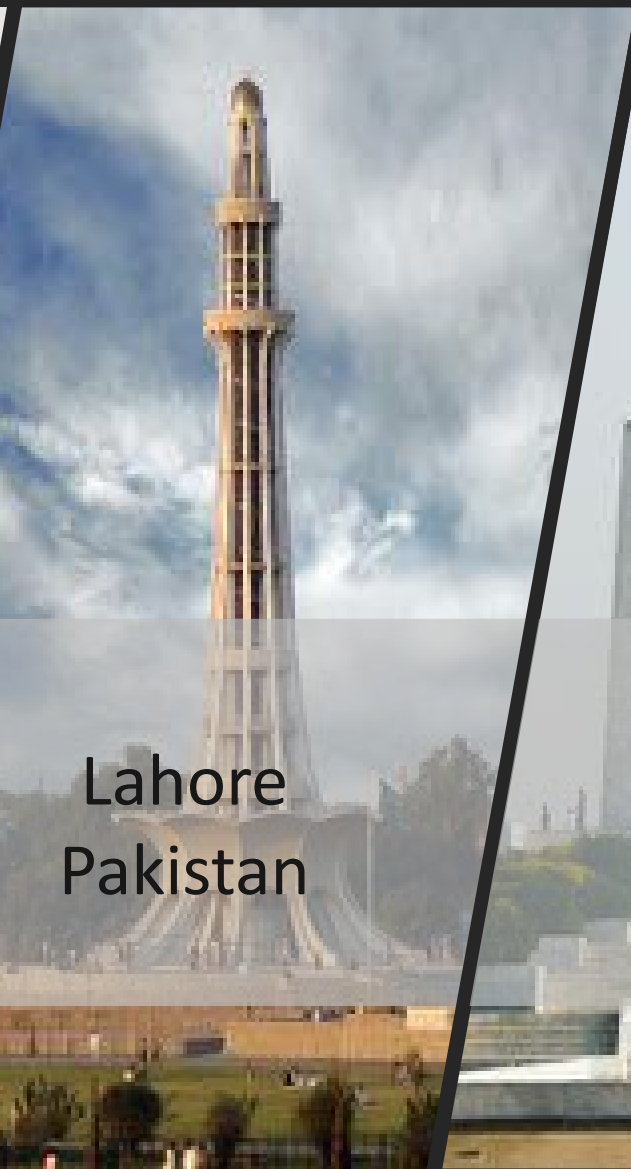


# Other Products





# World-Wide Offices



# OUR TEAM



**CEO**

**RIZWAN ZUBAIR**

25 YEARS OF TEXTILE EXPERIENCE



**German Office**

**STEPHAN WILKES**

35 YEARS OF TEXTILE EXPERIENCE

FORMER PURCHASE DIRECTOR OF  
GERRY WEBER, TAKKO AND C&A



**French Office**

**ARMAN SHAFI**

18 YEARS OF TEXTILE EXPERIENCE

PHD IN TEXTILE FROM FRANCE

# Human Resources

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- Strive to hire Best People
- Train & Educate
- ~~Managers~~ LEADERS
  - Informally Formal Culture
  - Job Flexibility
  - Job Delegation
- ~~Employees~~ PARTNERS





# MAIN CUSTOMERS



# WHY SOFTWARE

An illustration featuring three stylized human figures at the bottom. On the left, a woman in a yellow dress and a man in a blue shirt and dark pants stand together. On the right, a man in a grey shirt and blue pants is pushing a large orange sphere. In the center background is a large, thick orange question mark. Above the question mark are several floating icons: a yellow alarm clock, a red square with a white checkmark, a yellow lightbulb with a blue base, two red interlocking gears, a blue speech bubble with three dots, a blue star, and several small blue and red squiggly lines. The entire scene is set against a light gray background with a darker gray horizontal band behind the text.

One Stop Solution

# Softwood One Stop Solution

Proven Track Record of Better Retail Margins

State of the Art Production Monitoring & Quality System

Tailor Made Supplier Selection

In Depth Knowledge of Supply Chain / from Fiber to Garment



# Better Retail Margin

Performance History

Better Price Negotiation

Economy of Scale

Quality Cost Saving

Reduce Claim Rates



# Quality Services

- Transparent **Online Quality Tracking**
  - Sample Evaluation
    - Fabric Inspection
      - **In line** Quality Control
        - **Final Audits**
          - Social Compliance Audit
            - Periodic **Suppliers Evaluation**
              - **BSCI** Certified Suppliers
                - Supplier are **Audited** for Building Stability by **TÜV**.

# Online Portal

docs.google.com/spreadsheets/d/1BE2kgIXUaaLqv8Ys1ACT56u3urOSQ8XzhitJzjKAJ4/edit#gid=995874688

Software Mail Inquiry Sheet-M3 Marketing M1/M3... Orders Details Umar - Things to... Sales Target - M3 Production Status... Reading

Takko - Order Status

File Edit View Insert Format Data Tools Extensions Help Last edited by: khalid@takko.com

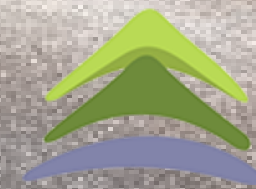
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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	PO#	Vessel ETD	Vessel ETA	Status	PO Qty	Suppliers	Handover Form	Sub-Ctr Bldg	Supplier Pt	CCS	PPS / VM	OK Wash sample	OK Prod.	Fabric SH	Trims SH	PCR Meeting	Customer Pt	TUV Testing	Cutting	Cut %
2	205030602	1-Nov	30-Nov	Shipped	20,268	Samad	NR	30-Jun	SRW-2750	19-Jul	13-Aug	13-Aug	13-Aug	20-Aug	21-Aug	17-Aug	SRW-210003	14-Oct	8-Sep	2.00%
3	205034408	8-Nov	2-Dec	Shipped	22,000	Eastern	NR	7-Jul	EGU/TAKKO-28	NR	6-Aug	NR	20-Sep	27-Aug	27-Aug	NR	SRW-220008	NR	14-Sep	-0.00%
4	205035609	8-Nov	4-Dec	Shipped	8,007	Samad	NR	9-Jul	SRW-2750	21-Jul	18-Aug	20-Aug	18-Aug	24-Aug	21-Aug	20-Aug	SRW-210003	8-Oct	26-Sep	2.00%
5	205037506	8-Nov	4-Dec	Shipped	11,100	Samad	NR	6-Jul	SRW-2773	NR	NR	NR	NR	15-Aug	NR	NR	SRW-220013	24-Oct	4-Oct	1.98%
6	205037507	8-Nov	4-Dec	Shipped	4,300	Samad	NR	5-Jan	SRW-2545	NR	NR	NR	OK	8-Aug	NR	NR	SRW-220014	24-Oct	21-Aug	3.02%
7	205038004	8-Nov	4-Dec	Shipped	4,300	Samad	NR	5-Jan	SRW-2555	NR	NR	NR	OK	26-Jul	NR	NR	SRW-220013	24-Oct	26-Sep	2.00%
8	205038006	8-Nov	4-Dec	Shipped	4,400	Samad	NR	3 March	SRW-2555	NR	NR	NR	OK	29-Jul	20-Sep	NR	SRW-220014	24-Oct	26-Sep	3.00%
9	205072609	8-Nov	4-Dec	Shipped	20,000	Samad	NR	1-Jul	SRW-2765	NR	NR	NR	NR	20-Sep	NR	NR	SRW-220014	24-Oct	20-Sep	3.00%
10	205081105	8-Nov	4-Dec	Shipped	10,000	Samad	NR	29-Jun	SRW-2770	NR	NR	NR	NR	20-Sep	NR	NR	SRW-220014	24-Oct	10Oct	2.02%
11	205089308	8-Nov	4-Dec	Shipped	10,500	Samad	NR	6-Sep	SRW-2905	NR	NR	NR	OK	20-Sep	NR	NR	SRW-220017	24-Oct	08-Oct	-0.91%
14	205188101	23-Nov	18-Dec	Shipped	1,650	Samad	NR	4-Jan	SRW-2581	NR	NR	NR	OK	31-Jul	25-Aug	NR	SRW-220014	6-Oct	13-Sep	4.38%
15	205188103	23-Nov	18-Dec	Shipped	1,650	Samad	NR	5-Jan	SRW-2581	NR	NR	NR	OK	31-Jul	25-Aug	NR	6-Sep	6-Oct	13-Sep	4.38%

+ Order Status Final Shipped Orders Swim Short Delays Supplier Data PO Database A/C PO Format PC Explore



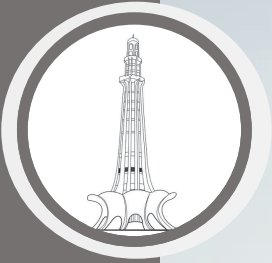
# Our Customers, Our Assets



**Softwood**

Our Customers, Our Assets

# Contact Info.



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