



Gingham Sourcing Ltd.

# company profile.

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Its vision is to presenting the brand  
name in customer by full fill  
customer satisfaction.

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[www.ginghamsourcing.com](http://www.ginghamsourcing.com)



# Company

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Founded in 2013, with a vision to create cutting-edge designs of outstanding quality, the firm has become a sought-after brand name in the global arena.

The company has gradually increased to build-up strong interconnection with factory's who have highly capable to run with the trend.

## OUR VISION

Its vision is to presenting the brand name in European & American customer by full fill customer satisfaction.

We want to make you feel good to look good.

## OUR MISION

Gingham distinguishes itself with its extensive focus on research and development. Always in sync with the latest trends and advancements, the brand seeks constant innovation.

Committed to responsibly delivering products and services, the brand is renowned for its timely production of high-quality products.

# About Us?



## CONCEPT DEVELOPMENT

Gingham's provide an inspiring design environment for clients where customers find out the trends as presumptions. Its capability to focus men's, women's, kid's & babies lifestyle.



## TREND ANALYSIS

Gingham's breadth of services are reflected in the range of designs, fabrics and patterns as well as the utilized factories washing, trimming, stitching and sewing techniques.



## WORK & PLAY WITH PASSION

Gingham's collections stand out with their distinct adaptation of global trends and developments; skillfully reflected in their characteristic designs. Customer satisfaction is prioritized through tailored services, reliability and constant innovation.

Every season target to focus 300 unique designs that include smart blouses, casual and denim styled shirts & trowers.

## OUR VALUE

You don't buy clothes - you buy an identity.

The brand affirms its position as a market leader through its unique offering of boutique services despite large-scales of production.

Comprehensive fabric research and development guide the creative process to ensure that the diverse needs of customers are met with respect to the highest standards of quality.

# Statement Of Success

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Besides exactly manufacturing orders by customer request, the brand is especially renowned for designing the collections themselves from scratch.

Adopting a customer-oriented approach, its experienced and dynamic design team caters to its diverse clientele, creating tailored collections that meet the requirements of each brand and customer profile.

Taking advantage of Gingham's comprehensive fabric library, clients have the freedom to combine all kind of styles, patterns and colours in ways that they desire. The firm is able to accommodate all types of washing, dyeing and processing techniques; in compliance with customer demand.

Committed to responsibly delivering products and services, the brand is renowned for its timely production of high-quality products. Standards of quality are strongly reinforced through strict audits and a well-educated workforce.

Gingham distinguishes itself with its extensive focus on research and development. Always in sync with the latest trends and advancements, the brand seeks constant innovation.

What you get from us for your achievements :

- Innovating fashionable presentation
- Mass area of selection
- Creative technical knowledge
- Strength of fashion
- Upcoming trend
- Aware of teenage lifestyle
- Fashion cycling
- Exciting fabric experience
- Brilliant cost minimization formula
- Way of productivity
- Clients satisfaction
- Un-expecting sales growth

Summarize of Gingham's Success :

- Reliability from buyer
- Customer satisfaction
- Choosing first of us
- Depending us of solution
- Platform of better service

## GETS YOU CLOSER.

Gingham provides to offer the customer better price, lead time & special productivity.



Quality is never an incident, it is always the result of high intention, sincere efforts, intelligent direction and skillful execution; it represents the wise choice of many alternatives.

The unique sourcing capability is achieved as a result of building state of the art designing capabilities, sophisticated engineering and sample making.

A global network of sourcing resources and an advanced / unique web-based specification and communication system.

Apparel connection / New development capability is a key asset of the company, enabling it to bring exciting / challenging and most typical processes and product designs to the customers.

Gingham's merchandisers, designers and embellishment dept. team are all dedicated to the best product development and creativity, focused to present particular line through resourceful channels.



# Our Group

## THE PROFESSIONAL & TURN ON WORKING

Gingham Ltd. is not only the sourcing office which is also have a brand name Gingham. Our aim is to meet our customers' expectations by providing exciting, beautifully designed, excellent quality clothing, footwear, accessories and homeware with also focused native mode.

Review The Trend : [www.ginghamclothing.com](http://www.ginghamclothing.com)  
How Can We Help You : [feedback@gingham.com.bd](mailto:feedback@gingham.com.bd)  
Hunting Line : 09677 700 700

Gingham also supporting the trims & accessories as world brand expectations.

Trims Devison : [www.ginghamtrims.com](http://www.ginghamtrims.com)  
Ask Your Query : [inquiry@ginghamtrims.com](mailto:inquiry@ginghamtrims.com)

Gingham is also doing IT support as customer requirements.

IT Section : [www.ginghamservices.com](http://www.ginghamservices.com)  
Ask Your Query : [support@ginghamservices.com](mailto:support@ginghamservices.com)

For Gingham, corporate responsibility means addressing key business-related social, ethical and environmental matters and ensuring we run our business in a responsible way. We see corporate responsibility as a key element of how we conduct our business as we believe it makes good business sense.

Improving and developing Gingham product ranges, success in which is measured by sales performance.

Focussing on customer service and satisfaction levels in both all products.

Gingham are committed to achieve exceptional standards in ethical, technical and health & safety compliance throughout their global supply chain.

Following its success, global initiatives continued in 2016 with the opening of the Dhaka, Bangladesh office.

# Main Team

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Arman Kawsar  
Sajid

Managing  
Director

Tremendous hard work & focusing fashion trend to fulfil customer satisfaction, he make the position in clothing industry as a successful leader.

Using the textile knowledge with conceptual thinking from 2013 he established the company of Gingham Ltd.

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Samia Alam  
Lima

Chairman

Gets you closer. This is the main theme of Samia. Contributing hard work & using fashionable trend knowledge she organized the company of Gingham Ltd.

Surveying the customer expectation she established the brand of Gingham which is now making the position within the renowned international brands.

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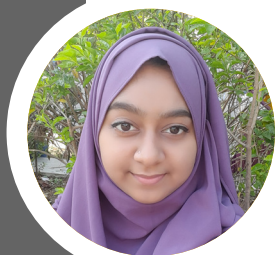
Nazmun  
Nahar

Vice  
Chairman

You don't buy clothes - you buy an identity. This thought of Nazmun which is she focused very seriously in the Gingham environment.

Considering customer thought she always focus brand expectations to fulfil world trend satisfaction.

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Sadia Alam  
Dina

Trend  
Director

Founding member of Gingham Ltd.

Using her amazing conceptual designing trend knowledge along with marketing formula, Gingham can offer the best product for customer which is massively make the way to select for the upcoming trend.

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Madhab  
Chandra Joy

IT  
Director

Founding member of Gingham Ltd.

Amazing IT skills & designing knowledge he made a great data base platform which is helping Gingham to operate the company more smoothly.

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Gingham distinguishes itself with its extensive focus on research and development. Always in sync with the latest trends and advancements, the brand seeks constant innovation.

Committed to responsibly delivering products and services, the brand is renowned for its timely production of high-quality products. Standards of quality are strongly reinforced through strict audits and a well-educated workforce.

# Our Services



## START UP MARKETING

We have the expertise sourcing team who have extensive knowledge to offer better product. Only for customer satisfaction sourcing team select suppliers who have highly capable to run with the trend.



## CREATIVE DESIGN MEDIA

Gingham's provide an inspiring design environment for clients where customers find out the trends as presumptions. Capability to focus men's, women's, kid's & babies lifestyle.



## SYSTEM INTEGRATED

'Quicker' is the important key of Gingham. For this reason Gingham using systematic way to track the customer order easily to achieve the reliability.





The brand is especially renowned for designing the collections themselves from scratch. Adopting a customer-oriented approach.

#### Gingham Sourcing Ltd. Documentary :

Company Registrar (RJSC) No : C-154725/2019  
Trade License No : TRAD/DNCC/145135/2022  
Company BIN No : 004022244-0102  
Company ERC No : 260326210623123  
Company TIN No : 789310688804  
Company Bank Account No :  
The City Bank Plc. - 1233092925001  
Company Bank Routing No : 225264634  
Company Bank Swift Code : CIBLBDDH  
DOT Membership No : (DOT/BH/IMP)-L-1597  
BGMEA Membership No : 1511



#### TREND ANALYSIS

Gingham's collections stand out with their distinct adaptation of global trends and developments; skillfully reflected in their characteristic designs.



#### CONCEPT OF DESIGN & FASHIONIC LIFESTYLE

Gingham's people who bring all the trend research and creative inspiration to life as fabulous product designs. Our team have an expert understanding of the kind of products that will get customers excited and drive sales.



#### SOCIAL MEDIA STRATEGY

It is important we are able to create an environment that enables us to attract, inspire and retain the right people to work at every level throughout Gingham.



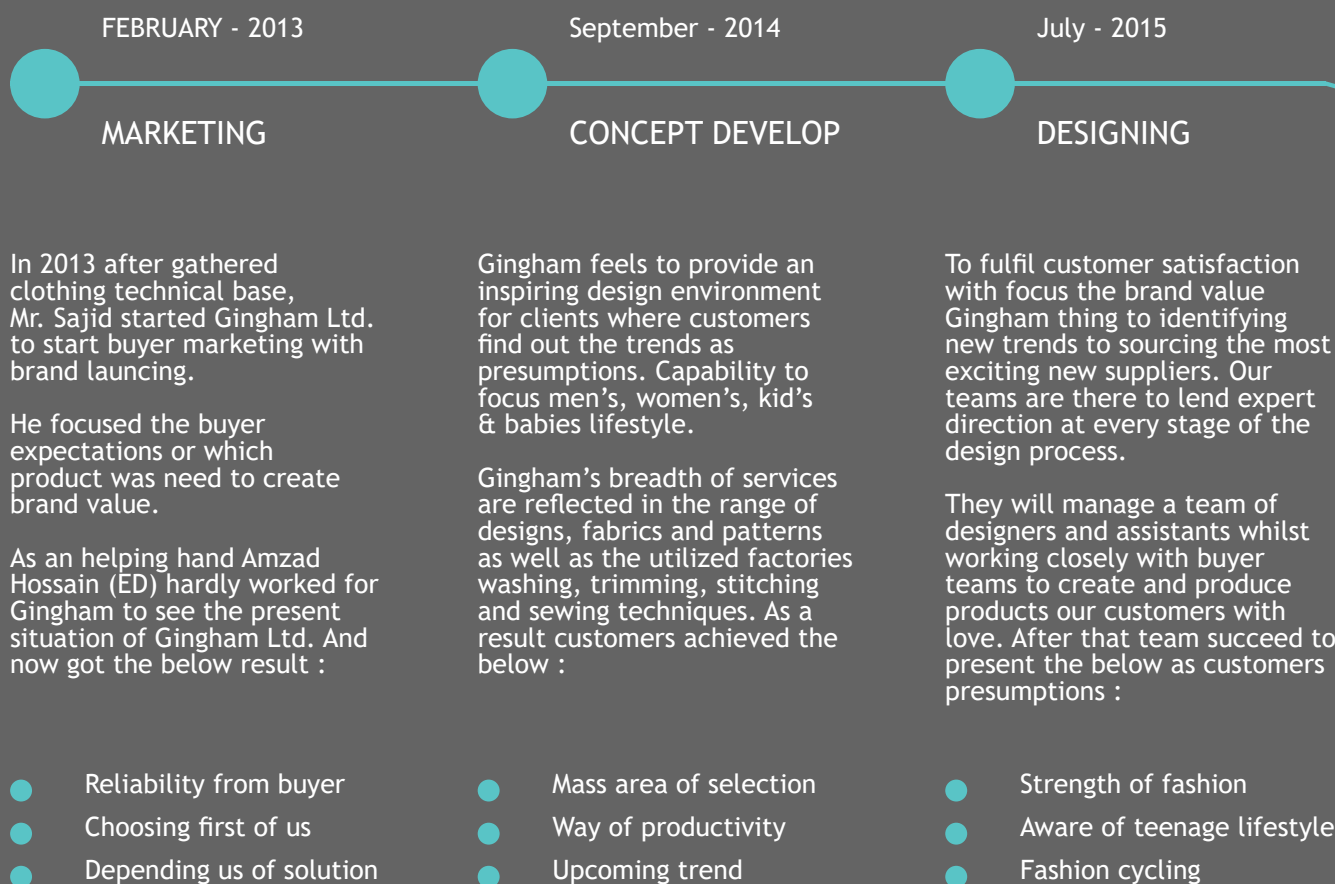
# The History



## GINGHAM'S BOOK TO KNOW THE HISTORY

Founded in 2013, with a vision to create cutting-edge designs of outstanding quality, the firm has become a sought-after brand name in the global arena.

Its vision is to presenting the brand name in European & American customer by full fill customer satisfaction.



Gingham's family is ready for you to collect the difficulties what you are facing & provide you the long term flexible solution to run your business smoothly.

Executive Director - Amzad Hossain :

Providing his technical knowledge to Gingham, it helps to bulid up strong inter relation with three perties (Customer + Gingham + Suppliers) which is massively help to fulfil the goal of Gingham success.

Technical Director - Md. Arifuzzaman :

He spends his time out there searching for new business ideas and techniques and getting to know the best local suppliers.

December - 2016

### CODE OF PRACTISE

Running the business with suppliers Gingham focused on Code of practise to assuring the safety of product & work environment.

Gingham visualize the map to show the factory category wise.

After review this, customer can easily understand the below :

- Product capability of factory
- Confident the product is safe
- Grow up the business for sales

August - 2017

### SUPPORT

By the design studio Gingham arranging to help the customer to know the international brands speciality season wise.

Using the social media Gingham focus the upcoming trend design & now customer get the below facilities from Gingham :

- Innovating idea presentation
- Creative technical knowledge
- Fixed up standardization

April - 2018

### BRAND LAUNGING

Finally Gingham Ltd. succeed to launch the brand Gingham to focus international market trend.

Gingham is working to focus the below :

- Clients satisfaction
- To aware of lifestyle
- Designed for individual

# Global Highlights

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35%

## INTRODUCING IN USA MARKET

Gingham Report

Gingham mostly achieved the goal to presenting the brand name in USA market by fulfilling customer requirements.



## SUMMARY OF ACHIEVEMENT

Updated on - 12-11-2017

Focusing the USA brands, Gingham working with the buyer to fulfil their requirements as customer expectations.

For the pricing & good quality products, Gingham day by day gathered as a reliable sourcing in Bangladesh Zone for customers.

65%

## INTRODUCING IN EUROPE MARKET

Gingham Report

Gingham successfully achieved the goal to presenting the brand name in EUROPE market by fulfilling customer requirements.



## SUMMARY OF ACHIEVEMENT

Updated on - 12-11-2017

Focusing the EUROPE brands, Gingham working with the buyer to fulfil their requirements as customer expectations.

For the pricing & good quality products, Gingham day by day gathered as a reliable sourcing in Bangladesh Zone for customers

We are providing the space to the customer to work closely with Gingham to achieve the expecting sales.

Gingham is not only the sourcer, it is a brand as your expectations.

Gingham got the popularity to using the powerful key which is reflecting in the world as rainbow.

We always passionate to reply your below question :

- > Do you have the newness ?
- > Do you know the present trend around the world ?
- > Why we need to build the business with you ?
- > What is the capability you have, which will impress to me ?
- > Do you have better idea which is different from other ?
- > What is the presumption that you want to gain from the business ?

Gingham target is to presenting the brand name in European & American customer by full fill customer satisfaction.



# Future Plan

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Gingham is an extensive goal oriented company to move the position in top.



Gingham feels success and failure come in all sizes. Whether you're a corporate giant or a smaller mission-driven organization, you compete in the same cluttered, confusing marketplace. You need to get your brand noticed, differentiate it from others, and make it relevant to make it grow.

Gingham's dream about growing stronger or bigger? Do you imagine you can achieve more, expand your mission or accomplish it more effectively? We can help determine if your dream is really possible, and show you how to turn it into reality.

Whether your organization and your budgets are larger or smaller, strategy, branding, and marketing communications shouldn't be seen as a luxury, but an investment. To make your brand Gingham work harder, even harder than your competitors, Gingham 's partner who can help bring experience, energy, and creativity to the effort.

Can you do better? Most organizations can. We bring years of experience working with both multinational and local brands to help clients

## OFFER THE SOLUTION

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Gingham always want to help to the customer to fulfil their target by providing the better support.

do just that – by seeing things differently, bringing them new ideas, helping them make their brands stronger inside and out.

### Gingham's Planning :

- Gingham want to present as a mission-driven organizations.
- Gingham working to launch the store for direct buy in the international shopping zone.
- Gingham implement the way of quicker service for all parties to track by server system.
- Gingham working to establish proactive sourcing office to support to the customer.
- Gingham working for the healthy environment to make the green world.
- Gingham working for the trusty board to help those people who is neglected in the society.



## BUSINESS STATISTICS

The primary financial objective of the Gingham group is to deliver long term returns to share holders through a combination of sustainable growth in earnings per share and payment of cash dividends. Gingham believes this objective is best achieved by continuation of the following strategies:

- Improving and developing brand product ranges, success in which is measured by sales performance.
- Managing gross and net margins through efficient product sourcing, stock management and cost control.
- Maintaining the Group's financial strength through an efficient balance sheet and secure financing structure.
- Focusing on customer service and satisfaction for clients.

## STATISTICS OF BUSINESS GROWTH

KPI & Sales within the boarder line of business growth.

Budget implemented & achieved the sales goal till 2017.

Cost minimization & loss of business.

89%

11%

# Case Study

Gingham always passionate to take new challenge from the customers & suppliers.

## OVERVIEW

Our aim is to meet our customers' expectations by providing exciting, beautifully designed, excellent quality clothing, footwear, accessories and homeware.

It is important we are able to create an environment that enables us to attract, inspire and retain the right people to work at every level throughout Gingham.

Gingham is a passion to build up fashion individually.







## MANAGEMENT

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Gingham head quarter is in Bangladesh with strong management players.

Gingham management habituate to focus employee satisfaction & yearly performance status.



## CHALLENGE

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Gingham Sourcing provides around 20% of Gingham Brand stock for global launching & 80% work for renowned international brand, It has 15 exciting people here in Bangladesh to take the challenge from you.

Tremendous sourcing team always waiting for the challenge to fulfill customer thought.

## SOLUTION

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As customers appraisal, Gingham now believe they are the better solution team in present market place.

Without avoiding any challenge Gingham is now fit to assure any kind of productivity.



# The Client

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Focusing the USA & EUROPE brands, Gingham working with the buyer to fulfil their requirements as customer expectations.

For the pricing & good quality products, Gingham day by day gathered as a reliable sourcing in Bangladesh Zone for customers.

Keep in mind that Gingham business plan is never finished, it's a living document.

The market and the needs of Gingham's potential customers will change over time. Gingham always acknowledge this fact, that's why Gingham is clear mind on his business strategy.

Be critical and adapt Gingham business plan if necessary. Stay focused and know that Gingham will make mistakes.

Eventually, the growth of Gingham brand will be positive if you keep your business plan flexible.

## OUR CLIENT

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Gingham mostly achieved the goal to presenting the brand name in USA & EUROPE & UAE, GERMANY, AUSTRALIA market by fulfilling customer requirements.

Building business relation with the below brand :

- TOM TAILOR
- ABERCROMBIE'S
- TCHIBO
- VILET
- ECI
- WOOL WORTH
- DUB

## CLIENT STATEMENT



**CHRIS HUBBARD**  
MERCHANDISER

Gingham is the reliable platform to do the business. The effective Gingham's team have better knowledge to apply for best idea & innovation.

NEXT PLC  
United Kingdom

Besides exactly manufacturing orders by customer request, the brand is especially renowned for designing the collections themselves from scratch.

Adopting a customer-oriented approach, its experienced and dynamic design team caters to its diverse clientele, creating tailored collections that meet the requirements of each brand and customer profile.

Customers thought :

- > Reliability from buyer
- > Customer satisfaction
- > Choosing first of us
- > Depending us of solution
- > Platform of better service

Gingham distinguishes itself with its extensive focus on research and development. Always in sync with the latest trends and advancements, the brand seeks constant innovation.

Committed to responsibly delivering products and services, the brand is renowned for its timely production of high-quality products. Standards of quality are strongly reinforced through strict audits and a well-educated workforce.



**ABIGAIL BAKER**  
BUYER

Gingham is the better sourcing office where you can get more idea to use your future product variation.

NEXT PLC  
United Kingdom

# Interview

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## JAMES ENDERSON

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Helping to source, plan and produce the much loved Gingham collections, Gingham teams are critical in the success of Gingham Sourcing Ltd.

From identifying new trends to sourcing the most exciting new suppliers Gingham teams are there to lend expert direction at every stage of the design process.

They will manage the factories team of designers and assistants whilst working closely with Gingham Sourcing teams to create and produce products our customers with love.



Quality Standardization

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Gingham's quality team always determine to ship the goods as buyer requirements.

They always involve with the factories team to assure the standard of quality.



Lower rejection

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From the beginning Gingham team provide the guideline as brand standard to avoid the rejection percentage.

So that customer will happy to launch the actual quantity within the timeline.



Marker Fixed up & appropriate cutting

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Gingham's team provide the better guideline for the marker processing which will help for appropriate cutting to avoid wastage percentage.

So that factory feeling relax to take the better guideline from Gingham.



Gingham is the responsible key of quality assurance.

# Q & A

Quality  
is the  
priority of  
what we  
do in our  
business  
through the  
process.



## CONTACT INFO

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Sector : 11, Uttara , Dhaka - 1230,  
Bangladesh.



**Gingham Ltd.**  
Designed For Individual