



# CREATIVE SOURCING INTERNATIONAL LIMITED



“ INSPIRING FASHION CRAFTED WITH PASSION ”



# ABOUT COMPANY WHO ARE WE?

## OUR HISTORY

|                         |   |                                   |
|-------------------------|---|-----------------------------------|
| <b>Type of Business</b> | : | Buying House in Apparel Industry. |
| <b>Legal Status</b>     | : | Limited                           |

**Year of Establishment:** Creative Sourcing International Ltd has initiated the journey in 2010. Our first domain of intrusion was garments which continued to remain our main activity. Since its inception we have been developing our expertise in the apparel industry. Our 13 years of experience has largely validated the concept and positioned us one of the market leader in this sector. Through regular sourcing, we have developed in-depth knowledge in modern fashion items which we continue to evolve according to the need of customer and end user.







# OUR CONCEPT

ETHICS

QUALITY

PRICE

SPEED



DESIGN

COMMUNICATION

CAPACITY

# OUR SERVICE



## Sampling

CSIL have a wide range of samples available for our clients. Thanks to our in-house sampling department equipped with state-of-the-art fabric development technology. We have amassed over thirteen years of experience in sample development and this enables us to efficiently meet each customer's specific needs.



## Strong Business Ethics

We possess strong business ethics through honesty, integrity, promise keeping, trustworthiness, loyalty, respect for others, reputation, morality and accountability.



## Design

Clients can benefit by selecting product directly from our constantly updated in house sampling range or by requesting a bespoke collection developed for our client's target market. Our dedicated design team seek out the latest trends and work closely with our counterpart Bangladesh based garments factories.



## Deliver On Time

Delivering goods and services are our topmost priority. With proper co-ordination of our devoted team, we try our best to deliver the goods in time.



## Deal With Large Production

Our sourcing partners have huge production capacity in Bangladesh. This gives us a sharp edge over other competitors and strike the deal with prestigious company around the world.



## Competitive Prices

One of our prime concern is to offer the most competitive price without compromising the quality. We operate in a transparent way so, that our client can do the price comparison.

# OUR SERVICE



## Logistics Follow Up

CSIL professional team proactively work with production and merchandising teams for timely shipment of the order placed by our respective customers.



## Commitment

Both we & our outreach partners are committed to ethical business practice, on-time production with quality products, merchandising and shipment, compliance according to the country law to ensure a safe working place.



## Communication

We established effective communication by making ourselves available round the clock. Our overseas offices in Europe and USA are fitting into that requirement. We have multiple level of communication channel to connect our client/customer conveniently.



# WORK PLACE ENVIRONMENT







# ETHICAL **COMPLIANCE**

- ✓ Ethical compliance is layered in two categories for us.
- ✓ The first Layer is market fits compliance requirements which are monitored by our own team members.
- ✓ The second layer is the requirements of each of our buyer which are inspected by authorized and nominated 3rd party professionals.
- ✓ With this two-layer system, 100% of our partner factory's production are conducted in locations compliant to the international and local labor standards.



## Sourcing **Factories**

We are working together with well-organized factories who are WRAP, BSCI, ISO Certified & maintain the Social Compliance standard such as SA8000. These factories are vertically set up with state-of-the-art machines for knitting, dyeing, sewing, automatic printing & embroidery.

We assess the factories in terms of product range, product quality, production capacity, facilities, financial ability, technology orientation, man power, working conditions, managerial efficiency and their overall quality policy.

These factories have long standing working relationship with established companies such as Jeans Fritz, Style Store, Austin, Gloria Jeans, Target, Manhattan, Whispering Smith, Fresh Brand, Julce, Importexma, Zara, Walmart, Melon Fashion, Anything, Volcano, Usf Collection, Elve, Beavers, Rubie's Deutschland etc.

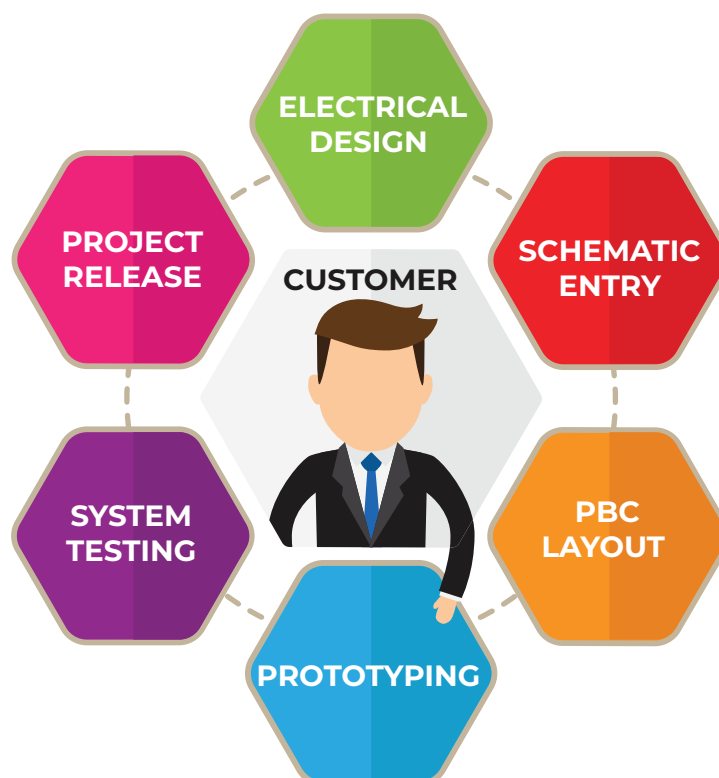
# DESIGN & DEVELOPMENT

**Creative Sourcing International Ltd** has own design and sampling section. Our expert designers design according to customer's requirement to meet the existing market trends. We have utilized the latest computer aided systems to develop patterns and markers to thrive to ensure each piece of apparel it makes would be an identical reproduction of the approved samples and the fabrics uses to make those apparel would leave minimum wastage possible.

**Trend Exploration:** We have a scouting team who travel across national boundary to scout the latest trends & designs. Our overseas offices manage such activities effectively. Once we get new ideas & designs approved, we implement them accordingly.

**Collection Development:** We constantly work on developing our collection and our scouting team plays a big role in it. They scout the latest trends, and we work on setting new benchmark on standard which reflect our latest collection. Thus, our collection range increases for our customers.

**Service Improvement:** Satisfying our clients/customers lies in the heart of our operational activities. We constantly review our performance and adopt techniques to offer the best quality and extensive range of products to our customers. Any complaints made or ideas suggested by the clients/customers are taken very seriously.





# Merchandising

Our merchandising team play vital role since good merchandising is the key to successful execution of clients/customers' request. Each customer is allocated to a business team which is responsible for making sure that the customers' requirements are properly understood and executed in close co-ordination with the factories. Our business team is the main contact point of the customer, and the key members of this team often travel to the customer to improve their understanding of the customer's needs and the market trend.

Our merchandisers are all experienced professionals, most of them having factory specific experience which enables them to understand the requirements of the customers, as well as the capabilities and limitations of the factories. The business team is expected to contribute to the customer, not only in terms of communication and follow-up, but also in terms of making a better product which sells well at the point of sale.





# Quality

The process of delivering a quality product to our customers is divided into two key areas.

## 1) Prevention

The prevention part is taken care of by our Quality Assurance (QA) team which, under guidance from customers, set the standards for quality and supervises all elements of pre-production work Such as the fitting and styling details. The prevention part is also supported by in-house testing labs which make sure that the required testing procedures are undertaken before the production process starts.

## 2) Control

The control part is taken care of by our Quality Control (QC) team, which ensures the product standards set by the customers in co-operation with our QC team are implemented throughout The production process, and that the final products are as per our customer's specifications. QC service takes place before the bulk fabric is cut. It consists of the elements listed below.

- Reporting of fabrics & necessary accessories arrival status.
- Visual control of fabrics: weight/m<sup>2</sup>, color, hand feel etc.
- Forecast of production timing (starting date, assigned capacity, daily output and finish date).
- Checking with production supervisors whether they think the style is feasible in conformity with the approved samples.

## Category of Inspection

Usually, Our QC carry out their inspection in four stages in accordance to the MIL-STD-105E along with AATC, ASTM and ISO codes & standards. The level of inspections are used for the 4 pre-shipment inspections are as follows:

1. Pre-Production Check (PPC)
2. Initial Production Check (IPC)
3. During Production Check (DUPRO)
4. Final Random Inspection (FRI)





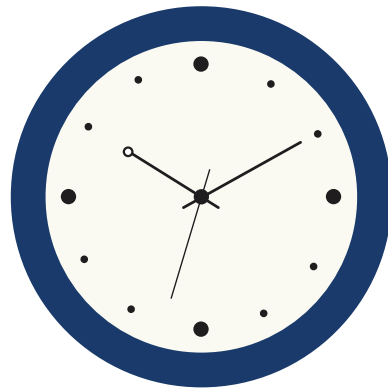
## Lab Test

Lab testing is one of the key parts of our business activities. It is included in our services which assist manufacturers and exporters to conduct their business without any risk. And buyers also can be ascertained that their goods are completely secured in terms of physical and chemical testing.

To highlight, some of our lab testing are Dimensional Stability, Twisting, Colour Fastness to water wash, Colour Fastness to Rubbing etc. We also perform the following Lab Testing:

- A) Fabric: Construction Particulars (counts, constructions and weight), Strength, Measurement and Seam performance.
- B) Analysis: Flammability, Appearance after washing/dry cleaning, Fibre analysis etc.
- C) Colour Fastness: Perspiration, Light, Bleaching, Dry Cleaning, Organic Solvents, Hot Pressing etc. Dyes & Pigment tests are also carried out.
- D) Garment: Saliva, Pilling, Appearance after wash etc.

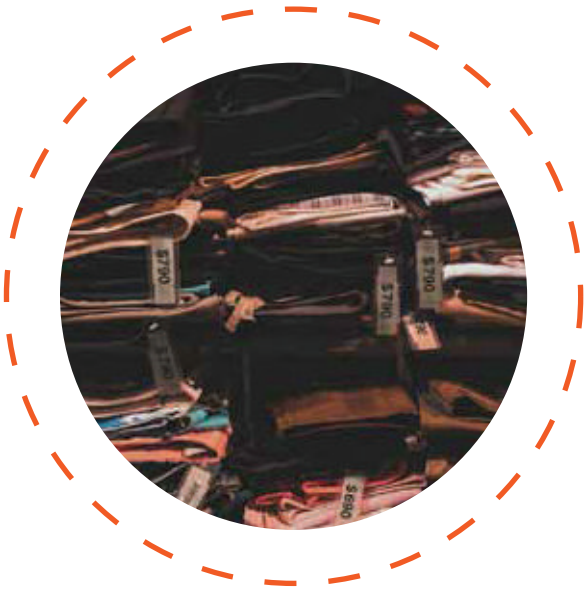




## **SPEED**

- » Several factors will influence the production lead-time from the raw materials used to the local holidays of a country.
- » It is our job to adjust the production schedules and locations accordingly to adapt the lead-time to the customer requirement.
- » We have lead- times spanning from 30 days to 120 days according to the country and category of a product selected.
- » It one of our core strengths to be able to deliver fashion quickly to the customers.





## (\$) PRICE

Prices are set based on raw materials, exchange rates, knitting and weaving capacity, local labor cost etc. Enormous number of factors will eventually influence and have a positive or negative impact on pricing. We work on pricing strategies to overcome price hikes where possible and as well as seek buyers prior opinion.



## Logistic Support

“Creative Sourcing International Ltd.” is able to provide a one-stop service from factory to your door in terms of logistics. We have carefully selected a world class freight forwarder and are able to provide you with this unique door-to-door experience.

It goes without saying that “Creative Sourcing International Ltd.” will also gladly cooperate with any nominated freight forwarder the client has selected. Our logistic staffs will closely follow-up both with the freight forwarders and the factory to ensure that goods are delivered without any issues.

Our logistic staff will also ensure that all export documents such as the commercial invoices, packing list, bill of lading, certificates of origin and from A are forwarded to the clients on time.







# COMMUNICATION

We prioritise on effective communication with our respective buyer which is beyond the border in today's apparel industry. Our UK & USA based offices are giving opportunity for Europe & USA based buyers to meet our senior management team at their local time both virtually & physically.

We communicate with different levels of people - existing buyers for the follow-up for orders in hand, new buyers for potential future business, the concerned departments like production, quality, purchase, accounts, shipping, etc., for execution of order, suppliers for the procurement of fabric and accessories, and subordinates for giving proper instructions and guidance.

There are several modes of communication those are commonly practiced at Creative Sourcing International Ltd.

- > **E-mail**
- > **Telephonic conversation**
- > **Formal meetings**
- > **Video conference**
- > **Courier**
- > **Virtual prototyping**
- > **Electronic data interchange (EDI)**



## OUR CAPACITY

- ▶ Number of reputable garments factories who are our outreach partner has the ability to produce variety of goods at large quantity as per buyer requirements.
- ▶ **Creative Sourcing International Ltd.** has always been pushing the limits of its capacity, and can now cope with any large orders with ease. Our outreach partners advanced from knitting, dyeing and finishing to garment manufacturing at a massive scale.
- ▶ **Creative Sourcing International Ltd.** has been increasing its range of outsourcing capacity over the years, to convey volume orders of clients, in a shorter lead- time. Our partner factories can successfully produce One million pieces of garments item per year In 2022 alone.
- ▶ **Creative Sourcing International Ltd.** exported 1.7 million pieces of garment, a figure which is expected to reach 2.5 million by 2023.

## OUR CLIENT

### BUYERS (COUNTRY)

JEANS FRITZ ( GERMANY )

STYLE STORE ( DENMARK )

AUSTIN ( RUSSIA )

GLORIA JEANS ( RUSSIA )

TARGET ( AUSTRALIA )

MANHATTAN ( CANADA )

WHISPERING SMITH ( UK )

FRESH BRAND ( FRANCE )

JULCE ( FRANCE )

IMPORTEXMA ( SPAIN )

### BUYERS (COUNTRY)

ZARA ( SPAIN )

WALMART ( CANADA )

MELON FASHION ( RUSSIA )

ANYTHING ( SPAIN )

VOLCANO ( POLAND )

USF COLLECTION ( USA )

ELVE ( GREECE )

BEAVERS ( FINLAND )

RUBIE'S DEUTSCHLAND ( GERMANY )

AND MANY MORE

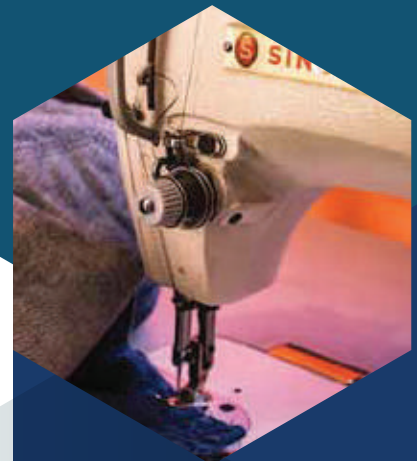


# SOME OF OUR **CONTROLS INCLUDE**

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- › Factory evaluations
- › Sample appraisal
- › Identify and pre-empt production problems during placement meeting.
- › Monitor laboratory tests result and match against local testing data.
- › Maintain accurate product details and records.
- › We understand that communication between the buyer and vendor is of prime Importance. Hence our company is well equipped with Internal LAN system and email facilities.

Our shipping staff caters the need to ensure timely delivery of consignments and the right documents.



# OUR DEDICATED EXPORT STAFF IS MAINLY **INVOLVED IN THE AREAS OF**

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- › Checking incoming documents for accuracy and completeness
- › Tracking shipments during transit
- › Co-ordination of shipping requirements need to ensure timely delivery of consignments and the right documents.

# OUR MISSION

- Our mission is to be the best in what we do, with high levels of commitments and consistent service. We want to be raised and flexible in achieving reputable buying house, through prudent sourcing, strict quality control, better value and an effective logistics support for on time delivery.
- Enhancing existing relationships with our customers based on trust, integrity and fairness. Satisfy customers with superior quality and value.
- To meet the goal we are committed to putting the best
- Endeavors and work as a team efficiently for continual
- Improvement of the quality management system. The management ensures the employee's benefits and Provide training to improve their skills to the desired Level.





## OUR **VISION**

Develop maximize synergistic benefit, and become a prominent buying house and exporter in the world market through the pursuit of high productivity, advanced technological innovation and absolute customer satisfaction by leveraging on the strengths of our core business.



## MARKET INFORMATION

**To enhance CSIL operations, the company focuses on the following activities:**

- ↻ Developing new resources and products: CSIL actively seeks to expand its resources and develop innovative products to meet evolving customer demands and market trends.
- ↻ Appraising vendors of buyer's requirements: CSIL ensures effective communication with vendors, clearly conveying the specific requirements of buyers to facilitate smooth and efficient collaboration.
- ↻ Costing and price negotiations: CSIL engages in effective costing and price negotiations with vendors to ensure competitive pricing while maintaining product quality and meeting buyer expectations.
- ↻ Daily communication with buyers: CSIL maintains regular and open communication with buyers on regular basis to address any queries, concerns, or updates related to the products, ensuring a strong buyer-supplier relationship.
- ↻ Quality control and counters checking: CSIL places great emphasis on product quality and conducts thorough quality control measures. This includes regular counters checking to maintain consistency and ensure adherence to quality standards.
- ↻ Weekly reports for customers: CSIL provides weekly reports to customers, highlighting production status, shipping information, and sample status. These reports offer transparency and keep customers informed about the progress of their orders.
- ↻ Customized reports for customers: In addition to the weekly reports, the CSIL also offers customized reports tailored to specific customer requirements. These reports provide detailed insights and information as per the customers' preferences.

By implementing these practices, we aims to foster effective communication, maintain product quality, and provide exceptional service to its customers in the creative sourcing international ltd.



**Total No. of Staff In  
Creative Sourcing International Ltd.  
55 Person**







## CONCLUSION

Creative Sourcing International Ltd. is establishing its strong brand value in Bangladesh Apparel industry. Our strategic, tactical, and operational team is committed to expand its market in a sustainable way. CSIL make sure its stakeholder at all levels feels valued to be part of this business.



# CREATIVE SOURCING INTERNATIONAL LIMITED

INSPIRING FASHION CRAFTED WITH PASSION

**BANK DETAILS:**

**SOCIAL ISLAMI BANK LIMITED**

10/1 MADANI AVENUE, VATARA, NATUN BAZAR  
DHAKA-1212, BANGLADESH



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