

Case study for fashion leather apparels

BACKGROUND OF CLIENT

A leading leather apparel company from Europe, established 40 years ago and having a customer base across Europe, with unique selection of a wide range of functional and fashionable leather jackets. The company was already sourcing products from countries like Vietnam and China but wanted to source leather jackets from India due to unique traditional designs.

LEATHER INDUSTRY CHALLENGES IN INDIA

In India although there are numerous manufacturers for various leather products, however, most are small companies having inadequate storage facilities for the storage of raw hides and skins or other leather materials. Another issue is the consistency in quality and timely deliveries as the infrastructure and manpower is not equipped with latest technologies. Hence, higher rejection rate of the product produced. Most of the suppliers of leather industry are present in North and South of India and small suppliers at distant geographies.

CHALLENGES FACED BY CLIENT



APPROACH

We began our due diligence, based on our customer centric technique of working. We initiated by approaching companies in our network and studied about their credibility, production capacity and quality systems.

Experienced Employees

Identified the supplier that was more than a decade old in the industry, having skilled and experienced employees

Chose Supplier

We had our reach in Tier II as well as metro cities, and identified suppliers as per clients requirements

Quality Inspection

Selected supplier, which conducted range of performance and compliance inspection, quality tests to ensure that leather products entering the market place are safe and meet global standards, with resulted in low rejection rate of finished products

Reliable Infrastructure

Chose reliable supplier, who had excellent track record of timely exporting products and good storage and packaging infrastructure

CONCLUSION

We were able to identify reliable supplier for the leather products. The European company was satisfied with the quality of products received by them, in terms of its stitching, polishing, packaging etc. Company had competitive advantages and was content with the existing production volume, quality and rejection rate as compared to other major manufacturing countries. The client was very satisfied by the partner we had identified for them and has given reference to other clients.