

Knowledge Hub of Fashion: Chen One Textile Industry Pakistan

Sobia Naseem , Muhammad Mohsin , Shazia Salamat

¹ Institute for Optimization and Decision Analytics, Liaoning Technical University Sobiasalamat4@gmail.com

¹ Department of Business Administration, Liaoning Technical University, China mohsinlatifntu@gmail.com

¹Department of Business Administration, Liaoning Technical University, China Shaziasalamat2@yahoo.com

Abstract

This study based on a chain store of Pakistan which based on latest fashion industry. Chenone limited has today 10 local and 7 outlets in the Middle East with an annual turnover of RS ten billion. Chenab limited is a manufacturing giant operating in over seven countries. Chenab limited the company holds thirty million share. Chenab is one of Pakistan's leading manufactures and exporters of quality home textile products of quality home textile products and garments. Chenab's one of the most popular brand is Chen one. They segment Chen one's market according to geographical location. Chen one target the Middle East upper middle and elite class segment of the population. Though Chen one's cloth is produced in Pakistan. Chenab Pakistan maintains the international standard. Chen one cannot provide a better price is affordable by elite class. The cloth is available in three different sizes. In future Chen one sells its outlets to third party. Other competing brands like men's garments (generation), life style, Bed & bath, Ikea, macro, metro and Carrefour have a strong consumer base but Chen one's product features distribution and promotional activities have created huge brand loyalty for which it is still the market leader in Pakistan Chenab with its heavy promotional activities has been able to penetrate the market. But the other producers in the industry are posing a threat towards Chenab's market share. This study will provide a help to

fashion industry in their growth and updating according to latest fashion.

Introduction

In 1997, ChenOne opened its first branch in Jinnah Super, Islamabad. This was the first store of its kind in Pakistan offering the complete range of Fashion clothing & foot wear, Bed Linen, Kitchen Accessories and Furniture. The tremendous success and acceptance of the idea reflected the maturity of our customers on one hand, and on the other hand, prompted ChenOne to open branches nationally & internationally, so nationally in Rahim Yar Khan & Islamabad (1997), Lahore (Gulberg) and Faisalabad (1998), Karachi Park Tower (1999), Rawalpindi (2001), Peshawar(2002), Abbottabad and Lahore (defence) in 2004, Multan (2005), Sialkot & Gujrat in 2006, Karachi Tariq Road (2007) , Sargodha & Bahawalpur in 2009, Diplomatic Enclave Islamabad (2011). Plus Internationally ChenOne opened its branches in Dubai (Jumeriah), Abu Dhabi (Marina Mall),Ajman (New Sanaya), Al-Ain (Bawadi Mall) ,KSA (Al-Thiyafa Mall Makkah and Ollaya Street Riiyadh) and simultaneously during this period. Outlets in

Gujranwala, Hyderabad, Kuwait and Musqat are our near future destinations. With the target of opening 50 stores in Pakistan by 2015-2018, ChenOne will maintain its status of being the largest chain of stores in Pakistan.

VISION

- ChenOne Vision 2011 despite obvious cultural and business challenges, ChenOne has experienced success because of its ability to transfer the company's unique culture and effective retailing concepts. ChenOne has realized the potential growth worldwide; by 2011 ChenOne would open several branches in existing and international markets
- Chenone wants to be more competitive and by offering standards products to its customers & clients (Kantabutra and Avery 2010).

MISSION STATEMENT

- To be the business house of first choice for customers.
- To be a change leader.
- To produce innovative, relevant and cost effective products.
- Setting and maintaining high standards.
- To earn profits by achieving optimum level of production by using state of the art technologies.

- To provide ideal working conditions to employees and to take care in their career planning and reward them according to their skill and responsibility.
- To meet social and cultural obligations towards the society being a patriotic and conscientious corporate citizen (Papulova 2014) and (Darbi 2012).

The ChenOne Stores

ChenOne stores¹, are complete family fashion store, which are catering to many consumers in Pakistan and in international markets and to position Pakistan as a fashion producing country.

In a short span of seven years, ChenOne, with its outlets in twelve cities of Pakistan (Karachi, Lahore, Rahim Yar Khan, Faisalabad, Rawalpindi, Islamabad, Peshawar, Abbotababd, Multan, Sialkot and Gujrat) has already acquired the position of Pakistan's leading fashion brand. ChenOne stores are located in Pakistan in the following places:

- 1) Islamabad (Opened in 1997)
- 2) Rahim Yar Khan (Opened in 1997)
- 3) Lahore (Gulberg branch) (Opened in 1998)
- 4) Faisalabad (Opened in 1998)
- 5) Karachi (Opened in 1999)
- 6) Rawalpindi (Opened in 2001)
- 7) Peshawar (Opened in 2002)

¹ <https://en.wikipedia.org/wiki/ChenOne>,
https://en.wikipedia.org/wiki/Mian_Muhammad_Latif,
https://en.wikipedia.org/wiki/Chenab_Group



- 8) Abbottabad (Opened in 2004)
- 9) Lahore (Defence branch) (Opened in 2004)
- 10) Multan (Opened in 2005)
- 11) Sialkot (Opened in 2006)
- 12) Gujrat (Opened in 2006)
- 13) Karachi (Tariq Road) (2008)
- 14) Bhurban (Opened in 2008)
- 15) Sargodha (Opened in 2009)
- 16) Bahawalpur (Opened in 2009)

Outside of Pakistan, ChenOne has stores in the following places:

- 1) Abu Dhabi
- 2) Dubai (Jumeriah)
- 3) Makkah
- 4) Bahrain
- 5) Ajman
- 6) Sharjah
- 7) Riyadh (Olaya Road near to Kingdom Tower)

COMPANY PROFILE

Chenab is regarded as one of the leading manufacturers and exporters of quality home textiles products and apparels worldwide. Operational since 1975, Chenab is a vertically integrated unit, equipped with the latest and sophisticated machinery. Housing one of the largest textile processing facilities in the country, Chenab can meet varied requirements of its customers in any part of the world with in-house facilities of growing highest grade cotton, ginning and spinning it into high quality yarn, weaving it into quality fabrics in 100% cotton and various mixed blends and stitching and export of top quality made ups & apparels. Its existing paid up

capital is Rs.1950 million comprising Rs.1150 million for ordinary shares and Rs.800 million against preference shares. The both of these shares are listed on the Karachi Stock Exchange. Its annual turn over at present is more than 7 billion. Chenab today is capable of processing and converting into made ups and garments more than 85 million meters of fabric per annum.

Divisions of Operations

Spinning

Modernization efforts have brought major changes to the Pakistan textile industry. At Chenab Ltd. (Spinning Division) equipment has been streamlined and many operations have been fully automated with computers. Machine speeds have greatly increased (Koeppel and Holland 2017).

At the mills the opening of cotton bales is fully automated. Lint from several bales is mixed and blended together to provide a uniform blend of fiber properties. To ensure that the new high-speed automated feeding equipment performs at peak efficiency and that fiber properties are consistent, the bales are grouped for production/feeding according to fiber properties (Jia, Yao et al. 2014).

Machinery Details & Capacity

Chenab Spins finest quality yarns in counts of 10, 16, 20, 22, 24, 30, 40, 60 & 80 in carded as well as combed versions. The spinning facility spread over 520,000 Square feet houses 19,000 spindles with an approximate production capacity of

million Kg's of yarn every year (De Barr 1959) and (Allen and Henshaw 1970).

Weaving

Weaving is the oldest method of making yarn into fabric. While modern methods are more complex and much faster, the basic principle of interlacing yarns remains unchanged. On the loom, lengthwise yarns called the warp form the selection of the fabric. They usually require a higher degree of twist than the filling yarns that are interlaced widthwise.

Traditionally, cloth was woven by a wooden shuttle that moved horizontally back and forth across the loom, interlacing the filling yarn with the horizontally, lengthwise warp yarn. Modern mills use high-speed shuttle less weaving machines that perform at incredible rates and produce an endless variety of fabrics (McLean, Harlizius-Klück et al. 2017).

Machinery Details & Capacity

Chenab weaving units are equipped with 120 air jet looms of 75, 110 and 134 inches with a production capacity of 36 million square meters per year, along with 376 auto looms capable of producing 15 million square meters per year. Latest 134" wide computerized sizing machine with 4 meter head stock and cone weft insertion reinforces the weaving process.

Processing

Chenab Ltd. offers a complete range of processing facilities with highly qualified and experienced staff. It provides our customers global services and competitive advantage to meet requirements with adaptability & flexibility

for woven and knitted fabrics (Paulitz, Sigmund et al. 2017). The Processing unit of Chenab is further sub divided into following categories:

- Preparation
- Quality Lab
- Dyeing
- Printing
- Design Studio and Engraving
- Finishing

Preparation

Customized fabric operation is the first crucial step towards the guaranteed final quality of all finishing processes. Different fabrics are quality controlled before they go to singeing, bleaching and mercerizing lines. Hi-tech equipment controlled by sophisticated systems ensures total reliability and consistently optimal operations.

Machinery Details & Capacity dyeing

Equipped with environment friendly Singeing, continuous bleaching, chainless mercerizing and wider washing ranges compliments the back processes mandatory for quality dyeing and printing of up to 200,000 meters a day.

Quality Lab

A state of the art testing lab equipped with the latest precision testing instruments assures that specific customer standards are met (și Protecția and Raluca). Chenab's highly qualified and experienced technicians are able to cope with ever-increasing quality standards and changing customer requirements. Their work starts from the receipt of raw materials up to the time the



final finished products have passed through inspection/testing at all stages. The Company has also proven its commitment to quality by achieving distinct certifications and awards.

Dyeing

Computerized control systems manage all the dyeing lines ensuring color consistency and quality. The massive continuous dyeing lines and more versatile jiggers and pad steam units allow Chenab to dye fabrics in the widest imaginable colors and the most impressive range of dye stuffs. Products dyed at Chenab ensure continuity, fastness and uniformity (Awasthi, Dalal et al.).

Machinery Details & Capacity dyeing

Continuous thermo soles, pad steams and universal jigger are installed.

Printing

The rotary printing lines at Chenab process the colors and designs of a thousand patterns around the clock. Meters and meters of the fabric are printed with speed, accuracy and consistently high quality, experience, skills, capacity and professionalism of the Chenab team.

Machinery Details & Capacity dyeing

Rotary printing machines ranging from 12 to 24 colors and widths from 72" to 120". Ager, Steamer and Heat Systems are installed for perfect printing.

Design Studio and Engraving

In a world of ever increasing design complexity, when customers are demanding ever high quality levels with shorter lead times, Chenab Ltd. has invested in a pre print department totally based on digital technology. It is the combination of many years of experience in designing and engraving skills coupled with computer aided design systems, wax-jet and laser engraving process, and a sampling and coloration system based on ink jet technology.

We are pleased that customers and their designers feel comfortable while communicating design and coloration details via these technologies. The digital loop has recently been completed by the use of spectrometer color recipe procedures can be generated and forwarded to automatic computerized print-paste dispensing system. The on going developing and training in peoples skills when creative talent and computer literacy have been combined to enable Chenab Ltd. to treat previously impossible to print design styles as the norm. The use of a variety of computer software programs has enabled the in house development system to meet the individual customer needs whilst remain cost effective (Burton 2005).

Machinery Details & Capacity dyeing

CAD, Plotter HP 2500 CP Scanner "Scan jet 6100c", Re-production Camera Danagraf , Step & Repeat , Contact Camera, Film Developer & Processor , Complete Engraving Set-Up ,Strok Wax jet 4305 Engraving, Hydro extractor.

Finishing

Finishing must be adapted to the kind of fiber used in the fabric and most important of all, to its



intended purpose. Apart from its appearance, one can tell the quality of a fabric by the pleasant way it feels to touch and the technical properties that ensure it suits the use to which it will ultimately be put. Stringent laboratory testing and a full complement of advanced technologies allow Chenab to offer a multitude of pre-treatment and finishing options to meet every specific requirement.

Machinery Details & Capacity dyeing

Calendars up to 3.2 meters width, 120" wide stentors, sanforising, raising, peaching and embrising machines completes the finishing arsenal at finishing department of Chenab Ltd

Stitching

- Garment Stitching
- Made Ups

Garment Stitching

The garment unit is a totally fresh concept I improved working conditions with full air conditioning and ergonomically designed workplace layouts. The concept of Unit Production System was adopted for product manufacture. This allows continuous online management, supervision and monitoring thus reducing response time to any shortcoming that may occur.

Latest quality control procedures are implemented throughout the manufacturing

process, from automated pre cut fabric inspection to the final product. Garber Fabric cutting technology and Computer Aided Design is applied to all pattern making, cloth utilization and marking cutting edges.

Made Ups

Made-ups Home textiles are fast becoming our forte, across the globe. Out bed linen, duvet covers, comforters, bed spread, table lines, curtains and related accessories can now be compared to the best in the world and are available in the most sophisticated departmental stores abroad. Our soft furnishings sector includes sophisticated Eton 270 stations fully computerized Unit Production System.

Computerized quilting machines, with automatic filling of polyester into quilted articles. It is also capable of handling unlimited design options catering to single line, cording, and twin line-emboss patterns. The facility is capable of creating countless patterns both for dimension and profile. The system has been custom designed for the production of Polyester 'Ball' or 'Cluster' fiber.

This result in custom made filling for greater plumpness without increasing weight of product. Chenab is one of the first companies in Pakistan to acquire new technology for the production of high grade, thermal bonding polyester wadding up to 3.80 meters width with a production capacity up to 700 tons per year.

Production Operations

Spinning	Weaving	Stitching	Designing /Engraving
Mixing Blow Room Carding Combing Drawing Roving Ring	Warping Sizing Drawing In Section Weaving Section	Cutting Stitching Embroidery Polyester Fiber Sheet Quilting Polyester Fiber Ball	Best Image Systems Pixel Art Wax Jet Laser Exposure

Processing			
Bleaching	Printing	Dyeing	Finishing
Solomatic Bleach Cold Pad Batch Bleach Relax 'Washing Singening/Desizing Scouring Mercerizing	Reactive Printing Pigment Printing Resist Printing Digital Printing Ageing Curing	Reactive Dyeing Pigment Dyeing VAT Dyeing Disperse Dyeing	Batching Finishing Calendaring Sanforizing ULTRA Soft Micro Sanding Raising Peaching

Power Generation

Chenab has set up a 12.6 MW natural gas based power generation facility, with heat exchanger and waste heat steam boilers for its operations.

Water Treatment

An integrated approach involving type of pollution, choice of treatment process (chemical or biological), selection of additives, mode of sludge dewatering and disposal results in the best technological and economical solution. NIJHUIS

Water Technology the Netherlands provided a tailor-made solution to Chenab Limited that has a

Capacity of 350 M3/Hr and treat the separation of Physical, Chemical & Biological particulars from the waste water. Chenab Limited is utilizing an average of 300 cubic meters per hour. This plant process is to maintain PH Level, removal of emulsion type or chemical particles and removal of biological sludge. Before Drain of this waste water into municipal drainage we ensure that water is now according to National



Environmental Quality Standard (NEQ Standard). Re-cycling of waste water is the near future plan of the company

Chenab is part of the Chenab Group ("Group"), which began its business in 1975 under the name of "Chenab Textiles Industries" Faisalabad as a fabrics processing unit. The Sponsors belong to a well respected family hailing from Toba Tek Singh, who have been engaged in the growing & ginning business since the inception of Pakistan.

The Group Sponsors and directors have assumed senior management responsibilities, maintaining a hands-on approach along with strategy and policy formulation. They are ably supported by a team of experienced professionals in the field of export marketing, designing, finance and accounts and production control. The Group has a team of 165 professional employees, which include Chartered Accountants, MBAs, B.Sc.s, Textile Engineers, Cost Accountants, etc. The sponsors recognize the significance of a good workforce and have conscientiously worked towards creating a wide base of middle management and motivated and skilled labor force. The professional team has implemented effective policies and procedures for streamlining and monitoring the operations of the group companies.

Production Facilities:

The Company's production facilities have been sourced from the world's renowned textile

machinery manufacturers of Germany, Japan, Italy, Switzerland, Austria and the UK and are of diversified make.

Management Information System

Chenone has a strong management information system which enables its management force to make effective and timely decisions. As Chenone has taken every step to make its MIS most modern and sophisticated system. The customer relationship management, e-commerce, online order tracking system and video conferencing has helped in executive decision support system and speedup customer response time. There is networking of computer in each department as result it has made the MIS speedier, efficient and cheaper. The use of computers at each level enables the company to create a paper less environment.

Hand scanning machines are installed at entry gates. Entry and exit of employees is monitor through this system. The payroll system is also linked with this system.

A team of highly qualified I.T professionals is working with Chenone and a number of soft wares and packages have been developed by them for automation of the systems.

Total Quality Management

Chenone has business dealings with reputed businesses around the world and manages products and brands in foreign markets with a variety of different consumption patterns and cultural backgrounds as well as different

technical requirements and legal provisions. For this reason, quality at each and every step of production is the first and foremost concern at Chenone .

A state of the art testing lab equipped with the latest precision testing instruments assures that specific customer standards are met. In Chenone highly qualified and experienced technicians are able to cope with quality standards and changing customer requirements. They are inspecting /testing their production process from the time raw materials are brought to the factories till the time the final finished products have passed through all inspection/testing stages (Siregar, Nasution et al. 2017). The Chenone s some great features are that there is no forced labor ,no child labor , no discrimination by race, color or gender, equal opportunity employer, good & safe working environment, custom compliance, remuneration and fringe benefits as per local laws, electronic attendance, hand-scanning, a maximum of a 56 hour working week, proper health and safety, drug interdiction etc.

The Chenone includes strict security measures at its all stages of production, packing and transportation. By scanning containers for weapons, explosives at packing and loading stages etc

Marketing strategy

The Cheone s Marketing strategy is to bring creativity and innovations in fashions & design

which are major assets for controlling all local and international market.

Chenone has been expanding its export sales through a network of franchise outlets and selling agents, direct marketing and strategic alliances.

Sales through Franchised Outlets

The Company's franchised "ChenOne" outlets have been a great success. This initiative has been very helpful in encouraging ChenOnes plans to expand the number of franchised outlets in Pakistan and in other regional markets. The Company is also planning to set up "store-in-stores" outlets in major departmental stores in the EU, USA and other countries. The Chenone se most important achievement was the training of manpower, implementation of sophisticated floor and supply chain management systems and customer services.

Direct Marketing

The Chenone s management has taken initiatives by making direct sales to leading chain stores operating in the UAE and other Gulf countries through a Sharjah and has also established strategic market alliances in the following markets:

- Australia,
- The EU,
- The USA.

The company plans to create similar strategic alliances in the Central Asian and African markets for the marketing of its own brands.



So they have made quite successful direct contacts with leading chain stores operating in these markets. It is expected that franchised and direct sales volumes would increase substantially in future, not only in local markets but in overseas markets as well.

Market Targeting;

ChenOne is targeting Upper & elite Class. So Chenone should offer low priced products in future to target the upper middle and middle class, which will give more popularity to the business and would make them more strong financially Chen one target the Middle East and Pakistan. Chen one targets the people 3month to 45 ages.

Market segmentation;

Chen one is doing Niche marketing because they have divided their market into different segments of cloth in which heir segments are men cloth, ladies cloths, infant cloth, girl's cloth, kid's cloths, boy's cloths shirts etc.

- Urban Rich
- Urban and Sub Urban Upper Middle and Middle Class
- Rural Poor
- Market segment

Market positioning;

Chen one is charging high price for their products as it is giving more benefits to business.

Chen one has designed its products according to the customer wants and demands. Chen one

product's have satisfied consumers and has created brand image among its consumers.

Cheones Marketing mix strategies

Product

Chen one is dealing in shopping products and specialty products. The chenone s product mix of 2011 is Footwear and cloths of Gents / Ladies / kids with complete range of Cooking utensils, cosmetics New Born Gift Sets and of Designers Jewelry Watches.

There are manufacturing comfortable clothes with good quality which has established Cheone s name in the market. Chen one has a latest collection of woman wear; footwear and bags.Cheone ensures that their products quality will satisfy the customer wants and needs. Fashion products by ChenOne are featured in leading fashion magazines of Pakistan. The ChenOne kiosks are popular attractions in the Dubai Shopping Festival and it is a reputed and as well known brand inside and outside Pakistan. chen one totally committed for quality.

Chen one's brands have a growth stage because in future they will open the outlets at different places and target the middle class.

Products Category

- Apparel & Accessories, Accessories, Handbags Retail, Neckwear, Clothing – General, Clothing & Accessories Retail Men, Clothing & Accessories Retail Women, Pants Retail



T-Shirts Retail, Footwear, Shoes Retail, Family & Community, Children & Child Care, Boys' Clothing & Furnishings Retail, Children's & Infants' Wear Retail, Girls' Wearing Apparel, Home & Garden, Accessories – General, Linens Retail, Bedroom & Linens, Bed Spreads, Bedding, Linens Retail, Furniture, Furniture Dealers Retail, Housewares, Kitchen Accessories, Interior Decoration, Interior Decorating Accessories, Shopping & Specialty Stores, Apparel & Accessories, Handbags Retail, Men's Clothing & Furnishings Retail, Neckwear, Pants Retail, Shoes Retail, T-Shirts Retail, Women's Apparel Retail, Stores – General, Department Stores, Garments Stores, Home Stores

Brand Equity

Chenone is different from their competitors with the help of continuous R & D Investment, Skillful advertising and excellent trade and consumer service, So ChenOne is maintaining & improving its brand image by perceiving quality & functionality positive association. As leading companies based there growth on enquiring and building their brand portfolios like ChenOne.

Price

Chen one has set a skimming price technique to generate revenue. Chen one is dealing in life style and designed products because its life cycle is short due to this reason they charge a high price.

Chen one gives order and makes furniture like beds and sofas for hotels. Wood's quality is good that's the reason they charge high price. They also carry out research on competitor's price and brand loyalty when it feels extreme necessity of changing price.

MANUFACTURING IMPROVEMENTS –

New material handling system (Switch Track)-- Introduction of full and semi automated sewing for small parts-- A revamp of our current pressing facility with the introduction of vacuum pressing tables-- CAD for pattern making, cloth utilization and cut makers-- Automatic fabric spreading machines-- Introduction of 'Servo Cutters' to increase accuracy of cutting-- Cutting - Computer Aided Manufacture (CAM)-- Pocket Setting for Shirts-- Belt loop attach for casual trousers-- Digital employees efficiency control system-- Statistical quality control checks-- Eton 2002 fully computerized unit production system-- 600 machines with various functions such as lock stitch, safety stitch, chain stitch, hem stitching, pin pleat, pin tuck, zig zag, button hole, button sewing, auto stud, chain stitch and blind .

Place

Chen one using an indirect channel of supply. Chen one extends its outlets all over Pakistan and world wide. In world wide they target the Middle East and Europe. In Pakistan their place is very potential because their quality product is good and they consider the customer wants and demands. They introduce the seasonal clothes

which prints are very unique and latest that's the reason there place is good. Chen one maintain the international and national standards and keep in mind to culture that's the reason there place day by day increase.

Chen one is associated with honorable places.

- President House
- Holiday Inn, Islamabad
- PSL (Pakistan Services Limited)
- Prime Minister House
- Best Western Hotel, Islamabad
- Royal Palm Golf & Country Club, Lahore.
- governor House, Lahore
- Islamabad Club
- Pakistan Steel, Karachi
- Sindh Club Karachi
- Serena Hotels
- Artillery center, Attock
- Pakistan Military Academy, Kakul

Promotion

Chen one is promoting its products by organizing fashions shows in Pakistan and in aboard. They are promoting it on fashion magazines and they are also printing out there own fashion magazines as well. They are conducting seminars and exhibitions are regarding latest fashion and their lasts products. There has been a scheme at ChenOne stores whereby buyers making purchases for over Rs 2,000 are given a coupon for the lucky draw. Under the same scheme a

family from Karachi visited ChenOne in Lahore and won a Toyota Corolla car.

The facility to buy such a wide range of products under one roof compels a person to say that ChenOne is a store for the whole family. Superior quality and attractive prices will encourage the people, accustomed to 'foreign products' to switch over to ChenOne without compromising quality. Chen one earns a \$1.3 million profit on \$24.5 million in revenues. Chenone offers a free home delivery and offer special discount.

Following are the key points to increase sale:-

- Assurance of consistent quality
- Surety of on time delivery
- Competitive rates
- Cost efficiency
- Better service to the customer
- Better communication development with customer

Customer Service:

Customer Service ChenOne always Strive to provide exceptional customer service, a characteristic unique to their chain. The secret of successful retailing is to give your customers what they want. People at that time would feel proud by shopping at ChenOne, with a fully equipped customer care desk. Helping people make a difference ChenOne should be designed to save customer's time and money, while providing a unique shopping experience, through efficient operations and valuable solutions.



ChenOne should make its return and exchange policy highly acceptable for its customers.

Annual Sale Targets: Annual Sale Targets Annual growth of 15 to 20 percent

Other Business: Other Business Restaurants
ChenOne Malls

Slogan

Changing lifestyle

SWOT ANALYSIS OF CHENONE

Chenone's strengths are:

- One of the largest vertically integrated units of the country leading to low cost operations
- Experienced and competent management following a carefully strategized business plan
- Focus on brand development and retail network
- Diversified customer base and geographical distribution
- Continuous BMR and expansion
- Substantial goodwill in the market

Chenone weaknesses are:

- Centralized decision making is being used
- Partially dependent on yarn and cotton procurement

Chenone opportunities are:

- Free trade regime will allow the company to sell its products on high margin after imposition of compliance on regional competitor

- Elimination of privileges to regional competitors in coming years

Chenone threats are:

- Lack of quality cotton availability and
- High cost of procurement.
- Non-Tariff barriers
- Levy of anti dumping duty by buyer's countries.
- Increased marketing costs

Chenone financial Department

- Preparation of monthly financial statements and presentation to the management of the company.
- Preparation of financial projections of the company regarding BMR and expansion programmes.
- Preparation of budgeted cash flow of the company on weekly basis and its monitoring
- Arrangement of finance required by the company to meet its working capital requirement form banks and other financial institutions.
- Arrangement of funds required for expansion and new projects of the company from banks and other feasible sources.
- Negotiate with banks regarding their rate of mark up, fees, charges expenses and other terms and conditions.
- Completion of all legal formalities as required by the financial institutes in



connection with grant of loans like execution of agreements, filing of charge documents with SECP, marking of lien of banks in revenue record in respect of properties mortgaged with them.

- Renewal of financial limits from the banks on annual basis and seek modifications if required.
- Arrange the meetings between high ups of the financial institutions and management of the company on various financial issues.

Corporate Sector of Chen one

Chenone has taken high class living & lifestyle a step forward by its business development services. The business development department is aimed at the corporate sector, which includes the hospitality industry, i.e hotels, prestigious clubs, restaurants, civil & armed forces guest houses, government & private institutions and local & multinational companies. This department is offering a range of variety in bed linen, curtains, table linen, furniture, bath & kitchen accessories and other home apparels. This sector has taken charge of a network of business throughout the country & provided its services & products to top-notch institutions nationwide

Chenone Social Responsibilities

The Chen one s social responsibility is economical, legal & ethical towards the society. ChenOne, as a corporate Organization has the duty and responsibility to share worry of the

country and the people and solve their difficulties of the people who are suffering.

ChenOne establishes foundation by name ChenOne Foundation to fulfill its corporate social role.

ChenOne Foundation:

Cheneone is running a foundation (Chen one foundation) which is a Non-profit organization. It is registered under societies Registration Act 1860.

This foundation is working for the neglected classes of the society, especially women, in the Fields of health , Education, Micro Finance , Natural Resource Management and other Development sectors, Chenone Foundation is working as Umbrella Organization & presently running following projects

- Cardiac Care Unit (CCU)
- Clinical Lab
- Liver Clinic & General Hospital

Objectives of Foundation:

- Build Hospitals, Dispensaries and Health Centers, Financial help of poor and needy patients.
- Provide Opportunities to unemployed peoples to get Mechanical and Technical Education. Affiliation with National and International Institutes so students get higher education free of cost.
- Do efforts to increase awareness of importance of education so needy and poor peoples live a useful life.

- Develop centers which could provide technical skills to Women to flourish the cottage industry and income sources for women.
- To work and build resource center for development of Human resources and Poverty elevation.
- Guide the people especially women to get financial support from Government.
- Increase the awareness in public towards environment and its safety measures.
- Establish credit fund to provide micro finance to needy people.
- Transfer National and International research about Livestock and Agriculture to farmers and arrange their trainings.
- Promote savings and motivate Peoples to manage themselves.
- Provide help and guidance through different institutes working on National and International level.
- Establish libraries and provide the books and other materials.
- Provide assistance to government during National disasters.
- They are fulfilling their desire for feeling virtuous as well as for looking good.
- They just want making people feel good about spending money and want to be associated with beauty of both object and behavior.
- So, customers can express their “goodness” publicly and Chenone will be rewarded with loyalty.

Conclusion

The textile industry of Pakistan has a wide range to attract internationally or nationally customer. Pakistan is the 4th largest country to produce fine cloths. Chen one is at a piece which is not affordable to most of the people in the country. Designer clothes are an uprising in Pakistan as a greater portion of the population, both male and female, are now more style conscious. As a multinational company chen one has been able to skimming the market with different size of cloths, gents, ladies and kids, international standard and high quality design, as a product. Chen one has been highly successful over the years. Overall with its marketing activities Chen one has been successful brand.

Research shows that Pakistani customers are highly attracted to this sort of offers like discount, gifts and loyalty brand. That’s the reason Chen one in future will target the upper middle and middle class.

Competitors

Competition Current Individual Competitors
Shoes (Marie Claire, etc) In terms of Prices

Chenone other Social Responsibilities

Flood Campaign

It is ChenOne’s desire to create campaign that allow consumers to badge their goodness credentials:

- They are doing charity work with the believe that giving is the new receiving.

Men's Garments (Amir Adnan, etc) Excellent styles & regional presence Ladies Garments (Generation, etc) More cultural & society focus designs Bed Linen (Life Style, Bed & bath etc) Better prices Furniture (Several new stores) Better prices with quality International Players (Ikea, Macro etc) Expected Competitors International Players (Ikea, Macro, Metro, Carrefour etc)

This has resulted in cutthroat competition in the market. This industry is highly competitive but the market is expansionary. Locally, there are large members of garment manufactures and some of the weaving and knitting units that are our main competitors. However, the market size is large enough to provide room to all the players. The competitors mentioned above are manufacturing almost on the same product line and they have good image in the local as well as in the foreign market. beside all this facts the companies are doing good job but they are bit expensive and these garments, which are made by these companies, are mostly approach of ordinary people because their price are high.

Recommendation

When one needs to increase the outlets all over the world and also Pakistan. When one should target the middle class. When one should increase their promotion through advertising, TV and internet Product more emphasis has to be placed on promoting the product and increasing the brand awareness and brand recall rather than trying to modify a product this is already doing quite well as per expectation, objectives and targets set by the company. Long term suggestions are such that we feel When one should look more ideas as are available abroad.

References

- [1]. Allen, L. and D. Henshaw (1970). "19—SELF-TWIST SPINNING: PROTOTYPE DEVELOPMENT." Journal of the Textile Institute **61**(6): 260-268.
- [2]. Awasthi, M. A., et al. "Dye Industry Wastewater Treatment by Coagulation Process."
- [3]. Burton, R. (2005). "Creativity, method and process in digital fabric printing: a 21st century paintbrush." Digital Creativity **16**(04): 217-230.
- [4]. Darbi, W. P. K. (2012). "Of mission and vision statements and their potential impact on employee behaviour and attitudes: The case of a public but profit-oriented tertiary institution." International Journal of Business and Social Science **3**(14).
- [5]. De Barr, A. (1959). "16—END-BREAKAGES IN RING SPINNING." Journal of the Textile Institute Transactions **50**(3): T284-T293.
- [6]. Jia, J., et al. (2014). "Melt spinning of continuous fibers by cold air attenuation I: experimental studies." Textile Research Journal **84**(6): 593-603.
- [7]. Kantabutra, S. and G. C. Avery (2010). "The power of vision: statements that resonate." Journal of business strategy **31**(1): 37-45.
- [8]. Koeppel, A. and C. Holland (2017). "Progress and trends in artificial silk spinning: a systematic review." ACS Biomaterials Science & Engineering **3**(3): 226-237.
- [9]. McLean, A., et al. (2017). Introduction: Weaving Codes, Coding Weaves, Taylor & Francis.



- [10]. Papulova, Z. (2014). "The significance of vision and mission development for enterprises in Slovak Republic." Journal of Economics, Business and management **2**(1): 12-16.
- [11]. Paulitz, J., et al. (2017). "Lyocell fibers for textile processing derived from organically grown hemp." Procedia Engineering **200**: 260-268.
- [12]. și Protecția, I. A. and B. Raluca "Studies and researches for the implementation of quality assurance systems in the textile industry."
- [13]. Siregar, I., et al. (2017). Effect of Total Quality Management on the Quality and Productivity of Human Resources. IOP Conference Series: Materials Science and Engineering, IOP Publishing.