



Aleeef fashion
complete fashion

BUSINESS PROFILE



OFFICE

 **BANGLADESH**

-  House # 477, Road # 07, Avenue # 06
Mirpur DOHS, Dhaka-1206, Bangladesh
-  +88 01712044207, +88 01726312312
-  info@aleeffashionhouse.com

OFFICE

 **USA**

-  333 West 39th Street
Manhattan, NY -10018, USA
-  +1 856 505 0320, +1 347 741 2837
-  usa@aleeffashionhouse.com

www.aleeffashionhouse.com

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INTRODUCTION

Afeef Fashion, we strive to grow our business with the same honesty, integrity, punctuality, and reliability as – we manufacture our products ensuring consistency and maintain the highest quality standards.

The culture of team-work, collaboration and cooperation is constantly encouraged and disseminated across the organization to achieve our common goal to ensure excellent service to our clients. Our workforce is our top priority and their welfare is our means to success as we firmly believe that satisfied and motivated employees lie at the very foundation of our prosperity.

Not only we ensure conformity of all national and international regulations but those are embedded in our culture and everyday practice. We try our best to instill sustainability in our business practice with a view to integrate environmental welfare in all our actions.



Competitive Price

We offer the most competitive price to our customers. Our expertise to source raw material at a very favorable price, to improve consumption and efficiency along with production and technical expertise enable us to reduce the cost to a minimum. Years of experience and Strong work ethics have ensured a strong network of credible and competent suppliers who offer sensible pricing without compromising quality.

Quality Control

We never compromise with the quality of the product. Our stringent quality control implemented by seasoned and skilled quality control team results in flawless manufactured products. Our team emphasizes on 'attention to detail' in order to adhere to the specifications provided by the clients. Needless to say,

‘Excellence is the unlimited ability to improve the quality of what you have to offer.’

OUR VISION AND MISSION STATEMENT



OUR VISION

To be a company that is most reliable and manufactures the highest quality garments in the world with the philosophy of corporate sustainability.

Aleef Fashion employs quality assurance staff to assist in the selection of manufacturers who manufacture products according to Standards set by our policy, principles, and guidelines.



OUR MISSION

Target to be the most preferred garment sourcing agency for global clients, so as to maintain our reputation for credibility and integrity with our customers, vendors, and employees.

Customized solutions to global clients must be provided as per their requirements and to achieve consistent high quality levels and on-time delivery schedules, through a team of committed personnel and a proven set of vendors with world class manufacturing facilities.

Only to operate without compromising on quality, delivery and profitability Our mission is to provide our clients with efficient and effective sourcing solution for their requirements. This includes taking a lead role in structuring and executing transactions that benefit our clients and help their business growth.

OUR STRENGTH

- ✓ **Know How** - the years of experience and skilled workforce within the team makes the product and procedure know how strong in all respect.
- ✓ **Transparency** – we believe in transparency in all respect with the clients, with the suppliers and above all among ourselves.
- ✓ **Sourcing solution** – the years of professional experience & relationship builds our strong range of sourcing capability.
- ✓ **Commitment** - commitment is our motto as well as regular practice in our daily life, indeseore never get back from the commitment made.
- ✓ **Strong reactivity** – we work as a team and react immediately in any sorts of queries or issues raised by clients, suppliers or members.
- ✓ **Experienced Team** - the long track record of all concerned team members—from top management to executives makes us a strong workforce to face any kind of situation.
- ✓ **Highly motivated & disciplined team work** - we fight every seconds for a planned and disciplined working procedure and the top management is always working side by side with the team to ensure the right path.
- ✓ **Daily follow up with customer** - the first and last job of the day are to update the status in all respect to all concerned.
- ✓ **Transparency in terms of quality control** - we never compromise with the quality of the product and follow 3 tier quality check, respected department, independent quality control team directly reporting to the top management and finally 3rd party or buyers' nominated inspection team.
- ✓ **Ethical & Social Atmosphere to work with** - our HR, Compliance and Social Welfare Team...together with our staff and workers, work round the clock to maintain and update all compliance issue as per governing laws and regulations and as per buyers requirement. Also time to time compliance audit by 3rd party (at our own request) or buyers' nominated auditors makes our unit one of the best environment friendly in terms of health, ethical & social atmosphere.
- ✓ **Well Equipped office** – state of the art design and latest and updated equipment , high speed internet & software builds our office well equipped & well maintained
- ✓ **Sustainability responsibility** - Aleef Fashion takes a clear stand on environment protection, preventing industrial waster water pollution, saving energy for better environment.

MERCHANDISING



Earlier, we know the importance of communication with buyers. By the same way, internal communication is also very much valuable. As the other departments will follow the instructions given by the merchandising department, We have very high value. Other departments don't know the buyer's instructions; But we know only the merchandising department's instructions. So it is the sole responsibility of merchandising department to instruct other departments the specifications and instructions of buyer's orders clearly.

OUR RESPONSIBILITIES

- ✓ Internal & external communication.
- ✓ Sampling.
- ✓ Labdips.
- ✓ Accessories & trims.
- ✓ Preparing internal order sheets.
- ✓ Preparing purchase orders.
- ✓ Advising and assisting production.
- ✓ Advising quality department about quality level.
- ✓ Mediating production and quality departments.
- ✓ Giving shipping instructions and following shipping.
- ✓ Helping documentation department.
- ✓ Taking responsibility for inspections and
- ✓ Following shipment.

PRODUCT RANGE

Medical Uniform



Chef Uniform



Work Uniform



T-Shirt



Cap



Shorts



PRODUCT HEALTH

CLEAR TO WEAR defined as a product health and safety standard. CLEAR TO WEAR is of general and mandatory application for all clothing products, foot-wears, accessories and/or fabric supplied to Inditex. Indesore committed to maintain product health.



- ✔ Aleef Fashion is also committed to comply with SAFE TO WEAR metal detecting policy for safe clothing products.
- ✔ Aleef Fashion is endlessly working on to ensure harmful substance free products for our client. OEKO TEX standards are strictly maintaining at all of our associate organizations.
- ✔ Aleef Fashion, being a responsible and socially committed organization to maintain a standard of excellence in all its products, at the same time, it guarantees that its products do not entail a risk to their health or safety

- ✔ we make sure the hazards chemical free product as per international law.
- ✔ we have 100% needle detection for the garments to make sure metal free product
- ✔ we always use oekotex certified yarn & accessories..
- ✔ we ensure insect free environment for the garments.
- ✔ we control moisture with in acceptable limit.



- ✔ Water: We have Effluent Treatment Plant (ETP) to treat water before discharging into nature. As per our social responsibility we ensure complete treatment of used water before discharging to the environment.
- ✔ Electrical Safety: We are using complete BUS-BAR TRUNKING system from Italy & Turkey to ensure safe wiring of electricity thus saving of the energy & safety of the factory.
- ✔ Sprinkler System: We have installed automatic Sprinkler system from UK to have more safety in regards to fire.
- ✔ Fire Door – We have installed UL Rated fire doors from National Fire Fighting Manufacturing NAAFCO (FZCO) Dubai to ensure safety of the workers.

WHY WORK WITH US



Strong CSR Team

We have a very strong CSR team who ensure Social Compliance as per local & customer demands. Nafisa also has a digital platform for CSR from where customers can get exact factory information regarding any CSR issues.



Own Design Team

Our design team presents new trends which are currently demanded. Samples of our designs are given to our customers. To support new fabrics & samples, Nafisa has its own R&D Team co-operating with the design team.



Merchandising Team

Aleef Fashion has specialists and experts in the merchandising team for different products. Through the diversified team, customers can expect proper product support.



Skilled Technical Team

Our team provides the customer with utmost quality and gives support throughout the whole process, from sampling until the shipment.



Import Fabric

Aleef Fashion has an own agent in China which supports customers through import fabric. The office in China allows us to give our customers special support.



Special QA Team

Our team provides the customer with utmost quality and gives support throughout the whole process, from sampling until the shipment.

FARRELL FASHIONS



Farrell Fashions Limited provides engineered products and solutions & we're customer-driven, focused on providing superior quality, delivery and service of innovative solutions across the industries we serve. We strongly adhere to a set of guiding principles that help us make business decisions in the best interest of all our stake holders.

Factory Capacity



FEBRUARY - 2019
YEAR OF ESTBLISHMENT



32,000 SFT
FACTORY SPACE



570 Person 60% Male
NUMBER OF MANPOWER



90 Days Production Time
PRODUCTION LEAD TIME



15 Sewing Lines
SWING LINES



20,000 Pieces Per Day
PRODUCTION

Production

KNIT FABRICS

Jersey, Elastin Jersey, Auto & feeder stripejersey,3 thread fleece (with/without elastin) ,pique, back pique, elastin pique, auto & feeder stripe pique ,Rib, Rib auto & feeder stripe, rib with elastin, interlock, terry, terry with elastin, flat knit collar &cuff and other CAM design fabrics.

KNIT GARMENTS

T-shirt, Polo Shirt, Tank Top, Camisoles, Sweet Shirt, Turtle Neck Tee, Shorts, Trouser, Sleepwear, Boxer, Pajama Set Panty And All Type Of Knit Items.

GARMENTS PRODUCTS



List of Sewing Machine

Sl.	Machine Name	Machine Type	Qty
1	Plain Machine	Auto	115pcs
2	Over Lock	Four Thread	88pcs
3	Flat Lock	Slender	50pcs
4	Flat Lock	Flatbed	20pcs
5	Flat Lock	Royse Cutting	15pcs
6	Hole Stitch	Auto	4pcs
7	Button Stitch	Auto	4pcs
8	Bar tack	Auto	2pcs
9	Kansai	Manual	2pcs
10	Feet Of The Arm	Manual	5pcs
11	Rib Cutting Machine	Manual	3pcs
TOTAL			300pcs

Safety Measures

Farrell Fashions Limited, strictly adheres to ethical business-practice. It carries out compliance as a continuous process, and exceeds local legislations to meet ILO convention in terms of employment practice and safety. The work-place has clearly demarcated emergency exits and equipment.





Platinum Apparel Manufacturing Company Limited (PAMCO)

is established to be one of the best-woven garments factories in Bangladesh. where customers will feel confident and comfortable to use the facility for producing their products. PAMCO want to be highly trustworthy to its customers and be recognized as a company synonymous with quality and efficiency following the highest business ethics.

Product mix

PAMCO is capable to produce all kinds of casual and formal shirts for Men, ladies and children. It can also produce woven tops and dresses for ladies, formal trousers, light trousers and shorts, pajama sets, casual and light jackets, work and school shirts, medical scrubs and uniforms etc. It can also produce medium to high end polo shirts and golf shirts and sports apparels.



Product Capacity

PAMCO at the 1st stage is having production capacity of 200,000 pcs Mens /Ladies shirts per month. In 2nd stage the quantity will be doubled to 400,000 pcs per month.

MACHINERIES

PAMCO is currently having more than 350 nos of latest and most modern machines procured from various parts of the world including Japan, Germany, UK, China and Hong Kong. All our machinery are energy efficient with most of them are with direct drive servo motors saving up to 40% of the energy. Our lighting system is totally LED based which saves more than 50% energy. All other machineries are procured with among others energy efficiency in mind. We have procured 2 electrical generating sets keeping in mind step down requirement in production cycle where energy wastages can be reduced. In the meantime we are in the process of procuring some other specialized machinery to enhance the production efficiency and to offer added product range. Attached is a current machinery list.

BRAND	MODEL	DESCRIPTION	QTY
BROTHER	S-7100A-403	S/N direct drive sewer with auto cutter	230
BROTHER	S-7100A-403/PS	Single Needle with Racing Puller	4
BROTHER	S-7220C-403-022/G50WD	Needle Feed Plain Sewing Machine	6
BROTHER	SL-777B-31-64	Vertical Plain Sewing Machine	30
BROTHER	T-8422C-403-N64D/G50WD	Two Needle Sewing Machine	8
BROTHER	T-8422C-403-N64D/G50WD/PS	Two Needle with racing puller	2
BROTHER	T-8452C-403-N64D/G50WD	Twin split needle sewing Machine	2
BROTHER	HE-800B-2	Button Hole Sewing Machine	16
BROTHER	BE-438FX-03-S	Button Stitch Sewing Machine	16
BROTHER	Z-8560A-431-018	Zigzag Sewing Machine	2
BROTHER	DA-9270-1-264M/PF	Feed of the arm Sewing Machine	12
BROTHER	KE-430FS-03-S	Bartack Sewing Machine	4
BROTHER	JC-9330-01	Blind Stitch sewing Machine	2
PEGASUS	M932-705x5/TK2B	Overlock-5 th Sewing Machine	26
PEGASUS	M952-52H-2x4/TK2B	Overlock-4 th Sewing Machine	6
PEGASUS	W3562P-01Gx356BS/UT2E	Flat Lock(Flat) Sewing Machine	4
PEGASUS	W3562P-01Gx356BS/UT2E	Flat Lock (Cylind) Sewing Machine	2
KANSAI	DFB-1404PSF	Kansai (4-n, Flat) Sewing machine	6
KANSAI	LX-5802M	Kansai Chain Stitch (11N) Sewing machine	2
TOTAL			380 SETS

Compliance Certifications



DBID : 362785 and Audit Id : 66283



Made with Organically Grown Material
CERES-0448



CERES-0448

Fire safety and compliance



MANAGEMENT

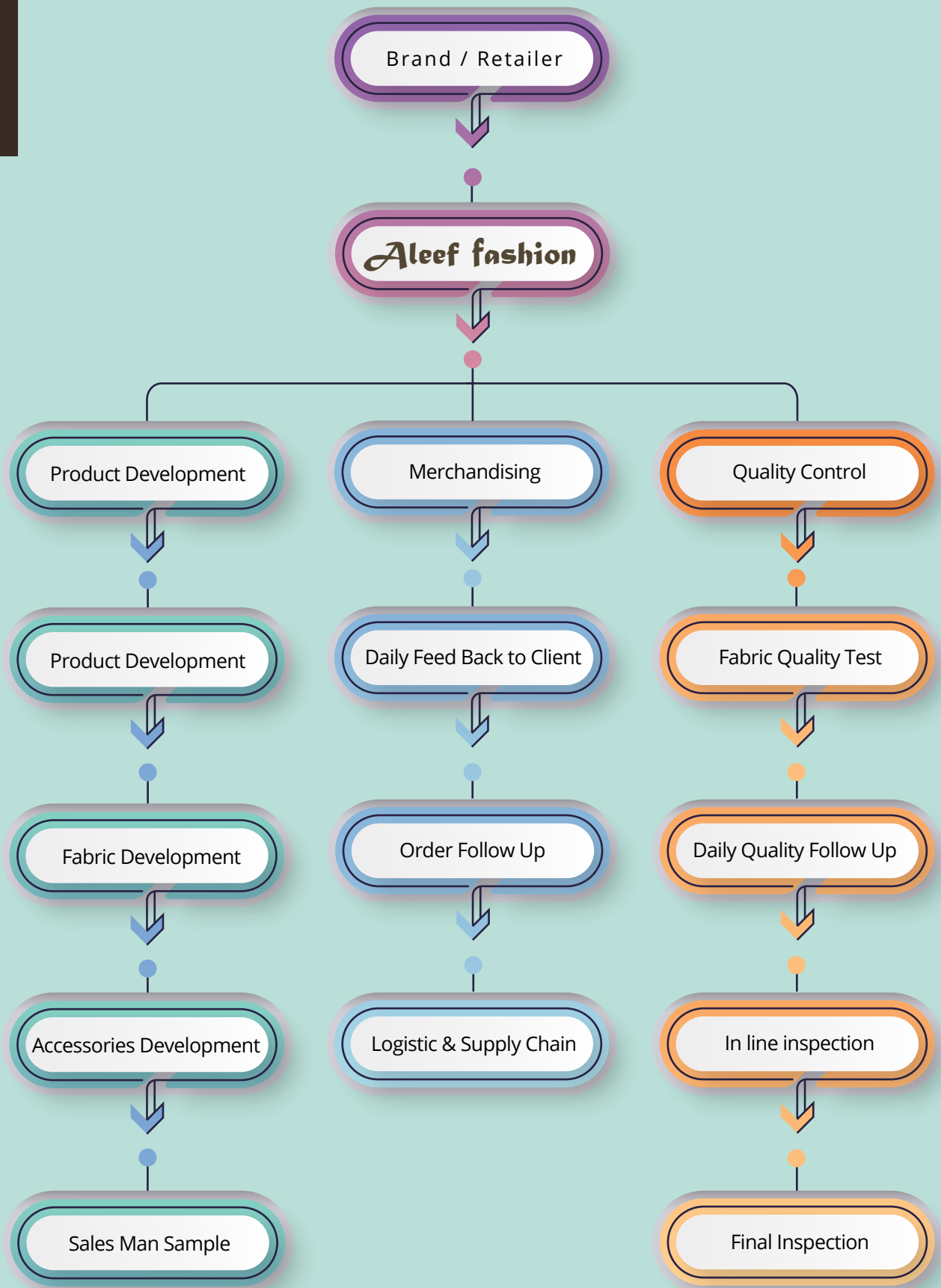


ABDULLAH AL MAMUN
Co Founder



KABIR HOSSAIN
Co Founder

HOW WE WORK



CONCLUSION

Aleef Fashion mainly focused on the best quality product with the most modern machineries and equipments and also the most effective organizational policies as well as the experienced workers, we can say that we will be able to enter in the market promptly and achieve the desired goal.



Finally our technically sound, well experienced, professional and dedicated workforce of each department and product fiscal management have placed us in a position to produce high quality sweaters and deliver in time to the entire satisfaction of our valued customers and assure to provide the best service out of Bangladesh.

Thus with a corporate social responsibility, we would like to stand in the global market with our signature image.

Many Thanks



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