





## Brandix Apparel Pays Tribute to its Vendors

Brandix Apparel held its inaugural vendor summit in October 2006, playing host to about 150 foreign and local supply chain partners. Focusing on stepping up collaboration among our supply chain partners, it also served as an opportunity to felicitate our global vendor base. The importance of sharing information and resources, transparency and planning ahead for the growth of the entire supply chain was also emphasized. Over the last few years, Brandix has consolidated its vendor base by over 50% giving credence to the fact that our partners today are those we value very strongly.

## The Brandix India Apparel City - thrust for an integrated supply chain

We strongly believe that Brandix India Apparel City (BIAC) is our new frontier in global expansion. The strong commitment displayed by the Central Government of Andhra Pradesh to develop the textile and apparel industry and its rich human resources base are strong fundamentals that make India a natural choice for geographic diversification. The supply chain will create immense growth opportunities for business partners who can combine speed, flexibility, cost efficiency and innovation, all drivers in our vertical solutions approach which follows the concept of 'fibre to store'. BIAC has already attracted global business partners into this equation, those who have seen the benefits of pursuing opportunities in India.

## Building and Sustaining local supplier bases

We have striven to create and strengthen partnership with local suppliers, those who conform to our high quality criteria and on-time delivery, matching the flexibility and efficiency we consider imperative. In a bid to sustain the relationships and to improve the entire quality and productivity of these suppliers, best practices followed by our SBUs are cascaded via pocket meetings, seminars, workshops and site visits. Continuous monitoring and analysis of the products and services supplied also form a credible foundation for further improvement initiatives.

- Brandix Activewear works with small scale entrepreneurs to obtain trims/embellishments and transport services ensuring about US\$ 6.9 million (LKR 690 million) is distributed to these businesses.
- Selected families living adjacent to the A&E Brandix Hangers facility earned an income of about US\$ 34,000 (LKR 3.4 million) last year with their services being utilised for the clipping operation.

- T&S Buttons began sustaining small scale industrialists with the purchase of resin amounting to about US\$ 7,500 (LKR 750,000), polythene and the entire food requirement for its factory.

## Strengthening Initiatives

Constant dialogue and open communication channels with our partners have enabled us to create a friendly working environment, where ideas and suggestions are discussed and implemented to benefit and strengthen the relationship. These initiatives have served to both qualitatively and quantitatively improve efficiency, productivity and lead times.

- A considerable saving of time is now effected with the delivery of hangers, polybags and cartons directly by the supplier to the point of packaging without delivery to the Brandix Casualwear warehouse as was the practice earlier.
- Supply Chain partners Schimtz & Vielene work with Brandix Casualwear on consignment stock basis, based on projected consumptions
- SBUs conduct a monthly joint review meetings with suppliers to ensure the maintenance of quality with remedial action taken on any complaints.

