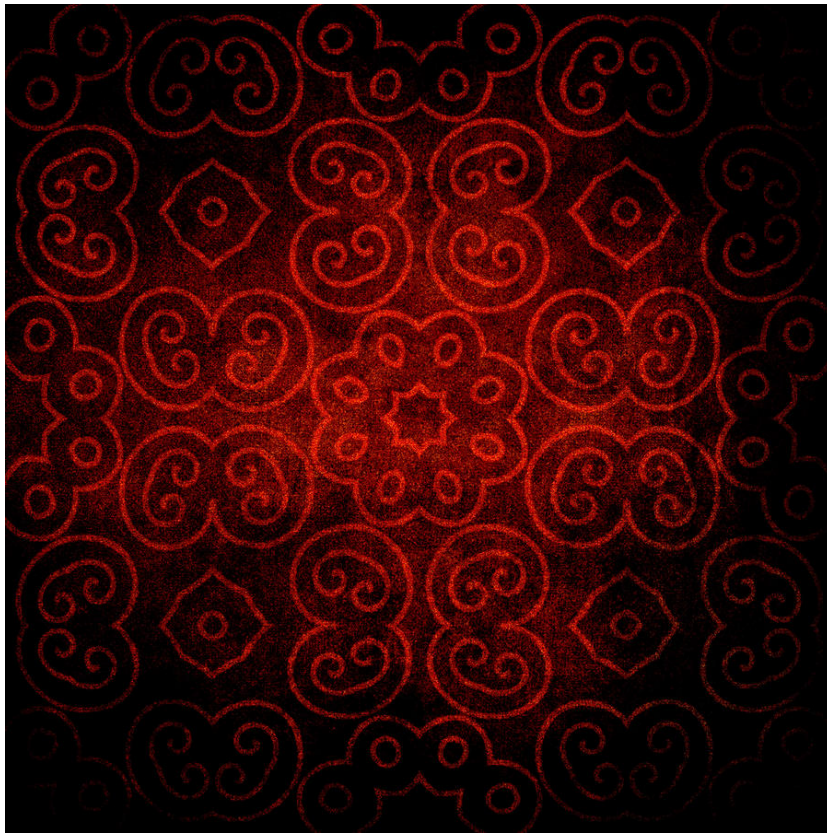


**TRACE**

**Trace Apparels Limited**





## A New Pathway to Trace FASHION



# OUR COMPANY



Forward Thinking Fashion

Flexibility Of Production

Reliable Delivery Service

Transparency

Sustainability



Skilled Workforce

Organisational Skills

Developing Retail Sector

High Quality Evolving Products



## Our Story

**Trace Apparels Limited** started its footsteps as the company for a Apparel Agent & Supplier based in Dhaka, Bangladesh. Fortunately, we are the sole agent of **FILA** (Australia).

**GME Group** is our parent organization and it was established in the year 1966. We are Family Business type firm for more than 50 years and now we are one of the biggest trading corporation in Bangladesh.

All of our associated garment factories have all kind of functional facilities to manufacture Woven Wear, Knit Wear, Outer Wear, Denim, Active Wear, Sports Wear, Caps and Hats, Back Packs, Lingerie, Suits, Blazer and Jackets, Swim Wear, Beach Wear, Leather accessories, Socks and other Fashion accessories for all 3 categories Men, Women and Children.

Besides, we are engaged in raw cotton trading from 2011 with strong suppliers chain in Bangladesh in order to grab Textile Market.



## Our Approach

Our Professional team of young and enthusiastic entrepreneurs with a vision to embrace the new challenges of Bangladesh Apparel Industry in order to achieve the renounce in the growing Fashion Industry all over the world.

We are here to set a sustainable business new concept in the Apparel Industry by inspiring the buyer and the supplier in a win-win business for all kind of inquiries.



## Our Valued Customers



**FILA (Australia).**

**Russell Athletic (Australia).**

**Myer (Australia).**

**RCB Polo Club**

**kickers.Co.UK**

**Jakel Fashion with Passion**

**Pagani**

**Yagi & Co.,Ltd. (Japan)**

**Nishimatsuya Chain Co., Ltd. (Japan)**

**Shimamura Co., Ltd. (Japan)**

**Yamada Trading co. (Japan)**

**MYER**



*Royal County of Berkshire*  
**POLO CLUB**

**FILA**



**PAGANI**

**Kickers®**



## Our Compliances

### Our Associate Garment Factories:

#### Apparels:

- Mosharaf Group
- IRIS Group
- Libas Group
- LOGOS Group
- PLUMMY Fashions Limited
- Smart Group
- Mitali Group
- Blue Planet Group
- Aleya Apparels Ltd.
- Sharmin Group
- Parkscene Group

#### Fashion Accessories

- Fortune Group
- Bengal Shoe Industries Limited (Bengal Group)
- Hamko Group

## Our Compliances



### Chowdhury Arif Mahmud

Managing Director

✉ arif.md@trace.com.bd

### Mamunur Rashid

Deputy Managing Director

✉ mamunur.rashid@trace.com.bd



Our Expertise  
is unique



We are ready  
to balance any  
kind of big problem



Excellent workflow  
to be built  
to face any kind  
of challenge

## Our Values

Faith is key to our Business and meeting the challenge of consistent performance with our competitive pricing. We work as a professional team to make sure quality assurance.

# What We Source



Item: Mens Blazer  
Fabric: 65% Poly 35% Viscose  
FOB:



Item: Mens Blazer  
Fabric: 65% Poly 35% Viscose  
FOB:



Item: Mens Blazer  
Fabric: 65% Poly 35% Viscose  
FOB:



Item: Mens Blazer with vest  
Fabric: 65% Poly 35% Viscose  
FOB:



Item: Boys Blazer for school uniform  
Fabric: 100% Polyester



Item: Mens Blazer  
Fabric: 65% Poly 35% Viscose

## KNIT

## SUITS WEAR



## HIGH VIS/WORK WEAR



## POLO SHIRT



## DENIM SHIRT/PANT

## WINTER JACKET





# Woven



Cotton Boxer

Mens underwear  
Singles and packs



Cotton Brief



4 and 5 Pack



Bikini top and Bottom



Synthetic boxer and Trunk



Cotton Trunk



2 Pack



# LINGERIE



# KIDS

# SOCKS

# Service We Offer

To minimize your cost of buying/sourcing and save your time by importing directly from Bangladesh please contact us and give us a chance to serve you. Besides our own facilities we also offer special sourcing of any products from Bangladesh with an extensive sourcing network of dedicated manufacturers and exporters from all around Bangladesh. Our competence to source at any price point and requested retail margin is supported by –

- i) Identification of most competitive factories in each product category.
- ii) Using vertical vendors and reduction of unnecessary costs in the supply chain.
- iii) Strong sourcing of raw materials.

Our added value services range from fabric research, trend forecasting, product development, competitive sourcing with our network of merchandising, quality control and compliance.

We have a strong presence and built our extensive local manufacturing bases in Bangladesh.

As a textile sourcing company, we establish and maintain a family attitude with our clients. Much of our success can be attributed to this attitude. As a client of us, from day one, you will receive the personalized service and attention you deserve. You will have a dedicated team to work solely on your account. Your team attention will be concentrated on timely delivery of the highest quality of final product at a competitive price.

We are offering full service/one stop service of Apparels Sourcing; providing - finding right vendor for right products, Production Monitoring, quality controlling, shipping/exporting with responsibility.

- ⊕ Cost analyzing and negotiating with Vendors.
- ⊕ Selecting appropriate production facilities for particular products with correct price.
- ⊕ Making sustainable audit of the factory in due course of time and checking factories certification and social and ethical status of the factory.
- ⊕ Monitoring rawmaterial booking and procurement.
- ⊕ Monitoring Work in Progress (WIP) in daily basis as per TNA (time and action) plan and keep posted to respective customer accordingly.
- ⊕ Manage approvals of fabrics, accessories and samples (fit sample, size set sample, seal sample, PP sample etc. well in advance to start bulk production.
- ⊕ Quality controlling from day one starting from yarn/fabrics upto finished products.
- ⊕ Making inspection time to time from trial run, inline production and final random inspection.
- ⊕ Monitoring shipment procedure until goods reach to destination port.



## Our Workflow at Glance

### What We Develop

- Develop sample as per customer's request.
- Develop basic patterns.
- Develop artwork (print /embroidery).
- Develop lab-dips and fabrics
- Develop accessories

### What We Make

- Print strike off
- Embroidery strike off
- Prototypes samples
- Salesman samples
- Pre production samples
- Production samples/ Shipping samples

### What We Produce

- all kinds of items in all kind of sizes...
- Outerwear
- Underwear
- Circular knitted items
- Flat knitted items
- Woven
- Denims
- Home textile
- Sportswear
- Lingerie
- Cap & Hats



## Business Practices & Customer Safety

Management systems are in place to ensure integrity and anti-corruption methods to stamp out bribery and corruption.

All national and local laws are followed through legal compliance and management standards. Brand and customer confidentiality and integrity are maintained.

All our production facilities must take all reasonable steps to ensure their products are safe and not harmful to consumers or the environment.

## Ethical and Responsible Sourcing

We are proud of introducing our Ethical Sourcing Program (ESP), which is an integral part of our business. Trace Apparels is exposed a full range of ethical sourcing program constructed in a different way which made us unique. This ESP system strives to comprehend all requirements from each of our customers or business partners.

## Production Coordination Department:

Highly skilled & Production / Quality Experienced Personnel's are kept and pointed Zone wise, taking an over look of Efficient right in time production & Quality Assurance upon of Quality Inspectors, making sure that Every Step taken by Each Factory (Zone wise)towards right direction and up to customer's provided specifications and requirement.

## Quality Assurance dept:

Quality is the key for each and every product specially in fashion world; we recognize this and we are committed for highest level of quality standard. We do not compromise with quality standard. We ensure the quality standard throughout the process of sampling to shipment. We take extra care of entire process to make sure that the each and every production facility must comply with customer's quality standard.

Following procedure are our key to achieve our goal towards quality products.

Quality risk analysis during development stages.

Strict inspection of incoming fabric and raw materials.

Shade band checking roll to roll as per approved lab-dips.

In-line quality inspection and testing of shrinkage, color fastness, twisting.

We follow AQL systems strictly during in-line inspection and final inspection of goods.



## MIS / IT Department:

Our IT departments ensures that we are using latest / Hi-Technology systems, Licensed software and Machines for faster communication, results, all sort of Design, Office or Technical work. We have developed a Wide Area Network Between our Warehouse facility and corporate Office Facility to share technical data base / online LIVE CCTV footages of both premises. Our highly qualified Software Engineers has developed a Software, WARE HOUSE MANAGEMENT SYSTEM, which is co-synced with Production E-Tracking Department to maintain exact information for all of those goods which ready to dispatched / Export in our Warehouse Facility after Final Inspections.





TOGETHER **T**  
EVERYONE **E**  
ACHIEVES **A**  
MORE **M**

TEAM WORK IS MUST

## OUR VISION

A new pathway to inspire Fashion Industry with introducing our own new Fashion Brand to ensure it will make a difference.  
New style always WILL BE APPRECIATED to our ORGANIZATION



**THERE IS GENTLY NOTHING WISE LIKE IT  
TO INSPIRE  
A NEW PATHWAY OF STYLING TO MAKE A DIFFERENCE  
WITH INNOVATION AND ENTHUSIASM**

## OUR MISSION

What amazing idea will be inspired you next.

Innovation will be our team work to meet all Fashion Trend in future.

Understanding all Fashion ideas to make sure we are on our own branding more efficiently and effectively .



**THE ALL ABOUT TRUST**

**we will prove it.**



# OUR 5 GOALS



**GOAL 01  
PARTNERSHIPS  
FOR THE GOALS**



**GOAL 02  
INDUSTRY,  
INNOVATION, AND  
INFRASTRUCTURE**



**GOAL 03  
REDUCED  
INEQUALITIES**



**GOAL 04  
RESPONSIBLE  
CONSUMPTION AND  
PRODUCTION**



**GOAL 5  
DECENT WORK AND  
ECONOMIC GROWTH**

**NO CITY  
TOO FAR**



**NO MOUNTAIN  
TOO HIGH**



**NO ROAD  
TOO LONG**



**NO CHALLENGE  
TOO GREAT**





## Memo from our Managing Director

**Trace Apparels Limited** is the gateway to achieve the ultimate goal for all kind of Fashion needs and wants. This company is based on a complete **Team Work.**

I am very proud to have such a unique kind of expertise people to execute the stunning team work that really matters.

Our Company Motives:

Commitment is Business

Quality is key

Honest Pricing

However, I always believe in trustworthy business relationship which is very important to achieve and to maintain a long run business turn over.

Sincerely

---

Chowdhury Arif Mahmud  
Managing Director





## OUR LOCATION

high quality Evolving products



### **Fashion House**

Plot # 54, Road # 8, Block# D, Niketan  
Gulshan # 1, Dhaka 1212  
Phone: +880 2 588 163 62  
info@trace.com.bd  
www.trace.com.bd

### **Headquarters:**

GME House  
Plot # 2, Road # 13, Block# G,  
Niketan, Gulshan # 1, Dhaka 1212  
Phone # +880 2 985 44 17  
Web : www.trace.com.bd

### **USA Office:**

184-07, Wexford Terrace  
Jamaica, NY 11432

**ICONIC**

**OUR REGISTERED TRADEMARK**

**TM**

