



K.M.R. CRAFT

.....Product is yours

COMPANY PROFILE



**Factory Address : Horindhara , Shampur
Bazar, Hamayetpur Savar, Dhaka, Bangladesh.**

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COMPANY BACKGROUND

K.M.R. CRAT has been proudly serving its customers around the world. Backed by a group of motivated and experienced staff, we have revolutionized the industry with innovative work. We are manufacturing high quality leather goods for long time by the use of genuine material and workmanship. Our price is very competitive without compromising with the quality. We understand the importance of customer's satisfaction and value its customers both before and after the sale.

- ❖ **COMPANY NAME** : K.M.R. CRAFT
- ❖ **OWNERSHIP TYPE** : Private Ownership Company
- ❖ **YEAR OF STABLISHMENT** : 2019
- ❖ **TRADE LICENSE NO** : 009374
- ❖ **NATURE OF BUSINESS** : Bag Manufacturer & Exporter
- ❖ **BIN** : 002199617-0403
- ❖ **E – TIN** : 542608985172
- ❖ **EXPORT REGISTRATION NO** : 0141462
- ❖ **MEMBERSHIP** : Bangladesh Handicraft Manufacturer &
Exporter Association (Bangla Craft)
- ❖ **FACTORY ADDRESS** : Horindhara, Shampur Bazar, Hamayetpur
Savar, Dhaka.
- ❖ **COMPANY LOGO** : 
- ❖ **COMPANY SLOGAN** : Product is yours

MISSION & VISION

OUR VISION:

Our vision is to be the global manufacturer of Fashion goods which maintain the unique combination of the trendy with original attitude and design, our heritage of our own processed finished leather & highest standards for materials and workmanship, To ensure the product quality, durability at competitive prices, ready to meet the demands of the customer's satisfaction with the best perceive value.

OUR MISSION:

In K.M.R. Craft our principal mission is to achieve organizations goal that -

- By producing unique designs and by setting a standard for sustainable product development in regards to the customer satisfaction of all segments.
- To receive utmost trust and belief from our customers around the world.
- Ensure the company's financial growth by providing the superior customer services, Developing the trendy design with innovative ideas & maintain the quality with commitment.

ORGANIZATIONAL VALUES



Customer Focus:

Creating effective steps & customer oriented solution by carefully measuring to their needs and exceeding their expectations.

Customer Delight:

The positive emotional response and joy that the customer feels from interaction with our people and our products and services. More than just delivering highest quality of product and services, we expect to be recognized by our customers

Accountability:

Each of us will take the responsibility individually & , departments -wise for our area of influence as if this is our enterprise. We will commit to excellence.

Communications:

Among the employees, professionals within the company, & with customers and vendors-in terms of openness, frankness, clarity, frequency, accuracy, timeliness, and brevity.

Cooperation (Leadership):

By continually enhancing the leadership, business and people management skills of our current and potential managers, we expect to have employees who can provide the necessary process improvements to achieve corporate goals.

Team Spirit:

We actively contribute to overcome challenges as a team.

ORGANIZATIONAL VALUES



Transparency:

We will provide full information required. We will communicate openly and sincerely. We appreciate feedback.

Coordination:

We will improve horizontally between departments in terms of plans, activities, and systems

Discipline:

In adherence to company policy, rules, systems, procedures, schedules, standards, ethics, so. freedom for initiative of development: We will take suggestions, develop plans, make decisions, carry out or modify actions, especially on the basis of customer's demand as well as the greater interest of the company.

Integration:

For smooth operation vertically between different levels of the organization, suppliers & vendors-in terms of plans, decisions, and priorities.

Standardization:

In terms of forms, files, procedures, reports, performance evaluations, equipment, training, recruitment, orientations, communications, and so on.

Systemization:

We will establish in sales, marketing, customer service, accounting, research, production, engineering, estimating, recruitment, training, promotions, communications, coordination, & reporting.

PRODUCT AND PRODUCTION CAPACITY

PRODUCTS AND TYPES:

We are a professional manufacturer located in Hamayetpur, Savar, Dhaka - specialized in the design and production and export of all kinds of middle-level and promotional products, wallet, bags, belt, money bag, file-holder, laptop-bag etc. as - we are producing a number of fashion products over the last few years (leather bags , as - shoulder, hand-bag, tote-bag ,designer's bag, bum bags, executive-bag ,laptop bag, beside of these, we produces wallets, purses, passport holders, CD covers, cellular covers, pouches, check book covers, business card holders, key chains, planners, organizers, portfolios, diary covers, menu covers, i pad sleeve, iPhone case, various types of belts etc. in our factory. We use various types of material such as Leather, Jute, Canvas, PU, PVC etc.

In addition, with this we are also doing various garments accessories such as leather (genuine & artificial) patch, leather ((genuine & artificial) tag, leather button etc.

CAPACITY:

Product type	Capacity (Pieces/Month)
Small leather goods (e.g. Wallet ,Purse, File folder)	4000-5000
Medium leather goods (e.g. Handbag, Executive bag, Shoulder bag)	500-600
Heavy leather goods (e.g. Travel bag, Suitcase)	400-500
Accessories (Belt, Coin purse, Card holder)	8000-10000
Leather patch	45000-50000

PRODUCT IMAGE



STRENGTH, WEAKNESS & OPPURTUNITY

STRENGTH:

- Operated, guided & designed by the leather & leather product technologist.
- Highly skilled operators for goods production.
- As the target to be a fully mechanized leather goods factory, most of the manual job try to turn into machine job. [as- folding, cementing, hammering, etc.]
- Target to satisfy the high class -quality prior customer segment, rather to produce the economy range bulk amount with average quality.
- Capability to assimilate new technologies and handle large projects.
- Continuous emphasis on product development and design up gradation.

WEAKNESS:

- Credit facility to the clients is not encouraged.
- More automatic machineries need to set up for goods manufacturing.
- Rented space.
- For bulk production need to set-up more logistic support.
- Internal price fluctuation.
- Lack of strong presence in the global fashion market.

OPPORTUNITY:

Have a great opportunity to develop a sequential & transparent improvement by implementing the modern technology in the leather finishing sector & leather goods manufacturing with positive & motivated entrepreneurship. So here've the great opportunity to implement & merged our conceptual technology.

- Rising potential in the domestic market.
- Growing fashion consciousness globally.

THREATS & MANPOWER

THREATS:

- Since the project started with the rented establishment & contractual machineries so there is a chance of uncertainty of smooth production although there've an authenticated agreement with owner of the property.
- High competition from east European countries and other Asian countries.
- Lack of communication facilities and skills.

MANPOWER:

Our management personnel have expertise through their practical experience-during served in local & multinational company.

Beside of this, our designers of R&D have educational background in the same field, so, launching of various- trendy design will be our strength.

The most demanding factor-is our pattern maker those who have 8-10 years' experience in the overseas job market.

Production peoples are at least 4-5 years' experience regarding these tasks.

It should be highlighted that - all of our management to workforce- are young [below 40] energetic, motivated with positive approach.

We are well-informed about our weakness & opportunities waiting in the leather goods market. Thus we know our target to achieve within very near future.

Hopefully our weakness will turn into our strength within very near future.

COMMITMENT, PROJECTION & ARTICLE

COMMITMENTS:

- Delivery schedule is maintained carefully.
- Better control to keep the quality.
- Goods are made with original leather.
- Ensure health and safety -with factory compliance.

PROJECTIONS:

- Reduce the operative cost or process loss as well as to improve the quality of Finishing & goods manufacturing operation.
- Improve quality as well as to increase productivity.
- Implement updated technology in manufacturing process.

ARTICLES:

- Leather goods (belt, wallet, travel bag, executive bag, ladies purse, key Holder, note book cover, accessory holder and others)

FACTORY AREA AND WORKER

FACTORY AREA:

Our 4000 sq.ft factory area is not too big but enough for our production. We have future plan to extend the area if you can increase our order quantity. The factory is fully decorated with modern tools and machineries for produce the best quality product.

NO OF WORKER:

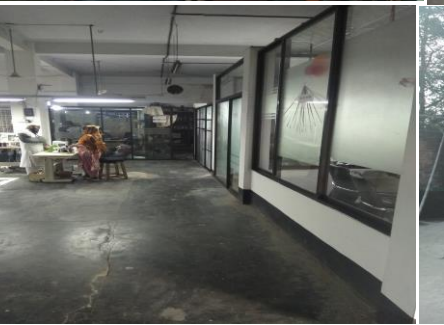
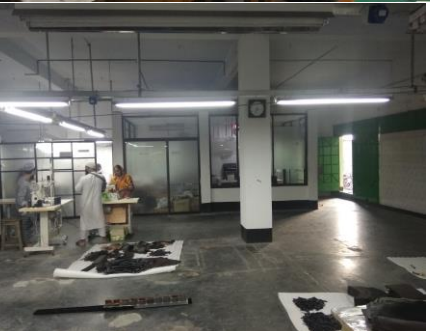
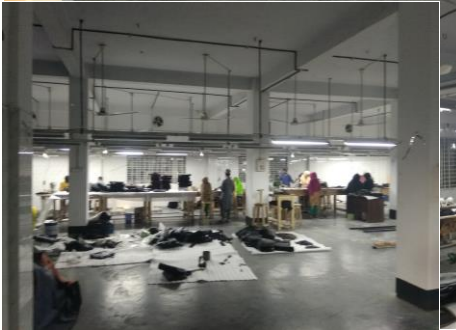
There are two types of worker in our factory – Permanent worker and Temporary worker. We have about 40 Permanent workers. For bulk production time we hired the temporary worker as per our requirements.

FACTORY ENVIRONMENT:

We maintain high class standard about health and safety issue for our worker. Because we believe today what we are that's only for their hard work. So we always beware about their physical and mental health. We always try to keep the factory clean. Smoking is prohibited to the factory area. There is a factory physician who regular checks the worker's health condition in every month. For emergency condition we have First Aid Box and Fire Extinguisher in the factory. We always ensure the proper lighting in the working area such as swing, skiving, and cutting section.

We are respectful to the international labor law. This is why child labor is not allowed in our factory.

FACTORY IMAGE





WORKING PROCEDURE

Terms and conditions:

After approval of price and sample we encourage buyer to issue L/C at sight (irrevocable) or TT then we go to production, inspection and delivery.

Special Activity:

To let Buyers, know about the current market situation, to advise when to buy and from where to source the leather. We always welcome buyers to visit our factory to continue business and to keep the long time relationship. So if you think we could be one of your best companions please do not hesitate to write us as every enquiry is respectfully treated within 3 working days.