



Volia

GLOBAL SUPPLY CHAIN STRATEGY

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COMPANY OVERVIEW

TEAM

MISSION, VISION, VALUES

CSR

MARKET SEGMENTATION

TARGET CONSUMERS

PRODUCT ASSORTMENT

SOURCING GUIDELINES RESEARCH/INSIGHT

SOURCING GUIDELINES

CODE OF CONDUCTS

DISTRIBUTION CHANNELS

TEAM



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The global supply chain strategy for the brand, Volia, will be explained throughout this process book. Volia is a company dedicated to providing quality and purposeful woven apparel to women. The company story and products were created and designed by two students at the Savannah College of Art and Design, Weilian Hong and Mengxin Liu. The vision behind the company came to life with the idea of incorporating female empowerment and environmental initiatives into the purpose. During the length of this course, the global supply chain strategy was researched in great depth. A sourcing strategy and distribution strategy was created for Volia.

Detailed research was conducted for manufacturing three woven top's in El Salvador, India, and Philippines. Thorough research and analysis for each of the countries listed were done at the beginning of this process. Trade, labor, business climate, and costs were all areas that were evaluated and compared.

Suppliers were identified and compared in each of the countries. Each supplier was judged based on their performance in the country, but also on Volia's goals, CSR. It was also important that all of the suppliers and countries in the sourcing strategy aligned with Volia's mission.

The distribution strategy involved the research and selection of logistics providers. Volia uses the Port of Savannah in Georgia as a key entry point for imported inventory and operates two main distribution centers in Savannah and Denver. These locations were selected based on logistics efficiency, proximity to major markets, and customer demand.

Volia strives to shed positive light onto female growth, promoting ethical practices, and contributing to environmental sustainability.

COMPANY OVERVIEW



Volia is a fashion brand dedicated to empowering women, creating unique pieces with personality and style through innovative design and high-quality craftsmanship. The brand focuses on three series of breathable mesh tops: sleeveless breathable mesh vests, short-sleeved breathable mesh tops, and long-sleeved breathable mesh tops. Volia believes that clothing should not only express beauty, but also be a vehicle for women to express their own story and unique charm.

VISION

To inspire women to celebrate their individuality through fashion, creating a community where personal style and self-expression are always celebrated.

Mission

We offer women thoughtfully designed, sustainable clothing that blends style with sustainability. Our products are made from high-quality, eco-friendly materials and ethical practices, ensuring a positive environmental and social impact at every stage.

VALUES

Beside providing women with quality clothing, Volia will redefine the sustainability of every stitch. From clothing fabrics to label materials and product packaging, Volia is committed to leading the way in sustainable green solutions. All virgin plastics and single-use plastics will be eliminated from our products and packaging. We will achieve sustainability by transforming our waste into recycled materials. Water conservation, water recycling and reuse, as well as wastewater capture and treatment, will be implemented at every stage of production. Additionally, our brand will donate 5% of annual online sales profits to the "Girls Who Code" organization, empowering young women with the education, inspiration, and skills to master computer science.

CSR

At Volia, we are committed to creating a positive impact on the planet, society, and the individuals we serve. From clothing fabrics to label materials and product packaging, we committed to leading the way in sustainable green solutions. Our approach to corporate social responsibility focuses on three core pillars: sustainability, social empowerment, and ethical production.

Our products are made from RPET fabric, a new environmentally friendly recycled material certified to the Global Recycled Standard (GRS). The yarn is produced from discarded PET bottles, such as mineral water and soda bottles. Our factory uses recycled soda bottles, which are shredded and processed into fibers through extrusion. This fabric is recyclable, significantly reducing carbon emissions, and the process saves nearly 80% of the energy compared to conventional polyester production.

Also our care labels and thread made from 100% recycled polyester fiber, are durable, eco-friendly, and GRS-certified for sustainability. Our hang tag string is made from virgin wood pulp, with food-grade eco-friendly quality, biodegradable, and certified with FSC, MSDS, and SGS. The zipper is made from 100% recycled nylon fiber, sourced from nylon waste like fishing nets, fabric scraps and industrial plastic, and certification to GRS standards. We use FSC-certified recycled kraft paper for the hang tag and 100% recycled yarn to create our main label. For packaging, we use plant-based, coated, waterproof, and oil-proof glassine paper bags. Additionally, we eliminate single-use plastics, conserve water, and implement waste recycling systems throughout our processes.

Materials Matters



CSR



Empowering Girls

At Volia, we believe in the transformative power of education and technology. That's why we dedicate 5% of our annual online sales profits to support the "Girls Who Code" organization. Through this partnership, we empower young women to gain the skills, confidence, and inspiration they need to excel in computer science and bridge the gender gap in technology.



Ethics in Every Stitch

Volia clothing is designed with ethics, ensuring fairness for the people behind our products. We work with manufacturers who adhere to strict labor standards, providing safe environments and fair wages. Our commitment to transparency in the supply chain promotes a fashion ecosystem that values both people and the planet.

MARKET SEGMENTATION

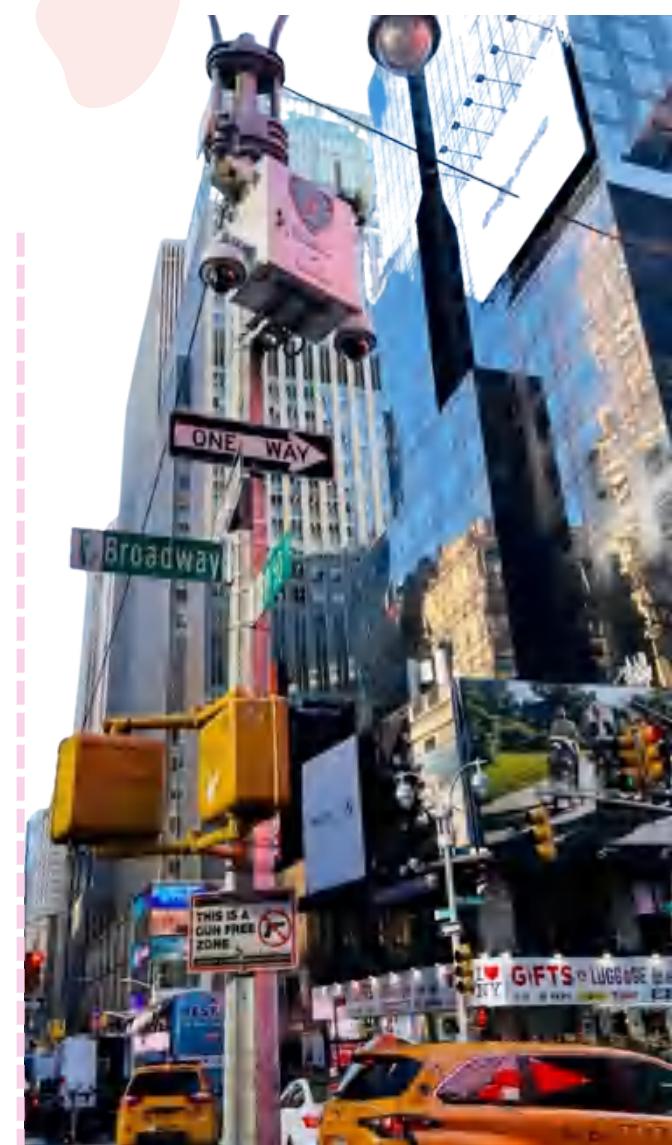


Demographic

- Age: 20–30 years old.
- Gender: Primarily female.
- Income: Middle-income bracket (young professionals, college students, or early-career individuals).
- Education: College students or recent graduates.
- Occupation: Trend-conscious individuals, possibly working in creative fields like design, media, or marketing.

Geographic

- Focus: Urban and suburban areas in the United States.
- Key regions include major metropolitan areas where fashion trends are quickly adopted and social media presence is strong
- West Coast: Los Angeles, San Francisco, Seattle.
East Coast: New York City, Miami, Boston, Savannah.
Midwest: Chicago, Detroit.
- These areas have a high density of fashion-conscious consumers who are influenced by local and global trends.





Psychographic

- Lifestyle:
 - Socially active, regularly attending parties, events, or casual meetups.
 - Heavy users of social media platforms like Instagram, TikTok, and Pinterest, where they showcase their fashion choices.
- Personality Traits:
 - Bold, confident, and expressive.
 - Trendsetters or early adopters in their peer groups.
- Values:
 - Authenticity and self-expression through fashion.
 - Appreciation for unique and artistic designs.
 - Growing awareness of sustainability (interested in durable, high-quality items).
- Buying Behavior:
 - Impulse buyers driven by visually appealing designs and social media marketing.
 - Seek premium-looking fashion at affordable prices.



Sociographic

- Social Class:
 - Middle class to aspirational upper-middle class, seeking to elevate their social appearance without breaking the bank.
- Cultural Influences:
 - Drawn to pop culture, influencer-driven trends, and contemporary art.
 - Inspired by international fashion trends, particularly those seen on global influencers.
- Community Engagement:
 - Part of online fashion communities or followers of influencers who promote edgy, bold styles.
 - Enjoy discussing and sharing new looks with their social circles, both online and offline.

TARGET CONSUMERS

PERSONA 1

THE TREND-DRIVEN COLLEGE CREATOR

- Name: Ashley, 21
- Occupation: College student & aspiring content creator
- Income: \$15,000–\$30,000 per year (part-time jobs, sponsorships, or family support)
- Lifestyle: Active on Instagram, TikTok, and Pinterest, curating fashion and lifestyle content. Frequently attends pop-up brand events, influencer gatherings, and social outings.
- Fashion Preferences: Loves bold, unique outfits that stand out in photos and videos. Seeks affordable yet high-quality pieces that match her aesthetic.
- Buying Behavior: Impulse buyer influenced by viral trends and influencer endorsements. Prefers versatile, mix-and-match pieces. Open to sustainable fashion but cost-conscious.
- Pain Points: Struggles to find trendy yet affordable high-quality clothing. Interested in ethical fashion but finds it expensive.
- Why Volia?
Draping fabric creates an effortlessly chic, photogenic look.
Affordable sustainable fashion, staying trendy guilt-free.
Limited seasonal drops ensure exclusivity and desirability.



TARGET CONSUMERS

PERSONA 2

THE ETHICAL MINIMALIST PROFESSIONAL

- Name: Emily, 29
- Occupation: UX Designer at a Tech Startup
- Income: \$75,000-\$90,000 per year
- Lifestyle:
Lives in New York City, balancing a demanding career with sustainable living.
Prefers quality over quantity, curating a capsule wardrobe of timeless pieces.
Seeks effortless elegance that transitions from work to casual outings.
- Fashion Preferences:
Values high-quality, minimalistic tops that last for years.
Prefers sustainable materials.
- Buying Behavior:
Strategic shopper, researches brands before purchasing.
Pays a premium for quality and sustainability.
Prefers brands with ethical supply chains and a strong sustainability mission.
- Pain Points:
Hard to find chic, functional clothing that aligns with her sustainability values.
Dislikes wasteful consumerism, seeking investment-worthy pieces.
- Why Volia?
Volia's woven tops offer both elegance and sustainability.
Ethical production and recycled materials, aligning with her values.



TARGET CONSUMERS

PERSONA 3

THE FUNCTIONAL OUTDOOR ENTHUSIAST

- Name: Zoey, 27
- Occupation: Travel Blogger & Hiking Guide
- Income: \$40,000-\$55,000 per year (content monetization + freelance gigs)
- Lifestyle:
 - Travels frequently for camping, hiking, and outdoor adventures.
 - Seeks lightweight, breathable clothing for both active and casual wear.
 - Passionate about eco-friendly living and reducing environmental impact.
- Fashion Preferences:
 - Prefers moisture-wicking, breathable fabrics for different climates.
 - Prioritizes sustainable, functional fashion that supports her lifestyle.
- Buying Behavior:
 - Looks for high-performance sustainable clothing suitable for travel.
 - Prefers small sustainable brands
- Pain Points:
 - Hard to find fashion-forward, sustainable options that are also functional.
 - Needs clothing that is stylish yet durable for frequent travel.
- Why Volia?
 - Lightweight fabric, ideal for travel.
 - Easy-to-pack woven tops, providing versatility for different occasions.
 - Ethical and eco-friendly production, supporting her sustainability goals.



PRODUCT ASSORTMENT

Volia specializes in bold, stylish woven tops designed to empower modern women with confidence and individuality. Each style—V-Neck, Kerchief, and Circle-Neck features vibrant digital prints, from abstract patterns to dreamy gradients. Crafted from 100% recycled polyester, the fabric is lightweight, silky, and eco-friendly. Our designs include versatile options like a cropped V-neckline that highlights feminine charm, a multifunctional kerchief top that doubles as a scarf or hair accessory, and a circle-neck top with a unique crossed-back detail for elegance and comfort. These pieces offer a flattering fit and seamless versatility, perfect for both casual wear and standout looks.



V-Neck Woven Top



Fabric:

100% recycled polyester, lightweight, silky, and eco-friendly.

Design Highlights:

Flattering V-neckline with a cropped cut that accentuates the waistline, highlighting feminine charm.

Pricing Strategy:

Wholesale price: \$25

Retail price: \$40



Kerchief Woven Top



Fabric:

100% recycled polyester, lightweight, silky, and eco-friendly.

Design Highlights:

Versatile design that can be styled as a top, headscarf, or hair accessory, perfect for creative looks.

Pricing Strategy:

Wholesale price: \$30

Retail price: \$48



Circle-Neck Woven Top



Fabric:

100% recycled polyester, lightweight, silky, and eco-friendly.

Design Highlights:

Features a unique crossed-back design that blends feminine elegance with everyday comfort.

Pricing Strategy:

Wholesale price: \$25

Retail price: \$40

SOURCING GUIDELINES

To gain a solid understanding of implementing strong sourcing guidelines, we have examined nine companies with excellent sustainability measures. We will start with Patagonia, Levis, Reformation, Skims, Eileen Fisher, Uniqlo, H&M. Once we examined each company, we took and used the same and similar guidelines that each company uses for our own.





Mission

To innovate clothing that enhances daily life while promoting sustainability and addressing social challenges.

Vision

To create affordable, high-quality, and innovative clothing using sustainable materials and ethical practices.

Values

High-quality, Use recycled materials, functional, safe.



Mission

To lead the change towards circular and climate-positive fashion while being a fair and equal company.

Vision

To provide fashion and quality at the best price in a sustainable way.

Values

Eco-Friendly, Affordable Fashion, Fair products and practices. Tech-driven sustainability and efficiency, Honest sourcing and production.



Mission

To build a sustainable future by creating innovative products while reducing environmental impact and enhancing worker well-being.

Vision

Levi's strives to deliver high-quality, stylish apparel using sustainable practices, fostering innovation and inclusivity for all customers.

Values

Reduce energy and resources. Open supply chain, and factory audits. Diversity, ethical labor standards.



patagonia®



Mission

We're in business to save our home planet.

Vision

At Patagonia, we appreciate that all life on earth is under threat of extinction. We aim to use the resources we have, our business, our investments, our voice, and our imaginations—to do something about it.

Values

Examine our practices openly and honestly, learn from our mistakes and meet our commitments.



Reformation

Mission

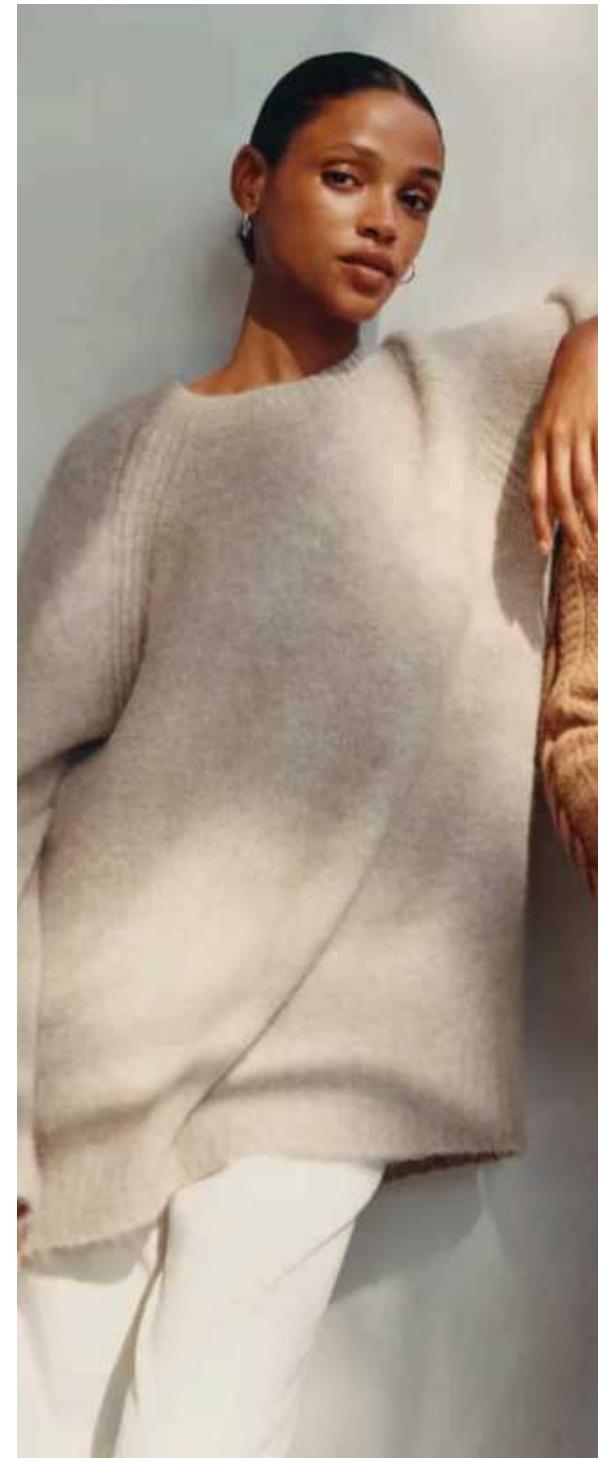
To bring sustainable fashion to everyone.

Vision

Reformation aims to be Climate Positive, and by 2030, they plan for all their products to be part of a circular fashion system.

Values

We invest in green building infrastructure to minimize our waste, water, and energy footprints. By providing job training and opportunities for growth, we also invest in the people who make this revolution possible.



EVERLANE

Mission

We believe we can all make a difference.

Vision

At Everlane, we want the right choice to be as easy as putting on a great T-shirt. We're not big on trends. We want you to wear our pieces for years, even decades, to come.

Values

Everlane values transparency, ethics, sustainability, and quality, ensuring fair labor, responsible sourcing, and minimal environmental impact.

EILEEN FISHER



Mission

We are committed to designing clothing that creates minimal environmental and social impact.

Vision

We design for simplicity and wholeness—to inspire joy and connection in women around the world.

Values

Authenticity: We are authentic.

Connection: We thrive in connection.

Trust: We trust each other.

Innovation: We innovate through creativity.

Health of the Whole: We are committed to the health of the whole.

Purpose: We are united by purpose.

SKIMS

Mission

Skim is a solutions oriented brand creating the next generation of underwear, loungewear and shapewear.

Vision

We are setting new standards by providing solutions for every body. From technically constructed shapewear that enhances your curves to underwear that stretches to twice its size, our goal is to consistently innovate on the past and advance our industry for the future.

Values

SKIMS values inclusivity, innovation, and empowerment, designing products for all body types and skin tones to promote confidence and comfort.



INSIGHTS ON BRAND POSITIONING

Reformation

patagonia®

Sustainability as a Core Mission

Brands like Patagonia, Reformation, and Levi's integrate sustainability not just as a practice but as their core business mission.

Application to Volia:

Sustainability must be a fundamental principle, embedded in fabric sourcing, production, and corporate responsibility.

**EILEEN
FISHER**

EVERLANE

Balancing Aesthetics & Functionality

Everlane & Eileen Fisher focus on timeless, functional fashion with sustainable materials, whereas brands like Reformation blend sustainability with trendy designs.

Application to Volia:

Our woven tops made from recyclable materials should be positioned as both stylish and practical, suitable for various occasions.

H&M

EVERLANE

Ethical Production & Transparency

Everlane & H&M focus on transparent supply chains and fair labor practices, which strengthen consumer trust.

Application to Volia:

We should emphasize ethical manufacturing and communicate our eco-conscious material sourcing clearly to consumers.

SKIMS

Reformation

Consumer Engagement & Brand Purpose

Skims & Reformation emphasize self-expression and inclusivity, connecting deeply with their consumers through a brand story.

Application to Volia:

Our branding should empower women to express their individuality through sustainable fashion, making eco-conscious choices fashionable and accessible.

SOURCING GUIDELINES

Material Selection

Volia's products use eco-friendly materials that follow recognized standards, including the GRS. Product development starts with recycled material selection, such as transforming plastic bottles into polyester fibers, repurposing nylon from fishing nets, and weaving labels made of pure recycled yarn. The company has stopped using virgin plastics throughout all product manufacturing steps and packaging processes.

Supplier Partnerships

Volia works with suppliers who follow sustainable and ethical business methods. The company's teams check every supplier's performance to guarantee they follow environmental safety and worker protection rules. As part of company's sustainability targets, the suppliers take specific actions to decrease water consumption while saving energy and lowering emissions.

Water and Waste Management

Water preservation is fundamental to company's business's functioning. Volia's wastewater management process includes three steps: collection, treatment, and recycling throughout all production phases.

Transparency

Volia provides detailed descriptions of supply chain management procedures on public platform.

Community Empowerment

Every year, Volia uses its profits to run Girls Who Code programs, which help young women learn new technology skills.



CODE OF CONDUCT

Practices on Fair Trade

Volia follows fair trade rules with suppliers to give employees fair payment and professional rights protection

Conduct on Accountability

The products undergo inspection by skilled experts who verify that they fulfill product quality requirements.

Ethical Labor Standards

Volia protects labor rights so workers live freely without enforced tasks like child labor and can work equally with other employees.

Environmental Responsibility

Our business exists to protect Earth's natural environment to reach global sustainability benchmarks.

Product Safety and Quality

Volia's products display safety approval logos after passing an approval in safety and quality.

Health and Safety Standards

Maintaining safety is a key focus point across all supply chain operations. Workers receive safety instructions and training to ensure safety and quality.

Corporate Social Responsibility (CSR) Activities

- Sustainability Initiatives: Volia is committed to sustainability through the use of RPET fabric made from recycled PET bottles, significantly reducing carbon emissions and energy use. Our products feature eco-friendly materials such as recycled polyester fiber care labels and thread, biodegradable hang tag strings, and FSC-certified kraft paper packaging. Additionally, we eliminate single-use plastics, conserve water, and implement comprehensive waste recycling systems.
- Community Empowerment: 5% of annual profits support "Girls Who Code," which aims to bridge the gender gap in technology.
- Education and Training: Volia offers sustainability workshops for suppliers and employees to encourage continuous learning.

The choice between Internal and External Monitors

Internal Audits: Volia's sustainability team conducts these biannually to monitor guideline adherence.

DISTRIBUTION CHANNELS

Volia's distribution strategy is designed to maximize brand presence and control while reaching a diverse consumer base. The primary focus is on Retail (70%), with a significant portion allocated to Volia's Official Website (30%). This allows for full control over pricing, branding, customer data, and the storytelling aspect of the brand, ensuring a personalized experience for customers. Through Online Retail Platforms (25%), such as ASOS and FashionGo, Volia targets a millennial and Gen Z audience by positioning premium pieces in fast fashion environments. ASOS caters to shoppers seeking trendy, affordable fashion, while FashionGo appeals to women looking for versatile, stylish designs. In addition, Independent Boutiques (15%) further expand Volia's reach by offering an exclusive, curated shopping experience.

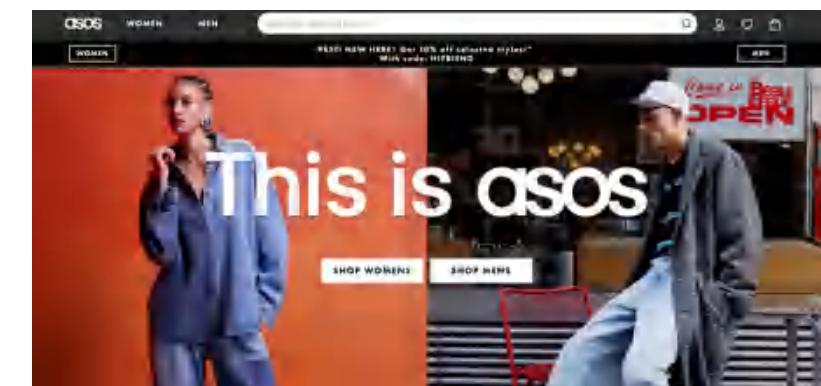
For its Wholesale (30%) channel, Volia collaborates with Urban Outfitters (15%) and Nordstrom (15%), ensuring the brand reaches a broad spectrum of consumers through established retailers known for their wide audience reach and premium product selection. This combination of direct-to-consumer and wholesale channels creates a balanced approach that enhances Volia's visibility while maintaining a strong, controlled brand narrative across various touchpoints.

Retail (70%)

A Fashion Go



C Savannah



B asos



Wholesale (30%)

A



B



COUNTRY ANALYSIS



- **EL SALVADOR**

- INTRODUCTION
- POLITICAL, SOCIAL, ECONOMIC
- TRADE AGREEMENT
- APPAREL INDUSTRY
- TRANSPORTATION
- MANUFACTURERS
- RISK AND BENEFITS
- CONCLUSION

- **INDIA**

- INTRODUCTION
- POLITICAL, SOCIAL, ECONOMIC
- TRADE AGREEMENT
- APPAREL INDUSTRY
- TRANSPORTATION
- MANUFACTURERS
- RISK AND BENEFITS
- CONCLUSION

- **PHILIPPINES**

- INTRODUCTION
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- CONCLUSION

- **COUNTRY RANKING**

- **COUNTRY ANALYSIS CONCLUSION**



EL SALVADOR

INTRODUCTION

El Salvador

El Salvador is a Presidential Republic, with Nayib Armando Bukele Ortez as president. It is the smallest and most densely populated country in Central America, covers about 20,721 square kilometers, and is rich in natural resources like hydropower and arable land. The population is 6,628,702. Spanish is the official language, and major religions are Roman Catholic (43.9%) and Protestant (39.6%). The literacy rate is 79% for males and 73% for females. Education is free up to ninth grade, with an 82% completion rate. The GDP is \$71.957 billion (2023), and Independence Day is September 15.

El Salvador was historically dependent on coffee exports, and the economy shifted towards services by the end of the 20th century. The country faced turmoil from the late 1970s to the early 1990s due to a civil war driven by repression and social inequality. After the 1992 peace accords, El Salvador began democratization but continues to face challenges, including natural disasters and high crime rates that hinder its recovery.



El Salvador

Economic

El Salvador's economy has shown steady growth, with the GDP Growth Rate averaging 0.75 percent from 1990 to 2024, peaking at 14.73 percent in Q3 2020 and dropping to -18.77 percent in Q2 2020 due to COVID-19. Post-epidemic, growth stabilized, driven by trade, manufacturing, financial services, and remittances. The textile and clothing industry is vital, accounting for 46% of exports and creating approximately 75,000 direct and 200,000 indirect jobs. In 2023, exports of knit apparel reached \$1.74 billion. While government revenues rose 6.8% in 2023, spending increased by 12.3%, widening the fiscal deficit to 4.7% of GDP, with public debt at 84.9% of GDP. The government is promoting foreign investment through tax incentives and streamlined business procedures.

Political

Under President Nayib Bukele's leadership, El Salvador has seen significant political changes. In January 2025, the Legislative Assembly approved a constitutional reform allowing amendments by a three-fourths majority vote, which critics fear may enable quicker consolidation of power. The parliament also abolished public financing for political campaigns, reshaping the political landscape. To combat gang violence, the government extended a state of emergency, suspending certain constitutional rights, which, while reducing crime, raises human rights concerns. Additionally, El Salvador is in talks with the U.S. about becoming a "safe third country" for asylum seekers, reflecting shifting U.S.-El Salvador relations. The country aims to reform governance, enhance security, and strengthen international partnerships.

Social

In El Salvador, the population of approximately 6.3 million has seen poverty rise from 26.8% in 2019 to 30.3% in 2023, with around 10% now living in extreme poverty, up from just over 5%. The country features a young median age of 27.6 years, which poses both opportunities and challenges for job creation. While free and compulsory education for children aged 7 to 15 has led to a literacy rate of 89%, access to quality education remains unequal, particularly in rural areas, leading to increased dropout rates. Despite a significant reduction in crime and violence under President Nayib Bukele's administration, issues of human rights abuses and mass imprisonments continue. Overall, while there are improvements, challenges related to poverty, educational inequality, and public security persist.



TRADE AGREEMENTS

History

El Salvador's trade agreements prioritize economic liberalization and global market access, notably through the Central American Free Trade Agreement (CAFTA-DR) signed in 2004 with the U.S. and other Central American nations. It also has agreements with the European Union and Latin American countries to boost regional integration and trade liberalization.

Members

El Salvador is a part of a variety of regional and international trading groups:

- Central American Integration System (SICA): Regional trading agreement for Central America designed to promote Central America's economic integration (SICA).
- CAFTA-DR: U.S.-Central America free trade agreement designed to ease restrictions and expand access to markets (U.S. Trade Representative).
- EU-Central America Association of Free Trade: According to the European Commission, a trade agreement with Central American countries aims at establishing a deeper economic partnership between both parties (European Commission).
- World Trade Organization (WTO): As a member of the WTO, El Salvador participates in international trade regulations and ensures access to global markets (World Trade Organization).



TRADE AGREEMENTS



Requirements

Regulatory Compliance: El Salvador must meet the standards set forth by trade agreements, including product standards and intellectual property protections (U.S. Department of State).

Tariff Reductions: The country is required to gradually eliminate tariffs on goods from partner nations, creating more competitive conditions for trade (U.S. Trade Representative).

Market Access: Agreements often require El Salvador to open its markets to the goods and services of other member countries, ensuring mutual benefits (World Trade Organization).

Labor and Environmental Standards: Certain agreements include requirements related to labor laws and environmental protection, which El Salvador must uphold (U.S. Department of State).

Exceptions

Despite the benefits of these trade agreements, there are exceptions that may limit their full implementation:

Sensitive Products: Some products may be excluded from tariff reductions, particularly those crucial for domestic industries, such as agriculture (U.S. Trade Representative).

National Security Exceptions: Trade agreements often include clauses allowing exceptions for products related to national security concerns, which may be subject to specific regulations (World Trade Organization).

Health and Safety Regulations: Agreements may allow exceptions related to public health or environmental safety, overriding standard trade provisions when necessary (U.S. Department of State).

APPAREL INDUSTRY

Current Climate

El Salvador's apparel industry is a key driver of its economy, contributing significantly to exports and employment. In 2023, the country exported \$1.74 billion worth of knit and crocheted apparel, reflecting its strong manufacturing capabilities (Trade Map). The industry benefits from duty-free access to the U.S. under CAFTA-DR, making it a competitive sourcing destination (U.S. Trade Representative).

Future Outlook / Size

The industry is expected to grow steadily, driven by increasing demand for near shoring and sustainable production. Companies are investing in automation and digitalization to enhance productivity. However, competition from other Central American nations and global market fluctuations pose challenges (World Bank).

Cost of Labor

El Salvador's labor market remains competitive, with minimum wages unchanged at 365 USD per month in 2025, the same as in 2024. From 2003 to 2025, the average minimum wage was \$251.68 per month, peaking at \$365.00 in 2021 and hitting a low of \$154.80 in 2004. In the Textiles and Clothing industry, the minimum wage is \$11.81 per day, or \$359.16 per month, which benefits manufacturers but raises concerns about labor conditions and living costs for workers.

Trade Organizations

Several trade organizations support the apparel sector, including the Chamber of the Textile, Clothing, and Free Zones of El Salvador (CAMTEX), which advocates for industry growth and policy improvements (CAMTEX). These organizations play a vital role in ensuring compliance with international standards and promoting investment.



APPAREL INDUSTRY

Sophistication

El Salvador's apparel industry has evolved beyond basic manufacturing to include value-added services such as design, embroidery, and finishing. The sector is increasingly adopting sustainable practices, including the use of recycled materials and eco-friendly production processes (OECD).

Qty Trained labor

El Salvador had a labor force of 2,854,017 in 2023. The industry faces challenges in maintaining a highly skilled workforce, with limited access to advanced technical training programs. However, ongoing collaboration between trade organizations, educational institutions, and the private sector aims to improve workforce skills and enhance productivity (International Labor Organization).



TRANSPORTATION



El Salvador, situated in Central America, serves as a vital transit point for international trade, particularly with the United States. Its transportation system includes sea, land, and air transport, facilitating the efficient movement of goods. The main port, Puerto de Acajutla, plays a crucial role in exporting clothing and textiles, benefiting from direct access to international shipping routes and the Panama Canal. For urgent shipments, San Salvador International Airport (SAL) provides rapid air cargo options. Road transport is supported by the Pan-American Highway (CA-1), connecting San Salvador to Puerto de Acajutla, despite some highway deterioration. Acajutla remains essential to El Salvador's growing economy and its role in Central America.

TRANSPORTATION



Maersk

Maersk Line is one of the largest shipping companies in the world, providing efficient and reliable services across global trade routes. Maersk operates a fleet of over 700 ships, offering shipping in a container for over 120 countries in the whole world. There is a high presence of Maersk in El Salvador, offering important international routes such as between El Salvador and New York. There is safe and timely delivery of goods through operations performed by Maersk, enhancing the flow of trade between international markets and El Salvador (Maersk).



UPS

UPS is a leading global logistics and transportation company, known for its efficient and reliable services across a wide range of international trade routes. With a vast network of over 220 countries and territories, UPS offers ocean freight, air freight, and ground transportation services. In El Salvador, UPS plays a significant role in facilitating global trade, providing reliable shipping solutions for both small and large shipments. The company offers streamlined operations for timely deliveries, ensuring that goods are transported safely from El Salvador to various international markets, including the U.S. East Coast. UPS's commitment to reliability and customer service enhances the flow of goods between El Salvador and key global destinations (UPS).

Shipping Company	 MAERSK	
Port of Departure	Puerto de Acajutla	Puerto de Acajutla
Port of Arrival	Savannah, GA	New York, NY
Transit Time	12 -14 days	7-10 days
Sailing Frequency	Weekly	Weekly
Website	https://www.maersk.com	https://www.ups.com
Route	Acajutla -> Savannah (East Coast) - From Puerto de Acajutla, the shipping route passes through the Panama Canal and the Caribbean Sea to the U.S. East Coast.	UPS operates ocean freight services from Puerto de Acajutla to Savannah, utilizing the Panama Canal to transport goods efficiently to the U.S. East Coast port.

TRANSPORTATION

Ports

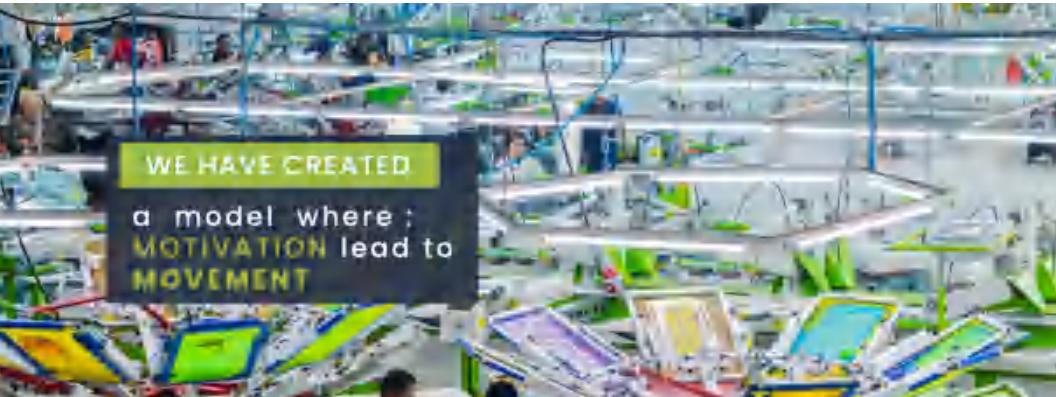
The two main ports used for international shipping in El Salvador are Puerto de Acajutla and Puerto Cortés (though the latter is technically in Honduras, it serves as a regional hub for Salvadoran goods). Puerto de Acajutla is located on the Pacific coast, about 75 km from San Salvador, the capital city, and serves as the main port for exporting goods such as textiles. This port has been upgraded over the years to handle large volumes of cargo, offering container terminals, storage facilities, and connections to major shipping lanes. Given El Salvador's location on the Pacific, the port is vital for exports to North America, particularly the U.S. West Coast.



MANUFACTURERS



OA S.A. de C.V. produces woven and knitted outdoor and casual wear, making 400,000 pieces/month for brands like Mitchell & Ness and American Eagle. It prioritizes eco-friendly practices, including upcycling, energy efficiency, and waste reduction. With modern, automated factories, it provides full product development, private labeling, and fast response times. Lead time: 30-50 days, price: \$3.50-\$6 per piece, focusing on enhancing outdoor apparel technology.



Westtex Apparel S.A. de C.V. is a top woven apparel manufacturer in El Salvador, specializing in tops, bottoms, and jackets, with a capacity of 1.2 million pieces/month. Serving brands like Gap Inc., Disney, and Next Level Apparel, it emphasizes sustainability through textile recycling, water treatment, and tree donations. With advanced facilities, pattern making, embroidery, and custom fabric capabilities, it offers dedicated support, custom packaging, and logistics. Lead time: 45-60 days, price: \$4-\$7 per piece, focusing on expanding sustainable fabric offerings.

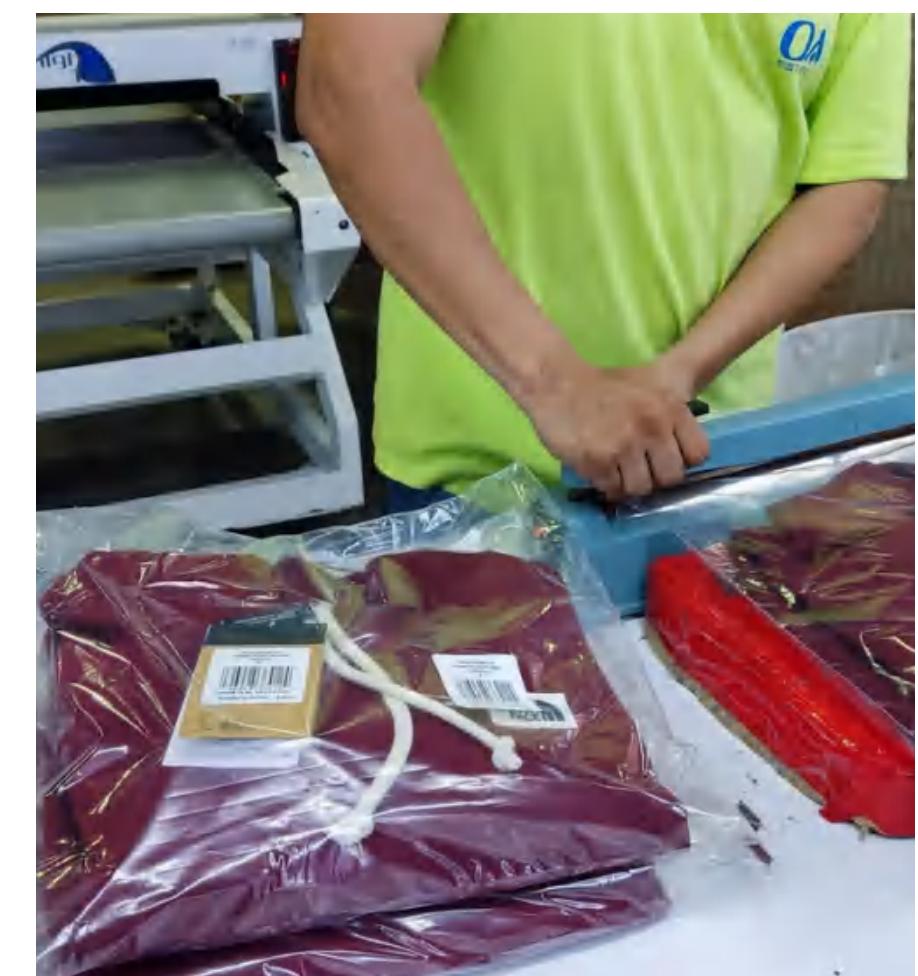


Picacho S.A. de C.V. specializes in woven tops, formal wear, and uniforms, producing 300,000 pieces/month for brands like LL Bean and Dillard's. Known for high-quality woven fabric and worker well-being, it offers free medical care, childcare, subsidized meals, and profit-sharing programs. With efficient woven production, design consultation, and branding support, it ensures reliable supply chain management. Lead time: 40-55 days, price: \$4-\$7 per piece, focusing on strengthening woven textile expertise.

MANUFACTURERS

	Westtex Apparel	OA	Picacho
Company Name	Westtex Apparel S.A. de C.V.	Outdoor Apparel S.A. de C.V.	Picacho S.A. de C.V.
Type of Product	Woven tops, bottoms, jackets	Woven and knitted outdoor & casual wear	Woven tops, formal wear, uniforms, Woven boxer shorts and lounge pants, Casual pants, Men's Dress shirts.
Quality	High	Premium	High-quality woven fabric
Lead Time	45-60 days	30-50 days	40-55 days
Sourcing Guidelines/CSR	Eco-friendly production, fair wages, Water Treatment (Purifying ink waste and chemicals), Employment (Creating jobs and skills in underserved communities, Textile Recycling (Recycling fabric scraps to conserve resources and reduce emissions), Tree Donations(Planting 1,000 trees by 2025 for a healthier planet), Plastic Recycling.	Eco-friendly materials (Upcycling leftover materials, waste reduction, energy efficiency- natural lighting, LED, exploring renewable energy to cut power use by 60%), Fair wages, responsible sourcing, community support, energy efficiency.	Worker well-being, social responsibility, environmental commitment: Health Care (Free medical care, Picacho Clinic, referrals to public hospitals), Child Care & Education (School and daycare for 450 children, free for employees and community),Association (Worker-owned savings, store, bakery, profit sharing), Association (Worker-owned savings, store, bakery, profit sharing), Cafeteria (Subsidized meals, 300 capacity), Sports (Volleyball, basketball, soccer, softball).
Capacity	1,200,000 pieces/month	400,000 pieces/month	300,000 pieces/month

	Westtex Apparel	OA	Picacho
Capabilities	Pattern making, embroidery, custom fabric	Technical design, fabric innovation	Specialized woven manufacturing
Flexibility	Medium	High	Medium
Customers	Gap Inc., Disney, Next Level Apparel, Luxottica, '47.	Mitchell & Ness, Lucky Brand, Texas Longhorns, Lauren James, Hudson Jeans, Fish Hippie, Duck Commander, COWBOYS, ASICA American Eagle Outfitters, Wear it to Heart, USC, True Religions, Soft Surroundings, Reebok, Perry Ellis, Penguin, Peloton.	K & G - The Men's Warehouse, Royal Park Uniforms, Capital Mercury, Sara Lee Branded Apparel – Hanes of Puerto Rico, Cimer SA de CV, Grupo Siman, Phillips Van-Heusen, Salant Corporation, Liz Claiborne, The Apparel Group, LL Bean, Angelica Corporation, Brookhurst Corporation (United Airlines Uniforms), Dillard's, Wilk International.
Customer Service	Dedicated support team	Personalized service, fast response	Reliable supply chain management
Infrastructure	Advanced textile production facilities	Modern factories with automation	Efficient woven fabric production lines
Value-Added Services	Custom packaging, embroidery, logistics	Full product development, private labeling	Design consultation, branding support
Forward Thinkers	Sustainable production methods	Innovation in outdoor fabrics	Trend analysis for formal and casual wear
Strategy	Expand sustainable fabric offerings	Enhance outdoor apparel technology	Strengthen woven textile expertise
Price	\$4-\$7 per piece depending on complexity	\$3.50-\$6 per piece	\$4-\$7 per piece



RISKS & BENEFITS

El Salvador offers significant advantages for Volia in managing delivery times and costs, and optimizing the value chain. With a 12 to 14-day sea shipping delivery to America, Volia can achieve efficient lead times compared to other apparel-manufacturing nations. The country's robust sea and highway logistics networks ensure timely transportation of goods essential for meeting market demands. Positioned near one of America's largest apparel markets, El Salvador provides tariff savings and favorable terms under the Central America Free Trade Agreement (CAFTA-DR), facilitating easier access to the target market. The government's efforts to attract foreign direct investment (FDI) create a supportive environment for businesses like Volia, offering incentives and workforce training that can yield both short- and long-term benefits. However, political uncertainty, security issues, and dependence on external markets are challenges Volia must consider for sustainable operations in El Salvador.

CONCLUSION

El Salvador has experienced notable improvements in recent years, thanks to free-trade agreements like CAFTA-DR and growth in industries, particularly apparel. However, challenges such as poverty, political unrest, corruption, and crime persist. While recent reforms signal progress toward democratization, issues in governance remain a concern. For sustainable growth, the country must prioritize social equity, infrastructure, and governance.

El Salvador presents a strong foundation for businesses in apparel due to its strategic location, favorable trade deals, and investment potential. Its low wage base and established infrastructure support exports and manufacturing. Despite political and security challenges, the country's commitment to attracting investment and developing its workforce offers long-term growth opportunities, especially for companies like Volia.





INDIA

INTRODUCTION

India

India is a federal parliamentary democratic republic, bordered by Pakistan, China, Nepal, Bhutan, Bangladesh, and Myanmar, with coastlines along the Indian Ocean, Arabian Sea, and Bay of Bengal. It is the seventh-largest country at 3,287,263 sq km and has a population of 1.42 billion (2023). Hindi (44%) and English are official languages. Major religions include Hinduism (79.8%) and Islam (14.2%). The literacy rate is 77.7%.

India's currency is the Indian Rupee (INR), with a projected GDP of \$4.34 trillion (2025). The country experiences diverse climates, including cold, dry winters (December–February), extreme summer heat (March–May), monsoons (June–September) that bring 80% of annual rainfall, and a post-monsoon season (October–November). India faces natural disasters such as monsoons, floods, heatwaves, cyclones, droughts, and landslides. Major holidays include Republic Day (Jan 26), Independence Day (Aug 15), Diwali, and Eid.



INDIA

Economic

India's economy has shown resilience, with a projected growth rate of 6.3% to 6.8% for the fiscal year 2025-2026. This growth is supported by a recovery in rural areas and easing inflation. However, challenges such as weak urban demand and high food prices persist (Reuters). In the 2025 Union Budget, the government announced significant tax reforms to boost the middle class's spending power. The income tax exemption limit was raised to ₹1.2 million annually, aiming to increase household savings and consumption. Additionally, the budget emphasized investments in agriculture, manufacturing, and infrastructure to stimulate economic activity (Press Information Bureau).



Social

India is the world's most populous country, with 1.42 billion people (2023), experiencing rapid urbanization while maintaining strong rural traditions. Hindi (44%) and English are widely spoken, alongside many regional languages. The literacy rate stands at 77.7%, with a gender gap favoring men (84.7% vs. 70.3% for women). Social inequality remains a challenge, with disparities in education, healthcare, and income. The government has launched initiatives to improve women's empowerment, digital access, and rural development. However, issues such as high unemployment, urban congestion, and rising living costs persist. Festivals like Diwali, Eid, and Holi play a crucial role in uniting communities, reflecting India's rich cultural diversity.

Political

India is a federal parliamentary democratic republic. In the 2024 general elections, Prime Minister Narendra Modi's Bharatiya Janata Party (BJP) lost its outright majority. Consequently, Modi now leads a coalition government in New Delhi. (Asia Pacific Foundation of Canada). In December 2024, the Indian Parliament introduced the Constitution (One Hundred and Twenty-Ninth Amendment) Bill 2024 to address various legal and administrative issues (Ministry of Parliamentary Affairs). Additionally, in January 2025, the government released draft rules for the Digital Personal Data Protection Act, 2023. These rules outline guidelines for data processing, individual rights, and establishing a Data Protection Board, significantly impacting businesses handling personal data (Ministry of Electronics and Information Technology).

TRADE AGREEMENTS

History

India withdrew from the Regional Comprehensive Economic Partnership (RCEP) in 2019 to protect its agriculture and manufacturing sectors. Despite this, India remains active in the South Asian Free Trade Area (SAFTA), though tensions with Pakistan have limited its effectiveness. As a WTO founding member, India advocates for agricultural subsidies and frequently engages in trade dispute resolutions.

India-U.S. Trade Relations

The U.S. is one of India's largest trading partners, with bilateral trade reaching \$150 billion in 2024. India exports pharmaceuticals, textiles, and gems while importing machinery, oil, and technology. The U.S.-India Trade Policy Forum (TPF) addresses trade barriers, focusing on market access and tariff reductions. While disputes exist over tariffs and trade imbalances, both nations continue to strengthen economic ties.

Trade Barriers and Tariff Policies

India has complex tariff structures, with high duties on luxury goods and electronics, while agriculture enjoys preferential treatment. Non-tariff barriers like import licensing and quotas affect foreign trade, sometimes leading to disputes with the U.S. and EU. Reforms like GST implementation aim to streamline customs, but bureaucratic challenges persist.



Trade Policies for the Apparel Industry

The Merchandise Exports from India Scheme (MEIS) provides duty credits to textile exporters for global competitiveness. The Production Linked Incentive (PLI) Scheme, launched in 2021, offers financial incentives to boost textile exports, especially in man-made fibers. GST rates vary from 5% for garments under ₹1,000 to 12% for higher-priced items, simplifying tax compliance. Import regulations under the Foreign Trade Act of 1992 allow duty-free imports for specific textile manufacturing needs.

APPAREL INDUSTRY

Current Climate

India's garment industry is competitive, with major players like Arvind Ltd., Vardhman Textiles, and Shahi Exports benefiting from economies of scale. SMEs thrive in niche markets like ethnic wear and sustainable fashion, supported by incentives like MEIS. Despite competition from Bangladesh, China, and Vietnam, India's strengths include skilled labor, product diversity, and sustainability. However, logistics and infrastructure challenges hinder global trade efficiency.

Future Outlook/Size

The future of India's apparel industry looks promising, with significant growth expected in both domestic and export markets. As India's middle class expands, there will be a growing demand for fashion, especially in urban areas. The rise in online shopping will also accelerate, offering new avenues for apparel brands to connect with consumers (India Brand Equity Foundation).

Trade Organizations

India's garment industry is supported by key organizations such as the CII, FIEO, and AEPC, which promote exports and industrial growth. The Textile Association (India) focuses on skill development, while the HEPC promotes handloom exports. The IACC facilitates trade with the U.S., and the IAF connects global apparel associations for collaboration.

Cost of Labor

India's garment manufacturing costs include wages, social security, training, and labor mobility, with indirect costs making up 25-30% of total labor expenses (World Bank). Energy costs are 8-12% of operating expenses, higher than Bangladesh (6-8%) and Vietnam (7-9%), due to unstable electricity supply, requiring factories to invest in backup power (ADB).

India's garment workforce training is divided into formal institutional training (25%), on-the-job training (45%), and government-supported vocational programs (30%). On-the-job training is preferred for its practicality and relevance (ILO, 2023).

Sophistication

India's garment workforce training includes 25% formal training, 45% on-the-job, and 30% government-supported (International Labour Organization). A McKinsey study highlights a 30-40% skills gap in high-end women's wear and functional clothing, hindering the industry's shift to higher value-added sectors.

Qty Trained labor

India's garment manufacturing cost structure includes basic wages, social security, training, and labor mobility costs, with indirect costs accounting for 25-30% of total labor costs (World Bank). The industry also faces higher energy costs (8-12% of operating costs) compared to competitors like Bangladesh (6-8%) and Vietnam (7-9%), due to electricity supply instability, prompting many factories to invest in backup power (Asian Development Bank).

TRANSPORTATION

India

India's transportation and logistics network is a critical component of its garment industry, ensuring the efficient movement of raw materials and finished products both domestically and internationally. The country has a vast infrastructure, including roads, railways, and ports, which facilitate seamless trade operations. The National Highway Authority of India (NHAI) oversees a network of highways connecting major cities like Mumbai, Chennai, and Delhi, playing a key role in garment distribution to domestic retailers and export markets. Additionally, dedicated freight corridors, such as the Eastern and Western Dedicated Freight Corridors, further enhance transport efficiency by reducing highway congestion and expediting deliveries, making India's logistics system more reliable and competitive for the garment industry.

Ports

Mumbai Port: Mumbai has one of the busiest ports in the country. Jawaharlal Nehru Port (JNPT), located nearby, is a key container port handling garment exports to Europe, the U.S., and other markets (Port of Mumbai).

Chennai Port: Located in Tamil Nadu, Chennai Port is important for exports from the southern region. It handles large volumes of containerized cargo and is crucial for garments produced in southern India (The Hindu Business Line).

Mundra Port: Located in Gujarat, Mundra Port is the largest private-sector port in India. It has become an important gateway for garment exports from India's western region (Mundra Port).



Major Ports of India

TRANSPORTATION



Maersk

Maersk is one of the world's largest shipping companies, headquartered in Denmark, with major operations in the U.S. It specializes in container shipping, logistics, and supply chain management, operating globally across Asia, Europe, Africa, and Latin America. Maersk offers weekly sailings and competitive rates, such as \$3,500 - \$5,000 for a 40ft container from Los Angeles to Shanghai.



SCI

SCI is India's largest shipping company, primarily serving India and nearby regions. It provides container shipping, bulk cargo transport, and ship leasing, connecting Mumbai to Dubai, Singapore, and UAE. SCI offers weekly sailings, with rates like \$1,500 - \$2,500 for Mumbai to Dubai and \$2,000 - \$3,500 for Mumbai to Singapore.

Category	Maersk Line USA	Shipping Corporation of India (SCI)
Company Overview	<p>Maersk is the largest container shipping company in the world. It is headquartered in Denmark and has significant operations in the USA. It provides comprehensive sea freight, logistics, and supply chain solutions globally.</p>	<p>SCI is India's largest shipping company, established in 1961. It provides sea transport services globally but primarily serves India and neighboring regions.</p>
Core Services	<p>Container shipping, logistics management, supply chain optimization, warehousing, and value-added services.</p>	<p>Container shipping, bulk cargo transport, oil transport, ship management, and leasing.</p>
40ft Container Shipping Costs	<ul style="list-style-type: none"> - Los Angeles to Shanghai: \$3,500 - \$5,000 approx. - New York to Europe: \$4,000 - \$6,000 approx. 	<ul style="list-style-type: none"> - Mumbai to Dubai: \$1,500 - \$2,500 approx. - Mumbai to Singapore: \$2,000 - \$3,500 approx.
Shipping Routes	<p>Operates globally with major routes from the USA to Asia, Europe, Africa, and Latin America.</p> <p>Example: Los Angeles → Shanghai, New York → Antwerp, New York → Savannah.</p>	<p>Primarily services India and surrounding regions, with routes to Asia, Europe, the Middle East, and Africa.</p> <p>Examples: Mumbai → Dubai, Chennai → Singapore, Kochi → Savannah.</p>
Sailings Offered	<p>Weekly sailings on major routes, such as three sailings per week from Los Angeles to Shanghai and 2 from New York to Antwerp.</p>	<p>Weekly sailings from major Indian ports, e.g., Mumbai to Dubai 1-2 times per week, Chennai to Singapore 2-3 times per week.</p>
Logo	 MAERSK	

MANUFACTURERS

India

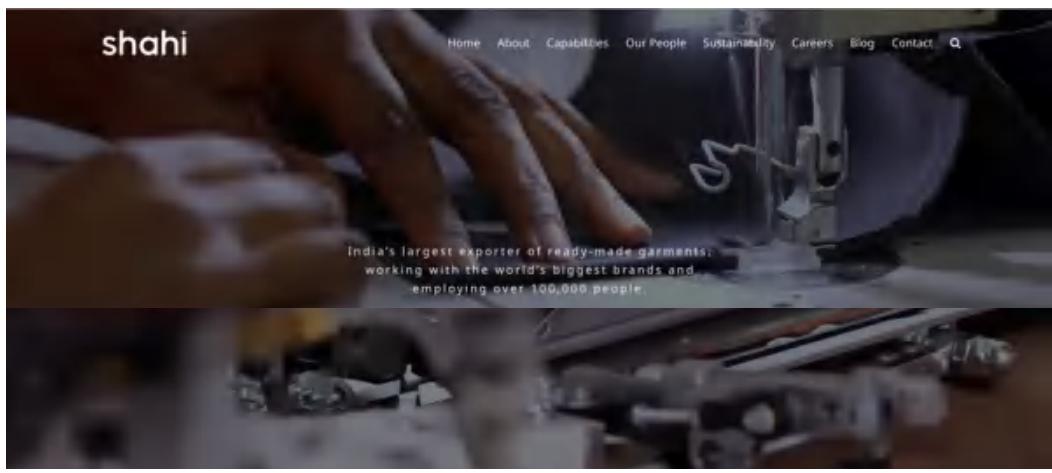


Criteria	Shahi Exports	Gokaldas Exports	Raymond Limited
Manufacturer Identification	Shahi Exports Pvt. Ltd. (Delhi-based, Est. 1974)	Gokaldas Exports (Bangalore-based, Est. 1979)	Raymond Limited (Mumbai-based, Est. 1925)
Type of Product	Knitted and woven garments, t-shirts, dresses, activewear, sustainable garments, organic cotton products	Complex outerwear, technical sportswear, fashion garments, performance wear, specialized athletic apparel	Premium suiting, high-end shirting, luxury formal wear, worsted fabrics, made-to-measure garments
Quality	WRAP certified, SA8000 certified, AQL 2.5, 4-point fabric inspection system, automated quality tracking	ISO 9001:2015, Six Sigma implementation, <1% defect rate, automated quality inspection, in-line quality control	ISO 9001:2015, AQL 1.5, European testing equipment, premium quality control, specialized fabric testing
Lead Time	Standard: 45-60 days, Express: 30 days, SAP-based tracking system, real-time order monitoring	Standard: 60-75 days, Flash orders: 45 days, Digital tracking platform, milestone-based monitoring	Standard: 60-90 days, Domestic quick response: 30 days, Premium quality focus, customized scheduling
Sourcing Guidelines/CSR	ZDHC compliance, OCS certification, Fair Trade certification, 70% women workforce, sustainable sourcing program	BCI member, SEDEX certified, Green building certification, ethical trade practices, community development	Sustainable wool sourcing, water recycling initiative, community programs, ethical labor practices
Capacity	50 manufacturing units, 6M pieces monthly, 100,000+ employees, multi-state presence	25 manufacturing facilities, 2.5M pieces monthly, 25,000 workers, specialized units	11 manufacturing facilities, 1M pieces monthly, 38M meters suiting annually
Capabilities	Vertical integration, digital printing, pattern making, sample development, automated cutting	CAD/CAM systems, technical garment expertise, 3D sampling, R&D center, specialized machinery	Luxury fabric development, premium manufacturing, specialized finishing, craft expertise
Flexibility	Order range: 5,000-500,000 pieces, 24-hour style changeover, modular production system	Mixed-model production lines, quick changeover capability, flexible batch sizes	Customization options, made-to-measure capability, specialized production runs
Customers	Gap, H&M, Uniqlo, Marks & Spencer, major global brands	International sportswear brands, performance wear companies, fashion retailers	Luxury retailers, high-end department stores, premium brands, bespoke clients
Customer Service	24/7 support team, dedicated account managers, online tracking portal, technical support	Technical support team, customer service center, digital communication platform	Premium customer care, personalized service, specialized support team
Infrastructure	Modern machinery, automated systems, R&D facilities, testing labs, design centers	Advanced technology integration, specialized equipment, research facilities	State-of-the-art machinery, premium testing equipment, specialized finishing units
Value Added Services	Design support, pattern development, sustainable solutions, logistics management	Technical design support, performance testing, specialized finishes, R&D collaboration	Custom fabric development, premium finishing, specialized treatments, design consultation
Forward Thinking	Sustainability innovation, automation integration, digital transformation initiatives	Technical fabric innovation, innovative factory initiatives, sustainable practices	Luxury market development, sustainable luxury, premium innovation
Strategy	Market leadership in volume, sustainability focus, vertical integration	Technical excellence, specialized market focus, innovation leadership	Premium market dominance, luxury segment focus, brand value
Price/Cost	Competitive mass-market pricing, volume-based efficiency, sustainable cost model	Mid-range pricing, technical premium, value-based pricing	Premium pricing, luxury segment positioning, quality-based pricing

MANUFACTURERS

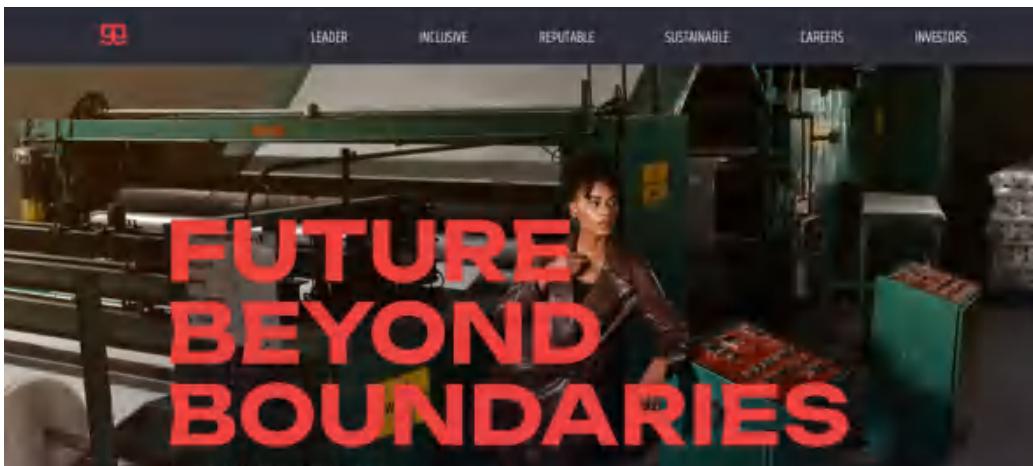


Shahi Exports



Shahi Exports Pvt. Ltd., established in 1974 and based in Delhi, India, is a leading manufacturer of knitted and woven garments, including t-shirts, dresses, activewear, and sustainable fashion. The company is WRAP and SA8000 certified, ensuring high-quality standards with automated inspection systems. It operates 50 manufacturing units, producing 6 million pieces per month with a 100,000+ workforce. Lead times range from 45-60 days for standard orders and 30 days for express shipments, utilizing real-time tracking and monitoring systems.

Gokaldas Exports



Founded in 1979 and headquartered in Bangalore, India, Gokaldas Exports specializes in complex outerwear, technical sportswear, and performance garments. The company is ISO 9001:2015 certified and follows Six Sigma quality implementation, achieving a <1% defect rate through automated quality inspection. It operates 25 manufacturing facilities, producing 2.5 million pieces monthly with a workforce of 25,000 employees. Lead times range from 60-75 days for standard orders and 45 days for flash orders, supported by digital tracking platforms and milestone-based monitoring.

Raymond Limited

Trust, Quality, Excellence.

Raymond is a diversified group with a significant presence in the Textile & Apparel sector and diverse segments such as Consumer Care, Realty, and Engineering in national and international markets.



Established in 1925 and based in Mumbai, India, Raymond Limited is a premium suiting and high-end textile manufacturer, producing luxury formal wear, worsted fabrics, and made-to-measure garments. The company is ISO 9001:2015 certified, using European testing equipment and specialized fabric testing methods to maintain premium quality standards. Raymond operates 11 manufacturing facilities, producing 38 million meters of fabric annually. Lead times range from 60-90 days for standard orders, with a 30-day expedited option for domestic shipments. The company is known for its luxury market focus, sustainable fabric innovation, and high-end customization services.

RISKS & BENEFITS

India offers significant advantages as a sourcing destination, with a well-established textile industry, cost-effective labor, and strong government support for manufacturing. Policies like the "Make in India" initiative and the Production Linked Incentive (PLI) scheme encourage investment and enhance the country's competitiveness. Additionally, India's young and skilled workforce, along with its strategic location, makes it an attractive hub for apparel production and global exports.

However, challenges remain. Supply chain disruptions due to monsoons, floods, and infrastructure limitations can impact production timelines. Political uncertainties and regulatory changes may also affect business operations. Moreover, India's dependency on imported raw materials for high-end textiles poses cost risks.

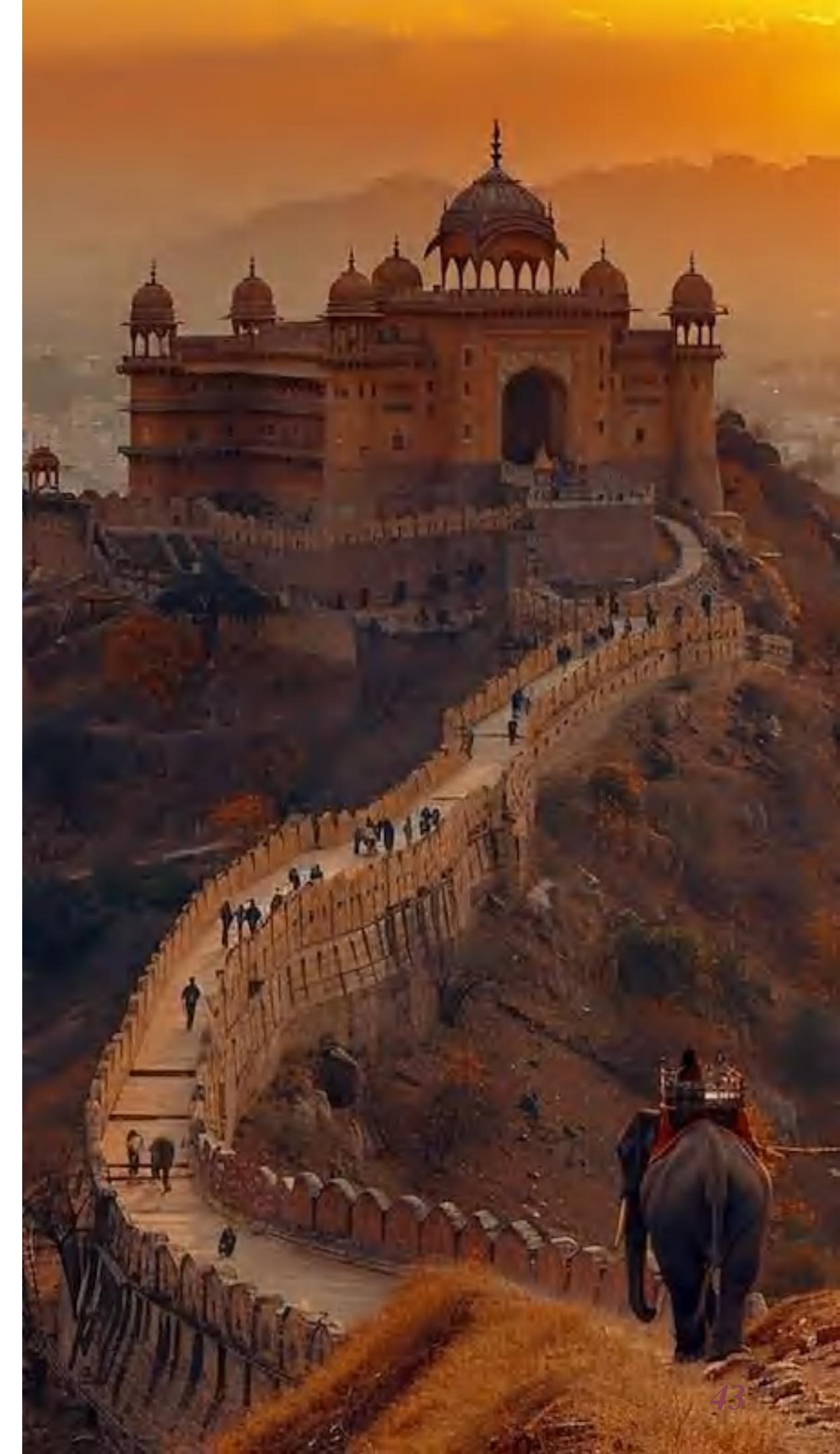
To mitigate these risks, businesses should develop strong local partnerships, diversify suppliers, and implement flexible sourcing strategies. Leveraging government incentives and sustainable production practices can further enhance India's potential as a reliable manufacturing base.

CONCLUSION

India has a well-established textile and apparel industry, supported by abundant natural resources, a young workforce, and government incentives. The country's low labor costs, skilled workforce, and investment in education contribute to its manufacturing efficiency and export competitiveness. Additionally, trade agreements and economic reforms have enhanced India's attractiveness for global sourcing.

However, challenges remain. Political uncertainties, infrastructure constraints, and environmental factors such as monsoons and supply chain disruptions pose risks to business operations. India's dependence on imported raw materials for high-end textiles also affects cost stability.

Despite these concerns, India remains a strong contender for textile and apparel production. Through strategic partnerships, transparent sourcing, and supply chain diversification, businesses can leverage India's strengths while mitigating potential risks.





PHILIPPINES

INTRODUCTION

Philippines

The Philippines is a presidential republic, with Ferdinand "Bongbong" Marcos Jr. as its president since 2022. The capital is Manila, and the time zone is GMT+8. The national flag features blue and red horizontal stripes with a white triangle, symbolizing liberty and unity. Located in Southeast Asia, the Philippines consists of 7,641 islands, divided into Luzon, Visayas, and Mindanao. Its strategic location makes it a vital hub for international trade.

As of 2020, the population was 109 million, ranking 13th globally. 63.9% of people are of working age (15-64), with a median age of 25.3 years. 47.4% of the population is urban, with major cities including Manila, Cebu, and Davao. The economy is growing, with a GDP of \$471.5 billion in 2024 and a 5.6% growth rate. Key industries include electronics (50% of exports), BPO, and agriculture. The Philippine Peso (PHP) remains stable at 55-57 per USD. Manufacturing is centered in Luzon, especially in Manila and Special Economic Zones (SEZs). The official languages are Filipino and English, with 120-170 indigenous languages spoken. 79.5% of the population is Roman Catholic, and the literacy rate is 96.3%. Challenges include frequent typhoons, earthquakes, and flooding. However, a young workforce, low labor costs, and government support for industry make the country an attractive manufacturing and investment destination.



PHILIPPINES

Economic

The Philippines' economy is primarily driven by the electronics manufacturing sector, business process outsourcing (BPO), and agriculture. Electronics manufacturing contributes over 50% of the country's exports, supported by a skilled workforce and competitive costs. The BPO industry generates billions annually and employs millions of workers, making it one of the largest outsourcing markets globally. As global demand for electronics and IT services continues to grow, the Philippines is positioned to play a significant role in global supply chains. This diversification of industries, along with its labor cost advantage and increasing technical proficiency, solidifies its viability as a manufacturing source for the future (Philippine Statistics Authority).

Social

The Philippine government collaborates with public agencies to improve national health and social security. However, rural areas still experience limited access to medical facilities, especially outside major urban centers like Manila, Cebu, and Davao. This disparity affects the overall health and stability of the population. Security concerns also impact social stability. While the Philippines has improved in political and economic stability, certain security risks remain. The country faces challenges from insurgent groups and localized conflicts, which pose risks to businesses and local communities. Additionally, political uncertainties and governance issues can affect long-term stability, influencing both social welfare and economic development.

Political

The Philippines operates as a democratic republic with a unitary presidential system. Its government is divided into three branches: executive, legislative, and judiciary. While the country has maintained political stability in recent years, issues such as corruption and bureaucratic inefficiencies remain challenges. Nevertheless, recent reforms, including anti-corruption measures and digitalization of government services, aim to enhance governance and improve investor confidence. These efforts are part of a broader strategy to position the Philippines as a competitive manufacturing hub in Asia. However, ensuring long-term political stability and regulatory consistency will be critical for attracting and retaining foreign investments (Philippine Statistics Authority).



TRADE AGREEMENTS

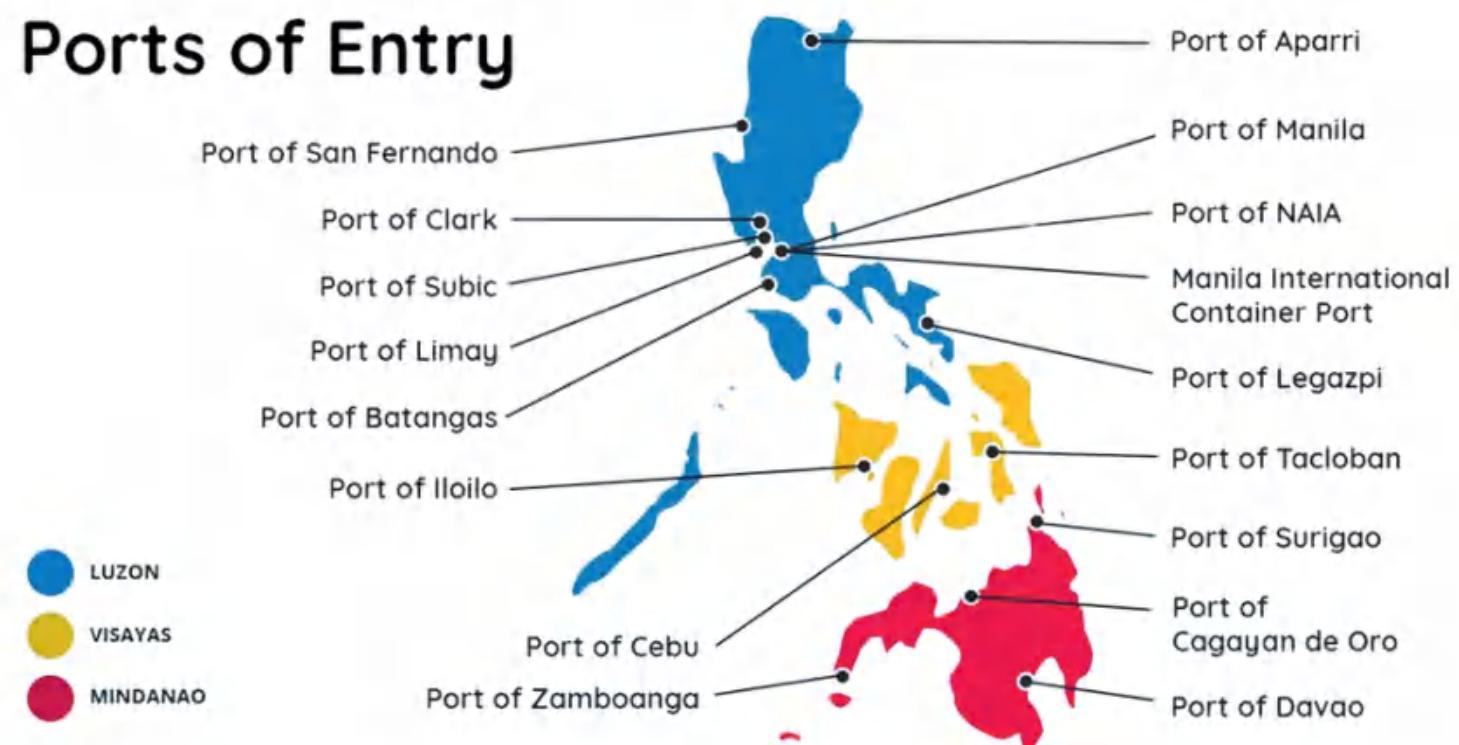
Category	Details
History	The agreement came into force in 2018, marking a significant step in trade relations between the Philippines and EFTA countries.
Members	Iceland, Liechtenstein, Norway, Switzerland.
Requirements	Reduction or elimination of tariffs on key exports (e.g., fish, agricultural goods, industrial products); sustainable development and environmental standards; intellectual property protections.
Exceptions	Specific agricultural products, such as rice, are excluded; special transition periods for compliance with EFTA standards on certain goods and services.
Key Benefits	Improved market access, increased investments, technological exchanges, and strengthened global trade competitiveness for the Philippines.



TRANSPORTATION

The Philippines' transportation infrastructure plays a critical role in its viability as a manufacturing hub, particularly in facilitating efficient export operations to key markets such as the United States. A well-established logistics system, encompassing major seaports, highways, and freight forwarding services, ensures that manufacturing supply chains remain competitive and cost-effective. This section examines the country's port and logistics network, evaluates two leading freight companies—LBC Express and Dimerco Express Group—and provides insights into shipping costs, routes, and transportation efficiency.

Ports of Entry



The Philippines' port infrastructure is a major enabler of its export-oriented economy. The country has over 1,000 ports, with five primary international gateways that handle the bulk of global trade. These ports are connected by an expanding network of expressways, such as the North Luzon Expressway (NLEX) and South Luzon Expressway (SLEX), as well as rail expansion projects aimed at improving cargo movement between manufacturing zones and export terminals. While infrastructure development continues, logistical bottlenecks, such as port congestion and variable transit times, remain challenges that impact the efficiency of supply chains.

Port Name	Description
Manila International Container Terminal (MICT)	The country's busiest port, responsible for a significant share of international shipments.
Cebu International Port (CIP)	A key shipping hub for Visayas-based exporters.
Subic Bay Freeport	A special economic zone with efficient logistics handling for industrial goods.
Davao Port	A major export point for agricultural and manufacturing goods from Mindanao.
Batangas Port	An emerging hub for export-oriented businesses in southern Luzon.

TRANSPORTATION

LBC Express and Dimerco Express Group are two large freight transportation companies that offer robust freight transportation solutions from the Philippines to the US market. Both companies were evaluated on the basis of their service offerings, cost structure, transportation routes and efficiency. LBC Express specializes in door-to-door logistics solutions and is ideal for businesses that require comprehensive services, while Dimerco Express Group offers more comprehensive end-to-end logistics services and is ideal for high-volume shipments.



Category	LBC Express	Dimerco Express Group
Primary Services	Ocean and air freight, customs brokerage, last-mile delivery	End-to-end logistics, warehousing, bonded facilities
Main Ports Used	Manila, Cebu	Manila, Cebu
Shipping Cost (40 FCL)	\$2,500 - \$3,500 (varies by route)	\$2,800 - \$4,000 (depends on volume and destination)
Primary Routes	Philippines → U.S. (West Coast, East Coast) *Manila International Container Terminal (MICT), Philippines → Pacific Ocean Transit → Panama Canal → Atlantic Ocean Transit → Port of Savannah, Georgia, USA	Philippines → U.S. (East Coast, West Coast, Midwest) *Manila International Container Terminal (MICT), Philippines → Pacific Ocean Transit → Panama Canal → Atlantic Ocean Transit → Port of Savannah, Georgia, USA
Transit Time	30-40 days (port-to-port)	30-35 days (depending on transshipment)
Sailing Frequency	Weekly sailings	Bi-weekly sailings with expedited air freight options
Value-Added Services	Warehousing, customs clearance, last-mile distribution	Full supply chain solutions, bonded warehousing
Website	www.lbexpress.com	www.dimerco.com
Logo		

MANUFACTURERS



Premier Knitting Corporation

Premier Knitting Corp. specializes in women's and girls' woven clothing, including jackets, pullovers, and similar export-grade garments. With a strong commitment to sustainable production practices, the company aligns with global trade compliance and ensures ethical sourcing. It ships regularly to the United States and has scalable operations to meet growing demand. The company focuses on high-quality woven production, particularly pullovers, jackets, and hoodies, catering to international clients.

LS Phil Mfg. Inc.

LS Phil Mfg. Inc. produces women's and misses' apparel, including tops, coats, jerseys, and cardigans, with an emphasis on cotton and synthetic fiber materials. The company adheres to PEZA regulations, ensuring eco-friendly manufacturing and employee welfare. Located in an industrial zone with access to major transportation hubs, it exports large-scale orders to Canada and the U.S. The company also specializes in custom product development, offering compliance with international quality standards.

Earjon Garments

Earjon Garments is an export-focused manufacturer specializing in synthetic fiber apparel, including dresses and fashion garments. With manufacturing facilities in Bulacan, the company ensures consistent shipments to the U.S. and partners with major international clients such as Pastourelle LLC and Blueberry Boulevard LLC. It provides customization services for various dress styles and sizes, focusing on flexibility and bulk apparel exports.

MANUFACTURERS

Category	Manufacturer 1: Premier Knitting Corp.	Manufacturer 2: LS Phil Mfg. Inc.	Manufacturer 3: Earjon Garments
Location	225 Guidote Street, Balut, Tondo, Manila, Philippines	Building 3C-3D, Gabriel Industrial Complex Phase IV, PEZA, Rosario, Cavite, Philippines, 4106	228 Gil Carlos Street, Baliwag, Bulacan, Philippines, 3006
Type of Product	Women's and girls' clothing; jackets, pullovers, and similar woven garments	Women's/misses' suits, tops, coats, jerseys, pullovers, cardigans, waistcoats, and similar articles	Women's and girls' dresses, synthetic fiber apparel
Quality	High-quality standards for export-grade products	High-quality garments with a focus on cotton and synthetic fiber materials	Export-grade synthetic garments
Lead Time	No specific data, but regular shipments to the U.S. noted	Not specified, but production timeline is influenced by materials and order quantity	Not specified, but has consistent shipments to the U.S.
Sourcing Guidelines / CSR	Sustainable production practices, aligned with global trade compliance	Adheres to PEZA regulations ensuring eco-friendly practices, focusing on employee welfare and sustainable manufacturing	Engages in ethical sourcing practices for apparel production
Capacity	Regular shipments to the United States; scalable operations	Annual revenue of \$382,040; capable of handling large-scale production	Annual revenue of \$114,612; capable of fulfilling U.S. orders
Capabilities	Woven garment production; pullover, jacket, and hoodie manufacturing	Produces a variety of women's and girls' garments, including blouses, shirts, and dresses in synthetic fibers	Specializes in synthetic fiber apparel production

Flexibility	Customizable manufacturing capabilities for varied woven designs	Flexible production capabilities to cater to different product demands	Produces various dress styles based on client specifications
Customers	Sinopack Trading Inc.	Major clients include Macy's Merchandising Group and Hudson's Bay Company	Pastourelle LLC, Blueberry Boulevard LLC
Customer Service	Contact point: Marc Sy, +63 2 253 7740	Proven reliability with consistent shipments to Canada and the United States	Reliable export partner with shipments to Los Angeles, USA
Infrastructure	Export-oriented facilities in Manila with proximity to MICT	Located in an industrial zone with access to major transportation hubs	Manufacturing facilities in Bulacan with access to Manila port
Value-Added Services	End-to-end production, shipping coordination	Custom product development, compliance with international quality standards	Customization for dress styles and order sizes
Forward Thinkers	Adopts sustainable practices and focuses on export competitiveness	Continuously innovates in design and sustainability practices	Focused on expanding international partnerships
Strategy	Enhancing export markets, particularly the U.S.	Focus on expanding its international client base while adhering to high ethical and environmental standards	Strengthening market presence in North America
Price or Cost	Competitive pricing for large-scale export	Price competitiveness aligns with sustainable practices and client requirements	Competitive pricing for bulk apparel exports

RISKS & BENEFITS

The Philippines offers business opportunities through government support for sustainable manufacturing, a young, skilled workforce, and a strategic trade location. Trade agreements like EFTA FTA improve tariff rates, reducing production costs. However, challenges include a less developed textile supply chain, dependency on imported raw materials, and frequent natural disasters disrupting operations. Infrastructure limitations also affect supply chain stability. To mitigate risks, businesses should diversify suppliers and strengthen partnerships to enhance resilience and adaptability in the Philippine market.

CONCLUSION

The Philippines presents a mix of opportunities and challenges for businesses considering it as a sourcing destination. With strong government support for sustainable manufacturing, a young, well-educated workforce, and strategic trade agreements like EFTA FTA, the country is positioned for industrial growth. Its location in Southeast Asia also enhances its logistics and trade potential.

However, challenges remain, including an underdeveloped textile supply chain, dependency on imported raw materials, and vulnerability to natural disasters. Infrastructure limitations and wage competition further impact production stability.

To mitigate these risks, businesses should diversify supplier networks, strengthen local partnerships, and invest in resilient supply chain strategies. By leveraging the Philippines' strengths while addressing its weaknesses, companies can integrate it into their long-term sourcing plans.





COUNTRY RANKING

COUNTRY RANKING

COUNTRY ANALYSIS CONCLUSION

LOCATION

Proximity to the U.S.

TEXTILE INDUSTRY

Evaluated in terms of industry maturity, infrastructure, and overall market size.

RISKS

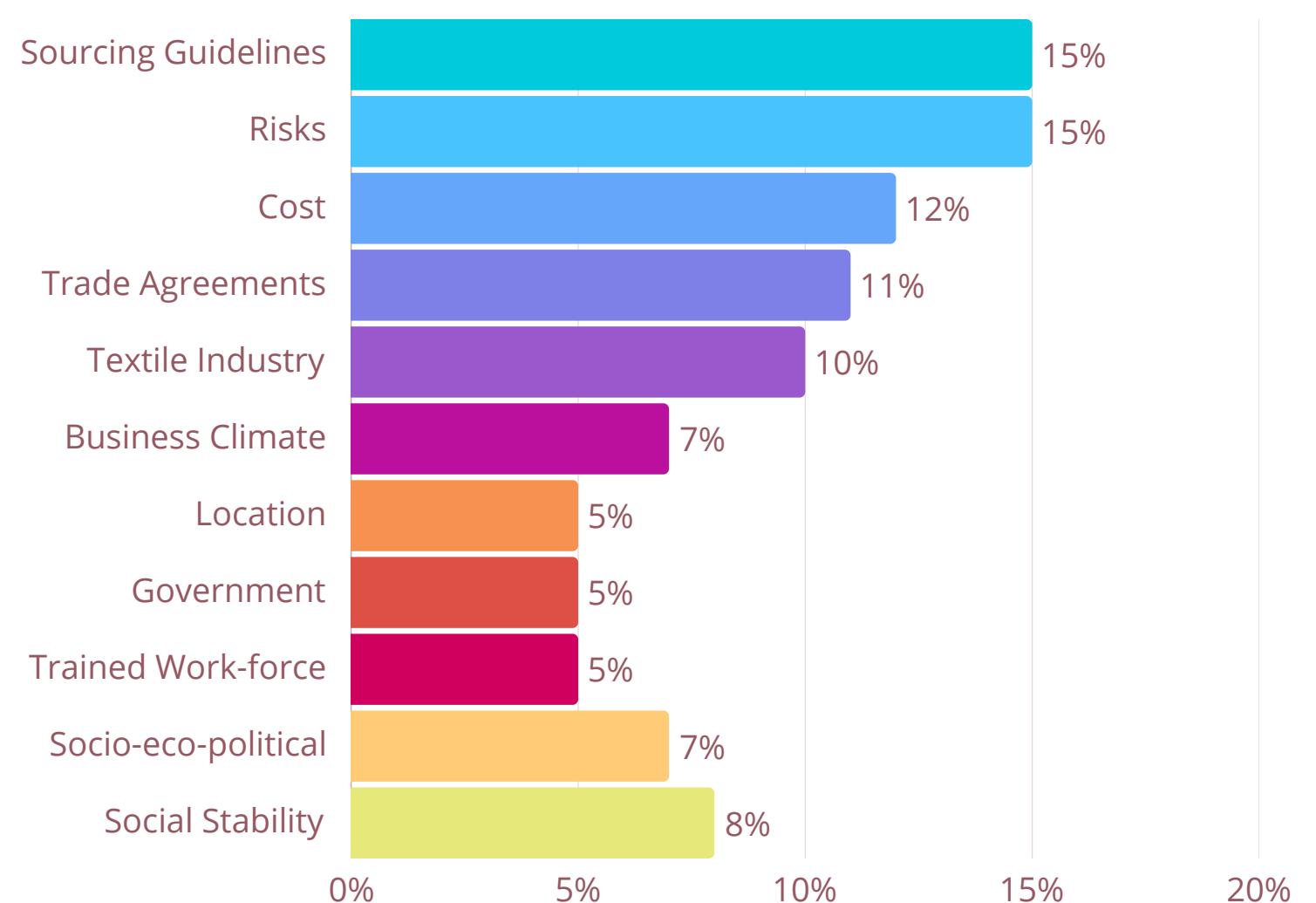
Considered factors that could impact business operations or diplomatic relations with the country.

COSTS

Ranking was based on labor costs, specifically analyzing the cost per minute of labor in each country.

TRADE AGREEMENTS

Determined whether the country has an existing trade agreement with the U.S.



COUNTRY RANKING

BUSINESS CLIMATE

Volia assessed how open and welcoming a country is to conducting business with international partners. The rankings were based on the country's overall business environment, including its receptiveness to foreign investments and ability to establish strong trade relationships.

GOVERNMENT

This factor considered potential issues related to governance, including political instability, corruption, and any challenges that might affect business operations within the country.

SOCIAL STABILITY

The level of social stability was evaluated based on the current condition of the country's society, identifying any underlying social challenges that could impact business activities.

SOURCING GUIDELINES

We applied our internal sourcing criteria to determine whether a country meets the necessary standards to become a reliable supplier partner for our business.

TRAINED WORKFORCE

The evaluation measured the expertise and experience of the workforce in the given industry. Countries that have long-established leadership in the industry were rated between 8-9, while those newer to the field but demonstrating strong potential received a score of 6.

SOCIO-ECO-POLITICAL

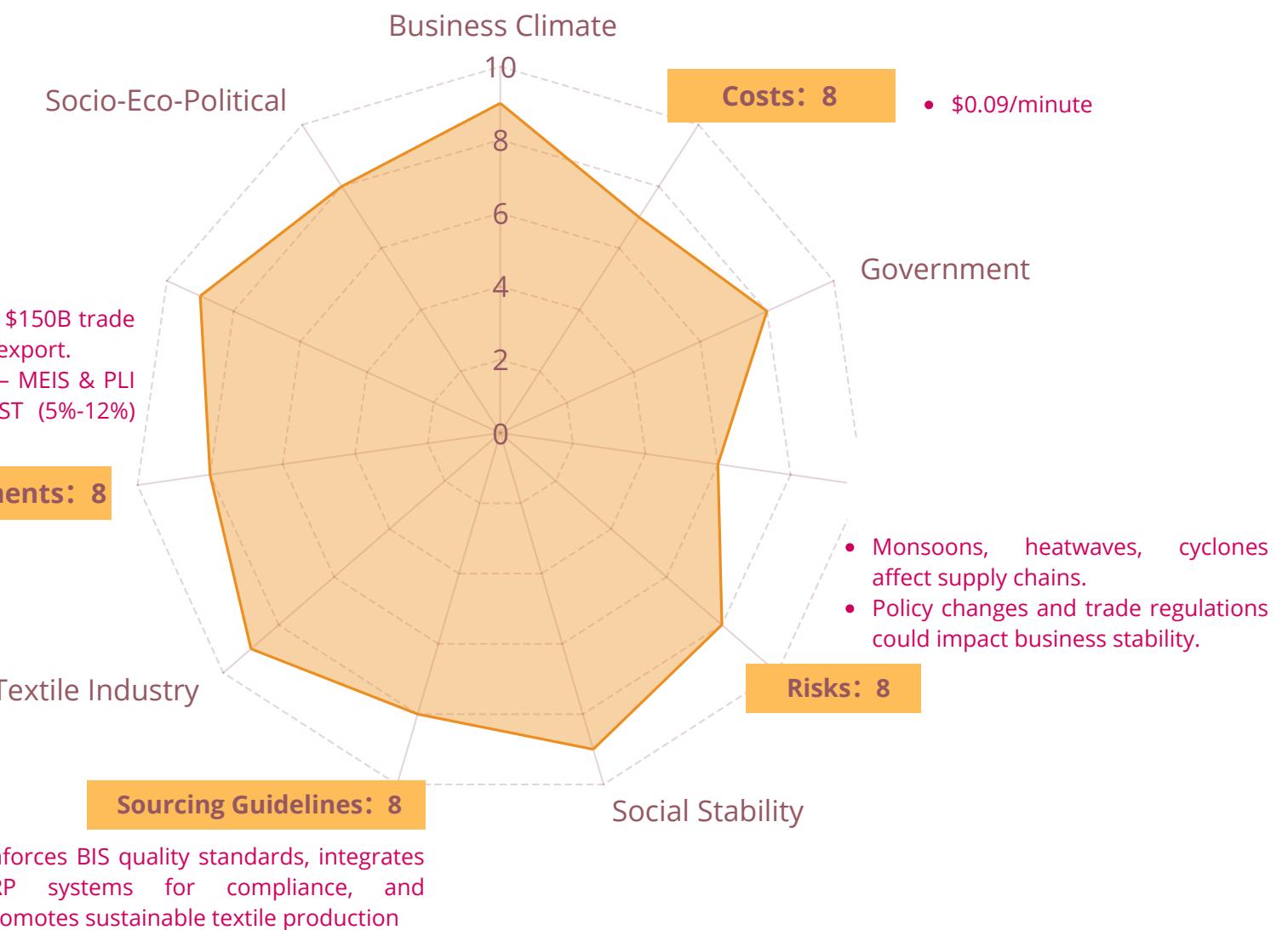
This category assessed the overall condition of a country, focusing on stability versus instability. The associated risks were rated on a scale, with a score of 7 indicating a country in a recovery phase, while a score 8 suggested a secure and stable environment for business operations.

COUNTRY RANKING

	Philippines	El Salvador	India
Business Climate	7	7	9
Costs	7	8	7
Government	6	7	8
Location	5	8	6
Risks	7	7	8
Social Stability	8	9	9
Sourcing Guidelines	8	8	8
Textile Industry	7	8	9
Trade Agreements	8	8	8
Trained Work-force	8	6	9
Socio-eco-political	7	7	8
Total	78	83	89
Average	7.1	7.5	8.1



India

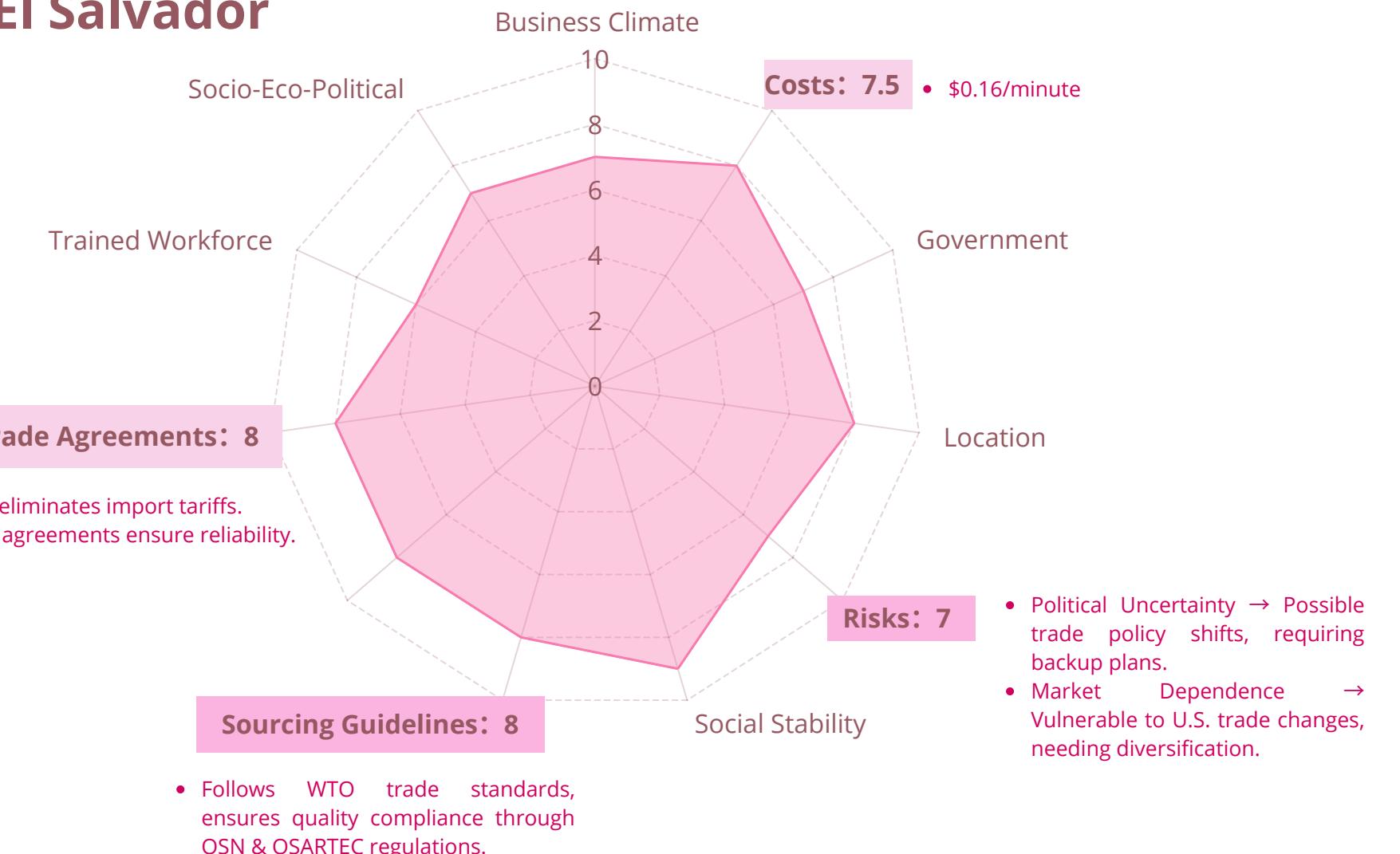


COUNTRY RANKING

	Philippines	El Salvador	India
Business Climate	7	7	9
Costs	7	8	7
Government	6	7	8
Location	5	8	6
Risks	7	7	8
Social Stability	8	9	9
Sourcing Guidelines	8	8	8
Textile Industry	7	8	9
Trade Agreements	8	8	8
Trained Work-force	8	6	9
Socio-eco-political	7	7	8
Total	78	83	89
Average	7.1	7.5	8.1



El Salvador



COUNTRY RANKING

	Philippines	El Salvador	India
Business Climate	7	7	9
Costs	7	8	7
Government	6	7	8
Location	5	8	6
Risks	7	7	8
Social Stability	8	9	9
Sourcing Guidelines	8	8	8
Textile Industry	7	8	9
Trade Agreements	8	8	8
Trained Work-force	8	6	9
Socio-eco-political	7	7	8
Total	78	83	89
Average	7.1	7.5	8.1



Philippines

Sourcing Guidelines: 8

- Enhancing supply chain transparency, adopting eco-friendly textile practices to reduce water use and pollution.

Socio-Eco-Political

Trade Agreements: 6

- No FTA, but TIFA (since 1989) facilitates trade.
- Lack of an FTA may pose possible tariffs & trade barriers.

Business Climate

Costs: 7.5

\$0.06/minute

Government

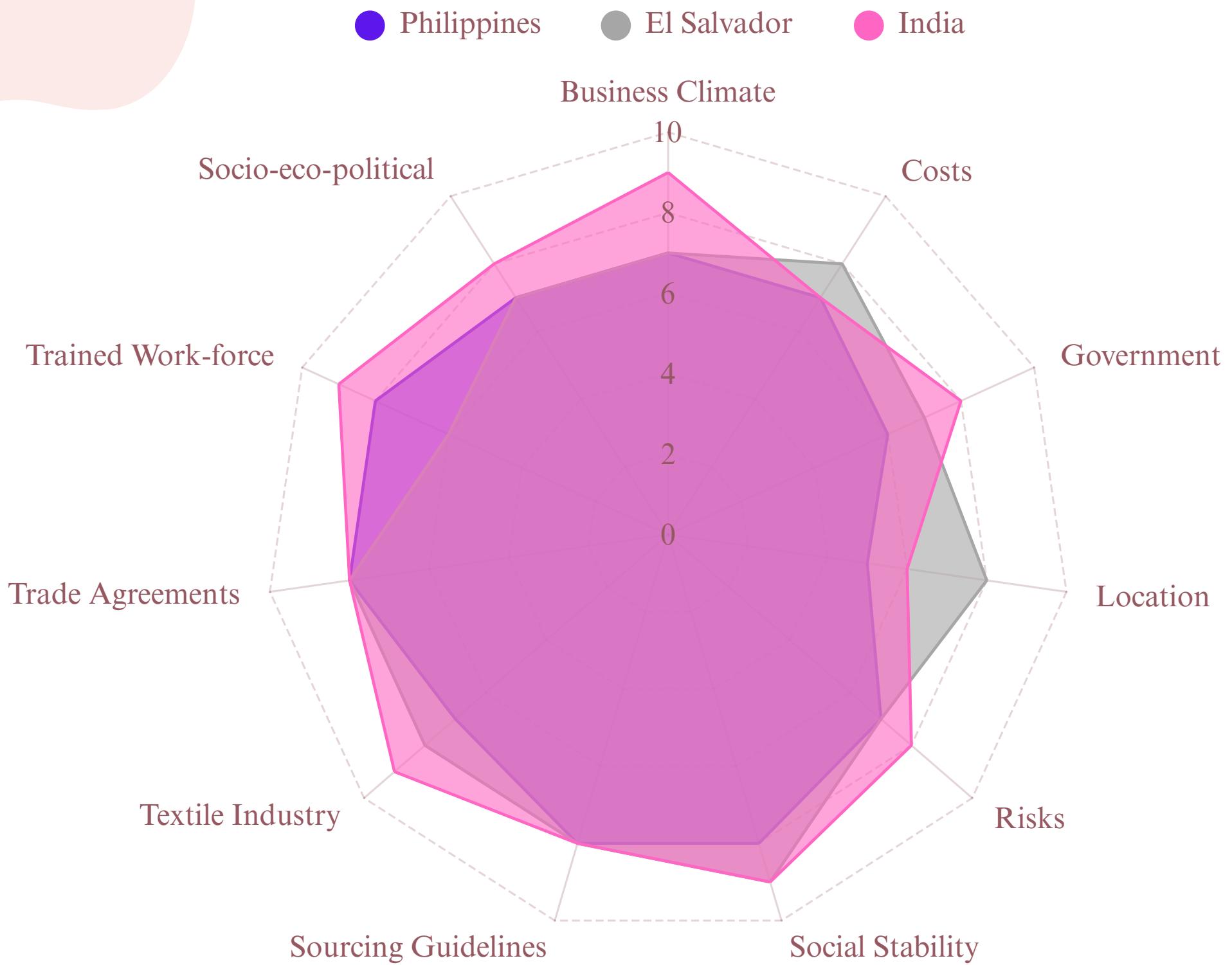
Location

Risks: 8

- Underdeveloped Textile Supply Chain
- Natural Disasters
- Infrastructure Limitations

Trained Workforce

COUNTRY ANALYSIS CONCLUSION



Volia's supplier country selection is strategically designed to balance cost efficiency, production reliability, and sustainability, while minimizing risks across the supply chain. After evaluating the Philippines, El Salvador, and India, Volia identified each country's strengths and challenges to create a diversified and resilient sourcing model.

India stands out with its cost-effective labor, mature textile infrastructure, and government incentives supporting large-scale production. Regional hubs offer strong manufacturing capacity, while growing sustainability initiatives align with Volia's values. However, trade regulations, supply disruptions, and currency volatility must be carefully managed.

El Salvador benefits from its proximity to the U.S., tariff-free trade under CAFTA-DR, and a growing logistics network. Its low labor costs and increasing investment potential make it a strong nearshoring option. Nonetheless, political uncertainty, security concerns, and infrastructure gaps require close monitoring.

The Philippines offers a young, skilled workforce, strong English proficiency, and a supportive business climate. Trade agreements like the EFTA FTA offer added advantages. However, its underdeveloped textile sector, dependence on imported raw materials, and vulnerability to natural disasters limit its short-term scalability.

Overall, India and El Salvador are Volia's most viable sourcing partners, combining cost efficiency, trade access, and industrial maturity. The Philippines remains a future option for diversification as infrastructure improves. This sourcing strategy ensures flexibility, ethical practices, and long-term sustainability.



SUPPLIERS RANKING

SUPPLIERS RANKING

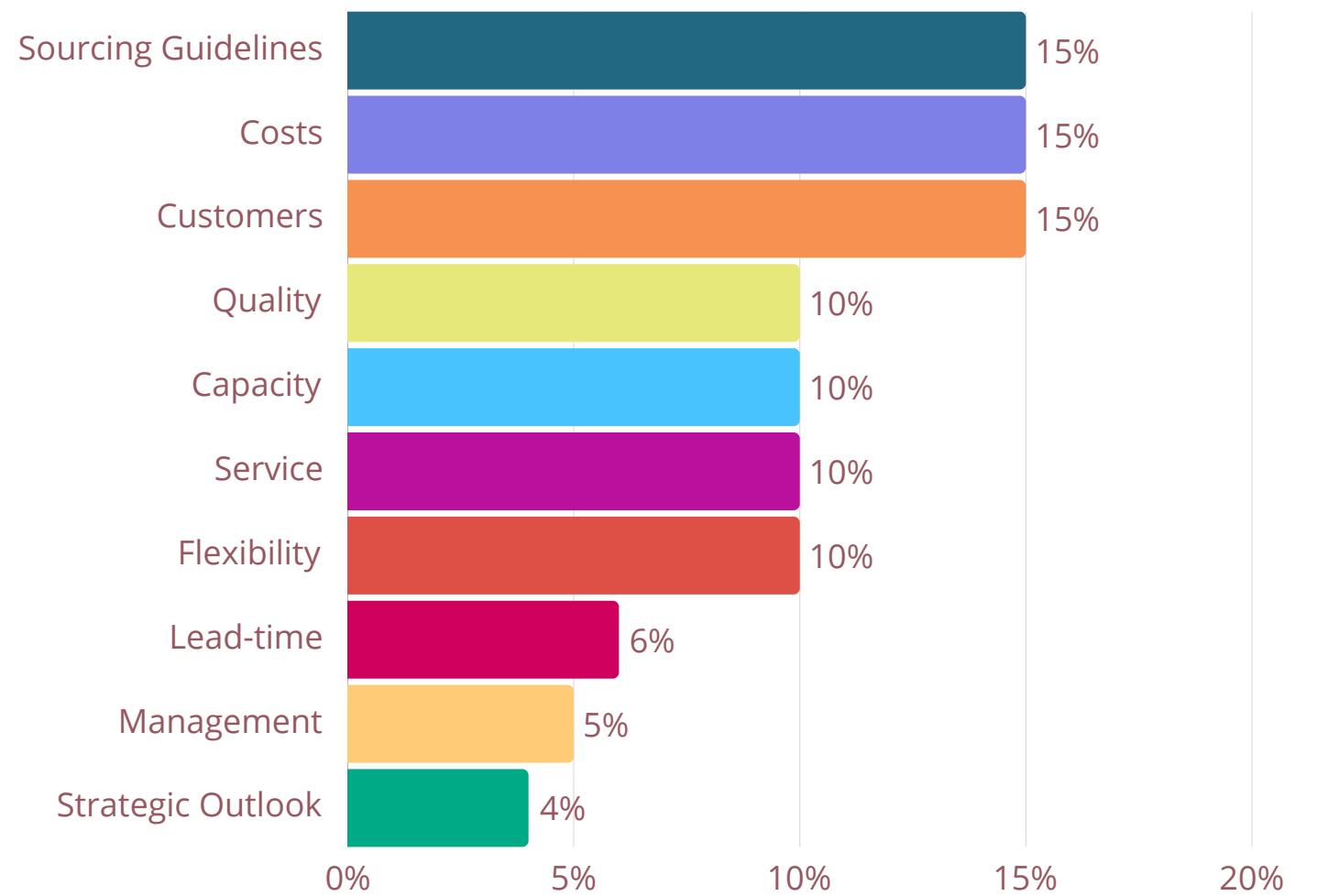
EL SALVADOR'S SUPPLIERS

INDIA'S SUPPLIERS

PHILIPPINES'S SUPPLIERS

SUPPLIERS ANALYSIS CONCLUSION

SUPPLIER RANKING



At Voila, our supplier selection strategy is built on a commitment to sustainability, ethical sourcing, and operational efficiency. We carefully evaluate potential suppliers based on three key pillars: corporate social responsibility (CSR), cost efficiency, and reputation. By partnering with suppliers who align with our values, we ensure that our products are made from high-quality, eco-friendly materials while maintaining competitive pricing and industry-leading standards. Our approach not only upholds our brand's mission of empowering women through sustainable fashion but also strengthens our impact on the environment and society.

1. Corporate Social Responsibility (CSR)

Voila prioritizes suppliers who uphold strong CSR values, ensuring ethical and sustainable practices at every stage of production. We assess suppliers based on their commitment to health and safety, environmental impact, and community engagement. Key factors include their efforts in water conservation, waste recycling, and the elimination of single-use plastics. Inclusivity and adaptability also play a significant role in our evaluation, ensuring that our partners align with our brand's mission of creating a positive environmental and social impact.

2. Cost Efficiency

While sustainability and ethics are at the core of our brand, cost efficiency remains a crucial consideration. We seek suppliers who offer high-quality, eco-friendly materials at competitive prices, maximizing profitability without compromising our sustainability standards. A cost-oriented sourcing approach helps us remain competitive in the market, but we acknowledge potential challenges such as logistical delays and uncertainties in different regions.

3. Reputation

Voila carefully selects suppliers based on their global ranking, industry recognition, and track record in the supply chain sector. We evaluate whether suppliers have experience working with renowned global brands, ensuring they meet the highest standards in quality, reliability, and innovation. Collaborating with well-established suppliers helps reinforce Voila's commitment to delivering premium, sustainable fashion while maintaining strong industry credibility.

El Salvador						
	Westex Apparel S.A. de C.V.		Outdoor Apparel S.A. de C.V.		Preacho S.A. de C.V.	
	Rank	Comments	Rank	Comments	Rank	Comments
Abilities	6	Custom fabric, pattern making	8	Technical design, fabric innovation	6	Specialized woven manufacturing
Capacity	8	1,200,000 monthly	6	400,000 monthly	5	300,000 monthly
Costs	7	Highest range	8	Lowest range	7	Highest range
Customer Service	8	Dedicated support team	8	Personalized service, fast response	8	Reliable supply chain management
Customers	6	Gap Inc., Disney, Next Level, '47, Luxottica	8	American Eagle Outfitters, Texas Longhorns, Lauren James	8	K & G, Royal Park Uniforms, LL Bean
Flexibility	7	Medium	9	High	7	Medium
Lead-time	7	45-60 days	8	30-50 days	7	40-50 days
Management	8	Sustainable fabric expansion	7	Outdoor fabric enhancement	7	Woven textile production enhancement
Quality	8	High	7	Premium	8	High
Services Offered	8	Custom packaging, logistics	8	Private labelling, full product development	8	Branding support, design consultation
Strategic Outlook	8	Sustainable production	7	Innovative outdoor fabrics	7	Formal & casual wear innovation
Sourcing Guidelines	7	Water Treatment (Purifying ink waste and chemicals) Textile Recycling Tree Donations	7	Upcycling leftover materials, waste reduction, energy efficiency- natural lighting, exploring renewable energy to cut power use by 60%	8	Free medical care and clinic, Child Care & Education (School and daycare for 450 children, free for employees and community)
Total	7		7.58		7.16	

Supplier - El Salvador

Westex Apparel S.A. de C.V. stands out due to its strong technical design and fabric innovation, providing unique and advanced materials that help create high-quality, differentiated products. The company offers competitive pricing, balancing cost efficiency with premium quality. Its customer service is exceptional, offering personalized support and fast response times, ensuring smooth communication throughout the production process. Westex also scores highly in flexibility, allowing it to quickly adjust to changing demands and offer tailored solutions. With a capacity of 400,000 units per month and a commitment to eco-friendly production practices, Westex combines scalability with sustainability, making it an ideal choice for brands seeking both innovation and reliability.

	India						
	Shahi Exports		Gokaldas Exports		Raymond Limited		
	Rank	Comments	Rank	Comments	Rank	Comments	
Abilities	9	Vertical integration	9	CAD/ CAM systems, R&D center	9	Premium manufacturing, specialized finishing	
Capacity	9	6,000,000 production capacity	8	2.5million production capacity	7	1 million production capacity	
Costs	9	Mass market pricing	7	Mid-range pricing	6	Premium pricing	
Customer Service	8	24/7 customer support	8	Technical support	7	Premium customer care	
Customers	8	Famous brands such as GAP, H&M, Marks & Spencer	8	Mainly sportswear brands	7	High-end & luxury brand retailers	
Flexibility	7	24-hour style changeover, order range 5k-500k	8	Quick changeover capability, flexible batch sizes	8	Made-to-measure capability, customization options	
Lead-time	9		8	60-75 days	8	60-90 days	
Management	8	Market leadership	7	Market focus	7	Premium market	
Quality	7	WRAP Certified	8	ISO 9001-2015	8	ISO 9001-2015	
Services Offered	8	Design support, pattern development	8	Technical design support, performance testing	8	Custom fabric development, premium finishing	
Strategic Outlook	8	Automation integration	8	Innovative factory initiatives	7	Sustainable practices	
Sourcing Guidelines	8	ZDHC compliance, OCS certification	8	BCI member, SEDEX certification	7	Sustainable wool sourcing, water recycling	
Total	98		95		89		

Supplier - India

Shahi Exports and Gokaldas Exports stand out as the strongest suppliers, excelling in cost efficiency, and sustainability. Shahi Exports leads in high-volume, cost-effective production, offering a 6 million unit capacity, fast lead times (45-60 days), and competitive pricing, making it ideal for large-scale manufacturing. Gokaldas Exports distinguishes itself with advanced technology and strong sustainability practices, including CAD/CAM systems, R&D support, and BCI/SEDEX certification, along with quick changeover capabilities and ethical sourcing initiatives. While Shahi Exports ensures scalability and affordability, Gokaldas Exports brings innovation, adaptability, and environmental responsibility, making both suppliers highly valuable for achieving a balance of quality, efficiency, and ethical production.

	Philippines						
	Premier Knitting Corp		LS Phil Mfg. Inc		Earjon Garments		
	Rank	Comments	Rank	Comments	Rank	Comments	
Abilities	8	Woven garment production, pullover/jacket/hoodie manufacturing	8	Women/girls garment production	8	Fiber apparel production	
Capacity	7	Regular shipments into US, scalable	8	Large scale production	8	Capable to fulfil US orders	
Costs	8	Competitive pricing	8	Competitive pricing	8	Competitive pricing	
Customer Service	8	Dedicated customer support	7	Reliable in fulfilling US/ Canada orders	7	Reliable export partner based in LA	
Customers	7	Sinopack Trading Inc	8	Major international clients	8	Major international clients	
Flexibility	8	Customizable manufacturing	7	Flexible production capabilities	8	Multiple production capability	
Lead-time	6	No data	6	No data	6	No data	
Management	8	Export markets	7	International market expansion	7	Strengthen North American presence	
Quality	8	High-quality, export standard	8	High-quality, synthetic fibres	9	Export grade, synthetic fibres	
Services Offered	7	End-to-end production, shipping coordination	7	Custom product development	7	Customization of dress styles, order sizes	
Strategic Outlook	8	Sustainable practices	7	Continuous innovation	7	Expansion of international partnerships	
Sourcing Guidelines	8	Sustainable practices, global trade compliance	8	PEZA regulations compliance	8	Ethical sourcing practices	
Total	91		89		91		

Supplier - Philippines

Earjon Garments stands out due to its strengths in fiber apparel production and high-quality synthetic fibers, which are key to ensuring durable, export-grade products. The company's scalability is evident, as it can fulfill large US orders and offers multiple production capabilities, making it a reliable partner for diverse manufacturing needs. With competitive pricing and a solid reputation for customization in dress styles and order sizes, Earjon Garments provides flexible and tailored solutions to meet client demands. Additionally, its strong focus on sustainable sourcing practices and ethical trade compliance aligns well with global market trends toward responsible manufacturing. Their strategic outlook to expand international partnerships further solidifies their potential to meet long-term growth and demand. These factors make Earjon Garments a standout choice for brands seeking reliable and high-quality garment production with a commitment to sustainability.

SUPPLIER ANALYSIS CONCLUSION

key Objectives

Volia's supplier strategy is centered on three key objectives: sustainable fashion, cost optimization, and long-term supply chain stability. To achieve these goals, Volia has strategically selected suppliers from the Philippines, El Salvador, and India, each offering unique strengths that align with the brand's priorities. By leveraging a diversified supplier base, Volia ensures a balance between affordability, scalability, innovation, and sustainability, ultimately enhancing its ability to deliver high-quality, environmentally responsible fashion products at competitive prices.

Supplier Selection

Earjon Garments in the Philippines was selected due to its low costs and high scalability, which align with Volia's commitment to cost optimization and production efficiency. With its expertise in synthetic fibers, Earjon ensures that our garments maintain both durability and quality while remaining affordable. Additionally, its competitive pricing and strong customization capabilities allow Volia to quickly adapt to seasonal trends and consumer preferences, making it an ideal partner for ensuring flexibility in design and production.

Westex Apparel in El Salvador was selected for its competitive pricing, fast response times, and eco-friendly production practices, all of which are essential to Volia's focus on sustainable fashion and supply chain agility. The company's ability to provide high-quality, innovative materials supports Volia's goal of offering distinctive, trend-driven products. Furthermore, Westex's strong customer service and adaptability ensure seamless communication and efficient production cycles, reducing operational risks and improving overall supply chain responsiveness.

From India, we have partnered with both Shahi Exports and Gokaldas Exports, as they provide the best balance of large-scale production capacity, cost efficiency, and sustainability certifications. Shahi Exports is crucial for fulfilling high-volume orders with fast lead times and cost-effective manufacturing, ensuring that Volia remains competitive in the mass-market segment. On the other hand, Gokaldas Exports strengthens our commitment to ethical production through its advanced technology, sustainability initiatives, and compliance with industry certifications. This partnership ensures that Volia can meet increasing consumer demand without compromising on environmental or social responsibility.

By integrating these suppliers into our network, Volia achieves a well-rounded sourcing strategy that prioritizes affordability, sustainability, and flexibility. Each supplier plays a crucial role in strengthening our production capabilities, allowing us to deliver high-quality, responsibly made fashion at competitive prices. This diversified approach ensures long-term stability and positions Volia as a forward-thinking brand that seamlessly blends innovation with ethical manufacturing.



SOURCING STRATEGY PLACEMENT

LINE PLAN
PLACEMENT PLAN

LINE PLAN

Assortment Strategy

1,000,000 Total Units



Kerchief Woven Top

200,000

20%



V-Neck Woven Top

300,000

30%



Circle-Neck Woven Top

500,000

50%



Circle-Neck Woven Top (50%)

500,000 Units

This Product has the highest percentage, mainly because it is a classic versatile base model that is suitable for a wider consumer group. The crewneck design is suitable for different body types and styles and is suitable for different age groups, and it is the single product with the highest market acceptance and the highest re-purchase rate. Therefore, we decided to allocate 50% of our order to this model to ensure sufficient stock to meet the mainstream demand of the market.

V-Neck Woven Top (30%)

300,000 Units

V-neck styles are more popular in the fashion market, especially among younger and fashion-oriented consumer groups. Compared with the round neck style, the V-neck design is more suitable for spring and summer wear, but its applicable population is relatively narrow, and the market demand is high but not as stable as the round neck style. Therefore, we allocate 30% of our orders, ensuring that there is enough supply to meet specific market demand, but not resulting in inventory overhang

Kerchief Woven Top (20%)

200,000 Units

This product is relatively unique in design and may be more targeted towards a specific consumer group than the mass market. Due to the strong popularity but short life cycle, consumer demand for this style may have a certain uncertainty. Therefore, we chose to allocate 20% of the order to ensure that the market has a certain amount of supply, but does not overoccupy the inventory, and reduces the sales risk caused by changes in fashion trends.

LINE PLAN

Assortment Strategy

1,000,000 Total Units

Conclusion

In conclusion, our assortment strategy is based on market demand, consumer preferences and inventory management considerations. As a classic all-in-one, Circle-Neck Woven Top accounts for the highest proportion to meet the mainstream market demand and improve the re-purchase rate. V-neck Woven Top caters to fashion-oriented consumer groups with a moderate proportion to ensure market competitiveness while avoiding inventory overhang. Kerchief Woven Top has the lowest proportion due to its short popularity cycle to control sales risk. This allocation allows us to optimize inventory management, increase sales efficiency, and maximize market coverage and profitability.



LINE PLAN

Inventory Flow Strategy

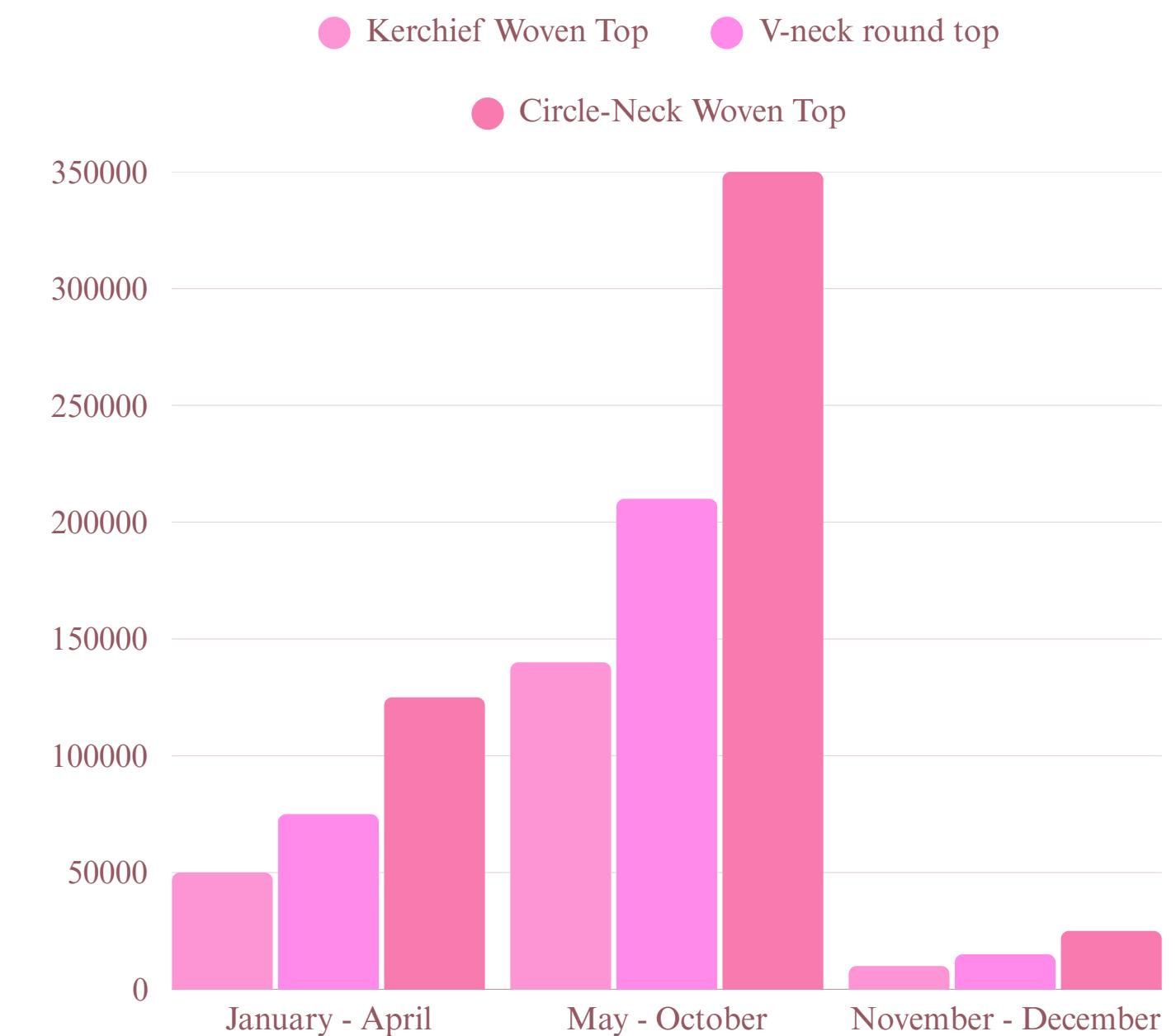
Since all three products are summer camisoles, the sales trends are significantly influenced by seasonal changes.

Spring (January – April) serves as a transition period, with moderate sales accounting for 25% of the annual total. While demand exists, particularly for early spring and vacation markets, overall sales remain limited due to cooler temperatures.

Summer and Early Fall (May – October) mark the peak sales season, contributing to 70% of the annual sales. Inventory levels start increasing in May to prepare for rising demand. The highest sales occur between June and September, making this the most crucial period for stock management and revenue generation.



Winter (November – December) sees a decline in sales due to colder weather, making camisoles less suitable for the season. However, holiday shopping events such as Black Friday and Christmas drive a temporary sales boost, accounting for 5% of the yearly total. To capitalize on these opportunities, inventory levels will be adjusted accordingly before the holiday season. This sales strategy ensures optimal inventory allocation, balancing market demand with stock management to maximize profitability throughout the year.



LINE PLAN

Business Mix Strategy

Our business mix strategy is designed to balance market reach, brand control, and profitability by distributing sales across both wholesale (30%) and retail (70%) channels. Wholesale plays a crucial role in expanding brand awareness and securing large-volume sales with minimal marketing effort. By partnering with established retailers, we can quickly reach a broader audience, leverage their customer base, and ensure steady revenue flow. However, since wholesale typically has lower profit margins compared to direct-to-consumer (DTC) sales, we limit its share to 30% to maintain brand value and pricing control. Retail allows us to establish a direct relationship with customers, strengthen brand identity, and achieve higher profit margins. Within our retail strategy, we have divided sales across multiple channels to optimize market penetration and customer engagement, including Volia's Official Website, Online Retail Platforms, Independent Boutiques. This diversified business mix ensures scalability, profitability, and customer engagement, balancing the benefits of wholesale expansion with the advantages of retail-driven brand control.

INDIA

Wholesale Line Plan (300,000 Units)

STYLE #	NAME	JAN Quantities	FEB Quantities	MAR Quantities	APR Quantities	MAY Quantities	JUN Quantities	JUL Quantities	AUG Quantities	SEP Quantities	OCT Quantities	NOV Quantities	DEC Quantities	TOTAL Quantities	% Total Quantities	Wholesale Per Unit	Wholesale Total	Cost Per Unit	Cost Total	Margin \$ Total	Margin %
Style #250101	Kerchief Woven Top	3,750	3,750	3,750	3,750	7,000	7,000	7,000	7,000	7,000	7,000	1,500	1,500	60,000	20.0%	\$ 30.00	\$ 1,800,000	\$ 5.23	\$ 13,800	\$ 24.77	82.6%
Style #250102	V-Neck Woven Top	5,625	5,625	5,625	5,625	10,500	10,500	10,500	10,500	10,500	10,500	2,250	2,250	90,000	30.0%	\$ 25.00	\$ 2,250,000	\$ 4.55	\$ 409,500	\$ 20.45	81.8%
Style #250103	Circle Neck Woven Top	9,375	9,375	9,375	9,375	17,500	17,500	17,500	17,500	17,500	17,500	3,750	3,750	150,000	50.0%	\$ 25.00	\$ 3,750,000	\$ 4.51	\$ 176,500	\$ 20.49	82.0%
	TOTAL	18,750	18,750	18,750	18,750	35,000	35,000	35,000	35,000	35,000	35,000	7,500	7,500	300,000	100.0%	\$ 26.00	\$ 7,800,000	\$ 4.67	\$ 1,399,800	\$ 21.33	82.1%

Retail Line Plan (600,000 Units)

STYLE #	NAME	JAN Quantities	FEB Quantities	MAR Quantities	APR Quantities	MAY Quantities	JUN Quantities	JUL Quantities	AUG Quantities	SEP Quantities	OCT Quantities	NOV Quantities	DEC Quantities	TOTAL Quantities	% Total Quantities	Retail Per Unit	Retail Total	Cost Per Unit	Cost Total	Margin \$ Total	Margin %
Style #250101	Kerchief Woven Top	8,750	8,750	8,750	8,750	16,335	16,335	16,335	16,335	16,335	16,335	3,500	3,500	140,010	20.0%	\$ 48.00	\$ 6,720,480	\$ 5.23	\$ 732,252	\$ 42.77	89.1%
Style #250102	V-Neck Woven Top	13,125	13,125	13,125	13,125	24,500	24,500	24,500	24,500	24,500	24,500	5,250	5,250	210,000	30.0%	\$ 40.00	\$ 8,400,000	\$ 4.55	\$ 955,500	\$ 35.45	88.6%
Style #250103	Circle Neck Woven Top	21,875	21,875	21,875	21,875	40,830	40,830	40,830	40,830	40,830	40,830	8,755	8,755	349,990	50.0%	\$ 40.00	\$ 13,900,000	\$ 4.51	\$ 1,578,455	\$ 35.49	88.7%
	TOTAL	43,750	43,750	43,750	43,750	81,665	81,665	81,665	81,665	81,665	81,665	17,505	17,505	700,000	100.0%	\$ 41.60	\$ 29,120,080	\$ 4.67	\$ 3,266,207	\$ 36.93	88.8%

LINE PLAN

Business Mix Strategy

EL SALVADOR

Wholesale Line Plan (300,000 Units)

STYLE #	NAME	JAN Quantity	FEB Quantity	MAR Quantity	APR Quantity	MAY Quantity	JUN Quantity	JUL Quantity	AUG Quantity	SEP Quantity	OCT Quantity	NOV Quantity	DEC Quantity	TOTAL Quantity	% Total Quantity	Wholesale Per Unit	Wholesale Total	Cost Per Unit	Cost Total	Margin \$ Total	Margin %
Style#250101	Kerchief Woven Top	3,750	3,750	3,750	3,750	7,000	7,000	7,000	7,000	7,000	7,000	1,500	1,500	60,000	20.0%	\$ 30.00	\$ 1,800,000	\$ 6.46	\$ 337,600	\$ 23.54	78.5%
Style#250102	V-Neck Woven Top	5,625	5,625	5,625	5,625	10,500	10,500	10,500	10,500	10,500	10,500	2,250	2,250	90,000	30.0%	\$ 25.00	\$ 2,250,000	\$ 5.83	\$ 524,700	\$ 19.17	76.7%
Style#250103	Circle Neck Woven Top	9,375	9,375	9,375	9,375	17,500	17,500	17,500	17,500	17,500	17,500	3,750	3,750	150,000	50.0%	\$ 25.00	\$ 3,750,000	\$ 5.83	\$ 1,150,000	\$ 19.19	76.8%
	TOTAL	18,750	18,750	18,750	18,750	35,000	35,000	35,000	35,000	35,000	35,000	7,500	7,500	300,000	100.0%	\$ 26.00	\$ 7,800,000	\$ 5.95	\$ 1,783,800	\$ 20.05	77.3%

Retail Line Plan (600,000 Units)

STYLE #	NAME	JAN Quantity	FEB Quantity	MAR Quantity	APR Quantity	MAY Quantity	JUN Quantity	JUL Quantity	AUG Quantity	SEP Quantity	OCT Quantity	NOV Quantity	DEC Quantity	TOTAL Quantity	% Total Quantity	Retail Per Unit	Retail Total	Cost Per Unit	Cost Total	Margin \$ Total	Margin %
Style#250101	Kerchief Woven Top	8,750	8,750	8,750	8,750	16,335	16,335	16,335	16,335	16,335	16,335	3,500	3,500	140,010	20.0%	\$ 48.00	\$ 6,720,480	\$ 6.46	\$ 904,485	\$ 41.54	86.5%
Style#250102	V-Neck Woven Top	13,125	13,125	13,125	13,125	24,500	24,500	24,500	24,500	24,500	24,500	5,250	5,250	210,000	30.0%	\$ 40.00	\$ 8,400,000	\$ 5.83	\$ 1,224,300	\$ 34.17	85.4%
Style#250103	Circle Neck Woven Top	21,875	21,875	21,875	21,875	40,830	40,830	40,830	40,830	40,830	40,830	8,755	8,755	349,990	50.0%	\$ 40.00	\$ 13,999,600	\$ 5.81	\$ 2,013,442	\$ 34.19	85.5%
	TOTAL	43,750	43,750	43,750	43,750	81,665	81,665	81,665	81,665	81,665	81,665	17,505	17,505	700,000	100.0%	\$ 41.60	\$ 29,120,080	\$ 5.95	\$ 4,162,287	\$ 35.65	85.8%

PHILIPPINES

Wholesale Line Plan (300,000 Units)

STYLE #	NAME	JAN Quantity	FEB Quantity	MAR Quantity	APR Quantity	MAY Quantity	JUN Quantity	JUL Quantity	AUG Quantity	SEP Quantity	OCT Quantity	NOV Quantity	DEC Quantity	TOTAL Quantity	% Total Quantity	Wholesale Per Unit	Wholesale Total	Cost Per Unit	Cost Total	Margin \$ Total	Margin %
Style#250101	Kerchief Woven Top	3,750	3,750	3,750	3,750	7,000	7,000	7,000	7,000	7,000	7,000	1,500	1,500	60,000	20.0%	\$ 30.00	\$ 1,800,000	\$ 3.89	\$ 237,600	\$ 26.11	87.0%
Style#250102	V-Neck Woven Top	5,625	5,625	5,625	5,625	10,500	10,500	10,500	10,500	10,500	10,500	2,250	2,250	90,000	30.0%	\$ 25.00	\$ 2,250,000	\$ 3.29	\$ 296,100	\$ 21.71	86.8%
Style#250103	Circle Neck Woven Top	9,375	9,375	9,375	9,375	17,500	17,500	17,500	17,500	17,500	17,500	3,750	3,750	150,000	50.0%	\$ 25.00	\$ 3,750,000	\$ 3.26	\$ 489,000	\$ 21.74	87.0%
	TOTAL	18,750	18,750	18,750	18,750	35,000	35,000	35,000	35,000	35,000	35,000	7,500	7,500	300,000	100.0%	\$ 26.00	\$ 7,800,000	\$ 3.48	\$ 1,018,500	\$ 22.61	86.9%

Retail Line Plan (600,000 Units)

STYLE #	NAME	JAN Quantity	FEB Quantity	MAR Quantity	APR Quantity	MAY Quantity	JUN Quantity	JUL Quantity	AUG Quantity	SEP Quantity	OCT Quantity	NOV Quantity	DEC Quantity	TOTAL Quantity	% Total Quantity	Retail Per Unit	Retail Total	Cost Per Unit	Cost Total	Margin \$ Total	Margin %
Style#250101	Kerchief Woven Top	8,750	8,750	8,750	8,750	16,335	16,335	16,335	16,335	16,335	16,335	3,500	3,500	140,010	20.0%	\$ 48.00	\$ 6,720,480	\$ 3.89	\$ 544,634	\$ 44.11	91.9%
Style#250102	V-Neck Woven Top	13,125	13,125	13,125	13,125	24,500	24,500	24,500	24,500	24,500	24,500	5,250	5,250	210,000	30.0%	\$ 40.00	\$ 8,400,000	\$ 3.29	\$ 690,400	\$ 36.71	91.8%
Style#250103	Circle Neck Woven Top	21,875	21,875	21,875	21,875	40,830	40,830	40,830	40,830	40,830	40,830	8,755	8,755	349,990	50.0%	\$ 40.00	\$ 13,999,600	\$ 3.26	\$ 1,404,667	\$ 36.74	91.9%
	TOTAL	43,750	43,750	43,750	43,750	81,665	81,665	81,665	81,665	81,665	81,665	17,505	17,505	700,000	100.0%	\$ 41.60	\$ 29,120,080	\$ 3.48	\$ 2,376,586	\$ 38.31	91.8%

PLACEMENT PLAN

Placement 1

Profit Maximization at the Cost of Flexibility

In Placement1, our goal is to maximize profits while ensuring supply chain stability and replenishment efficiency.

We allocated 50% of orders to the Philippines due to its lowest production costs and highest profit margin, making it ideal for the most in-demand style. However, logistics are slow (25-35 days), reducing supply chain flexibility.

30% of orders went to India, where costs are slightly higher, but suppliers are experienced, reliable, and partner with major brands like H&M, Zara, and Nike. This ensures stable long-term supply.

20% of orders were assigned to El Salvador, despite its higher costs, because of its proximity to the U.S. (8-14 days delivery). This supports fast replenishment, reducing inventory and stockout risks, but reliance on imported fabrics increases costs. The main issue is low supply chain flexibility—styles are spread across different countries, making coordination difficult. If one country faces disruptions, overall supply is at risk. Additionally, high reliance on a single supplier increases risk.

In summary, Placement1 delivers the highest profits but lacks flexibility and resilience.

Total Margins: 88.4%

Total units: 1,000,000



PLACEMENT PLAN Placement 2

Flexible, Stable & Competitive Sourcing

To address global supply chain uncertainties, we have optimized our procurement strategy by diversifying risk, enhancing flexibility, and improving market alignment. Instead of solely focusing on cost minimization, we now ensure a more resilient and adaptable supply chain.

India (35%) serves as the core production hub, covering all styles with stable quality, automation, and dual suppliers (Shahi & Gokaldas) to reduce risk and support mid-to-high-end market positioning. El Salvador (30%) has been upgraded from a replenishment center to a long-term supply hub, ensuring fast delivery (8-14 days), reducing time-to-market, and improving sustainability. The Philippines (35%) remains a low-cost, high-volume base, mainly producing high-demand basics, but with limited replenishment capacity, leading to reduced reliance for risk mitigation. Compared to Placement1, this strategy reduces dependency on the Philippines, strengthens India's supply stability with dual suppliers, and upgrades El Salvador's role to enhance market responsiveness. We also implement a flexible core-periphery model, allowing order adjustments based on cost fluctuations. However, challenges remain. Only India produces all styles, meaning replenishment flexibility is still limited. Additionally, managing multiple suppliers increases complexity, and El Salvador's high costs impact overall margins. While this strategy achieves a balance between cost, resilience, and adaptability, further refinements are needed to enhance replenishment capacity and improve supply security.

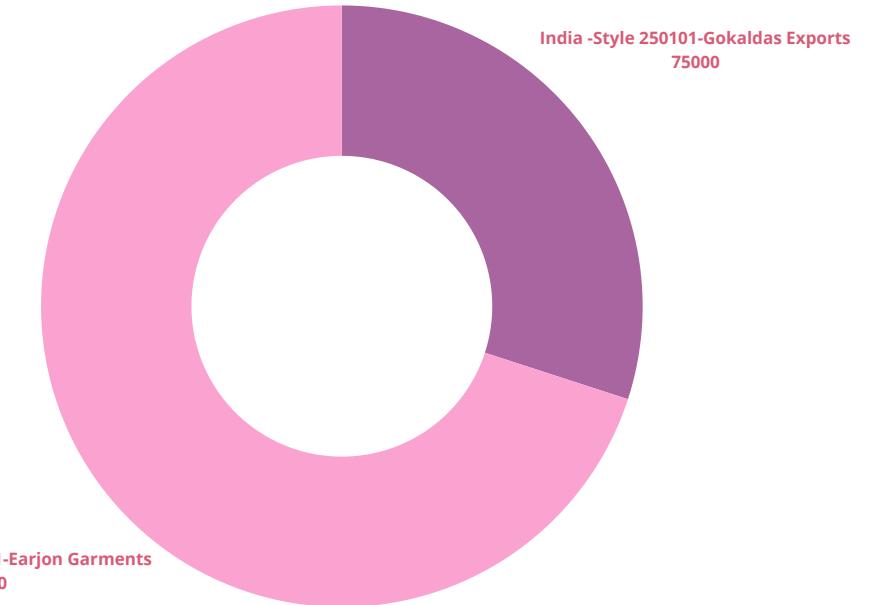
Total Margins: 87.6%

Total units: 1,000,000



250101
Kerchief Woven Top
Wt Avg Price: \$39

Philippines-Style250101-Earjon Garments
175000

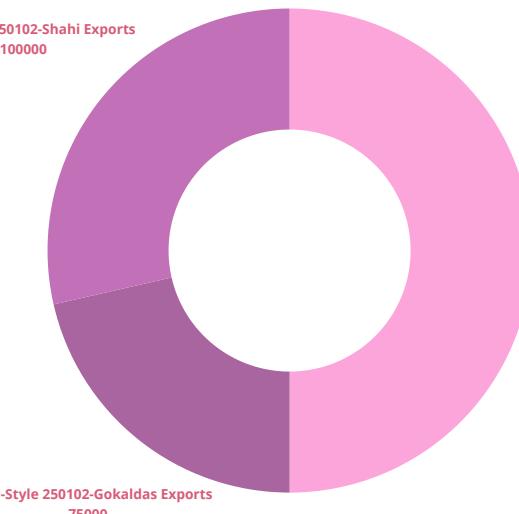


250102
V-Neck Woven Top
Wt Avg Price: \$32.5

Philippines-Style250102-Earjon Garments
100000

India -Style 250102-Gokaldas Exports
75000

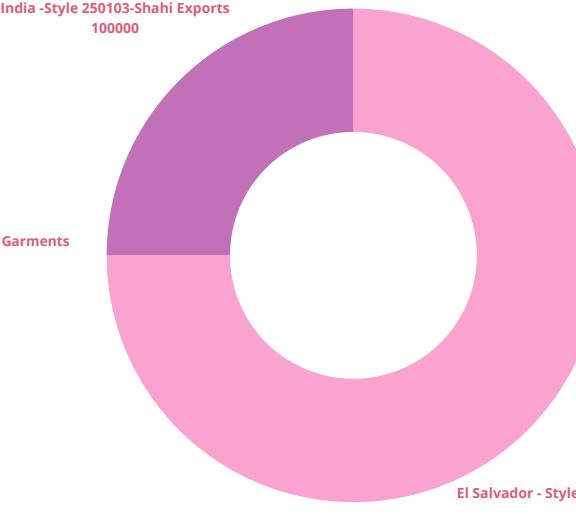
India -Style 250102-Shahi Exports
100000



250103
Circle-Neck Woven Top
Wt Avg Price: \$32.5

El Salvador - Style 250103-Westex Apparel
300000

India -Style 250103-Shahi Exports
100000



PLACEMENT PLAN Placement 3

Final Placement Strategy: Finding the Optimal Balance

Placement3 offers the best balance of cost control, supply chain stability, and market responsiveness. Unlike Placement1, which over-relies on the Philippines (50%) and lacks replenishment capacity, and Placement2, which incurs high costs, Placement3 distributes orders across the Philippines (35%), India (35%), and El Salvador (30%), ensuring flexibility and resilience.

Philippines (35%) – Primary low-cost production base, maximizing profit while reducing dependency. India (35%) – Mid-to-high-end production with dual suppliers, enhancing flexibility and supply chain stability. El Salvador (30%) – Upgraded to a long-term supply hub with fast delivery (8-14 days), ensuring quick inventory adjustments. This “core-periphery” model leverages each region’s strengths while maintaining adaptability. Orders can be adjusted based on market shifts, ensuring cost efficiency, supply resilience, and market responsiveness, making Placement3 the optimal strategy.

- Philippines-Style 250101-Earjon Garments
- El Salvador - Style 250101-Westex Apparel
- India -Style 250101-Gokaldas Exports
- India -Style 250101-Shahi Exports

India -Style 250101-Shahi Exports
50000

Philippines-Style 250101-Earjon Garments
100000

250101
Kerchief Woven Top
Wt Avg Price: \$39



India -Style 250101-Gokaldas Exports
50000



250103
Circle-Neck Woven Top
Wt Avg Price: \$32.5

- El Salvador - Style 250103-Westex Apparel
- India -Style 250103-Gokaldas Exports
- Philippines-Style250103-Earjon Garments
- India -Style 250103-Shahi Exports

India -Style 250103-Shahi Exports
125000

El Salvador - Style 250103-Westex Apparel
100000

India -Style 250102-Shahi Exports
75000

250102
V-Neck Woven Top
Wt Avg Price: \$32.5



- Philippines-Style250102-Earjon Garments
- El Salvador - Style 250102-Westex Apparel
- India -Style 250102-Gokaldas Exports
- India -Style 250102-Shahi Exports

Philippines-Style250102-Earjon Garments
100000

India -Style 250102-Gokaldas Exports
75000

El Salvador - Style 250102-Westex Apparel
50000



Total Margins: 87.4%

Total units: 1,000,000



DISTRIBUTION STRATEGY

LOGISTICS EVALUATION

LOGISTIC STRATEGY

INSIGHTS FROM QUESTIONNAIRE

LOGISTICS PLACEMENT

LOGISTIC EVALUATION

Volia firstly evaluated 10 logistics providers to decide our company's final target logistics provider list.



MAERSK



XPOLogistics



FedEx

The Ryder logo features the word "Ryder" in a bold, red, sans-serif font. A black, stylized arrow or swoosh graphic is positioned to the left of the "R".

KUEHNE+NAGEL

LOGISTICS RANKING

WEIGHTED SCORING

Each category was assigned a weight reflecting its importance to Volia's supply chain success. CSR, Speed, Service (Pick & Pack + Value Added), and Order Turn Around received the highest weights, aligning with our sustainability-first, fashion-focused strategy.

CSR

Sustainability is at the heart of Volia's identity. In this category, we looked at each provider's carbon reduction targets, green fleet investment, renewable energy use, and environmental certifications. Providers with a proven ESG track record and commitment to circular logistics solutions scored highest.

CATEGORY	WEIGHT	Vendor #1	Vendor #2	Vendor #3	Vendor #4	Vendor #5	Vendor #6	Vendor #7	Vendor #8	Vendor #9	Vendor #10
		GEODIS	XPO Logistics	DSV	Hub Group	Ryder	Kuehne + Nagel	DHL	Maersk	FedEx	UPS
Inventory Management	5%	9	9	8	7	8	9	9	8	9	9
Order Turn Around	13%	8	9	7	8	8	8	9	7	9	9
Pick and Pack	13%	9	9	8	7	8	8	9	7	9	9
Value added services	5%	9	9	8	7	8	9	9	8	9	9
Costs	10%	7	9	7	8	8	7	8	6	8	9
Size	4%	10	9	10	8	8	9	9	8	9	9
Customers	4%	9	10	9	7	8	9	9	8	9	9
Multiple locations	5%	10	9	10	7	8	9	9	8	9	9
Location	10%	9	9	10	7	8	9	9	8	8	9
CSR	17%	8	9	8	7	8	9	9	8	9	9
Speed	14%	9	9	7	8	8	9	9	8	10	10
	Total	97	100	92	81	88	95	98	84	98	100
	Average	8.81	9.09	8.36	7.36	9.77	8.63	8.90	7.63	8.90	9.09
	Total (Weight)	8.59	9.04	8.05	7.41	8	8.54	8.9	7.54	8.94	9.14

Value Added Services

Beyond basic shipping, Volia values special services like hanger transport, QC inspections, relabeling, and customized sustainable packaging. These services ensure our products arrive store-ready, aligning with both operational efficiency and brand image.

Costs

While Volia prioritizes service quality and sustainability, we also need cost transparency and competitive pricing to balance our eco-initiatives with profitability. Providers with flexible pricing models that allow for scalable services received higher scores.

Size

Partner size matters for Volia because larger providers often have better infrastructure and technology investment, ensuring more stable and scalable service. However, we also value providers who demonstrate fashion industry specialization, regardless of size.

Customers

We evaluated each provider's current client portfolio, prioritizing those already serving fashion brands, especially eco-conscious and sustainable labels. Working with like-minded brands ensures better alignment with Volia's supply chain goals.

LOGISTICS RANKING

Inventory Management

For Volia, inventory management is about more than just tracking stock. As a woven top brand, we need our logistics partners to offer real-time visibility, accurate reporting, and flexibility to handle seasonal inventory fluctuations. Partners with RFID and barcode capabilities tailored for fashion products scored higher in this section.

Pick and Pack

We expect providers to handle multi-SKU orders, ensure fabric-safe handling, and offer custom eco-friendly packaging options. As an eco-conscious woven brand, Volia gives preference to providers with experience in garment handling and those offering minimal-waste or plastic-free packaging.

Multiple Locations

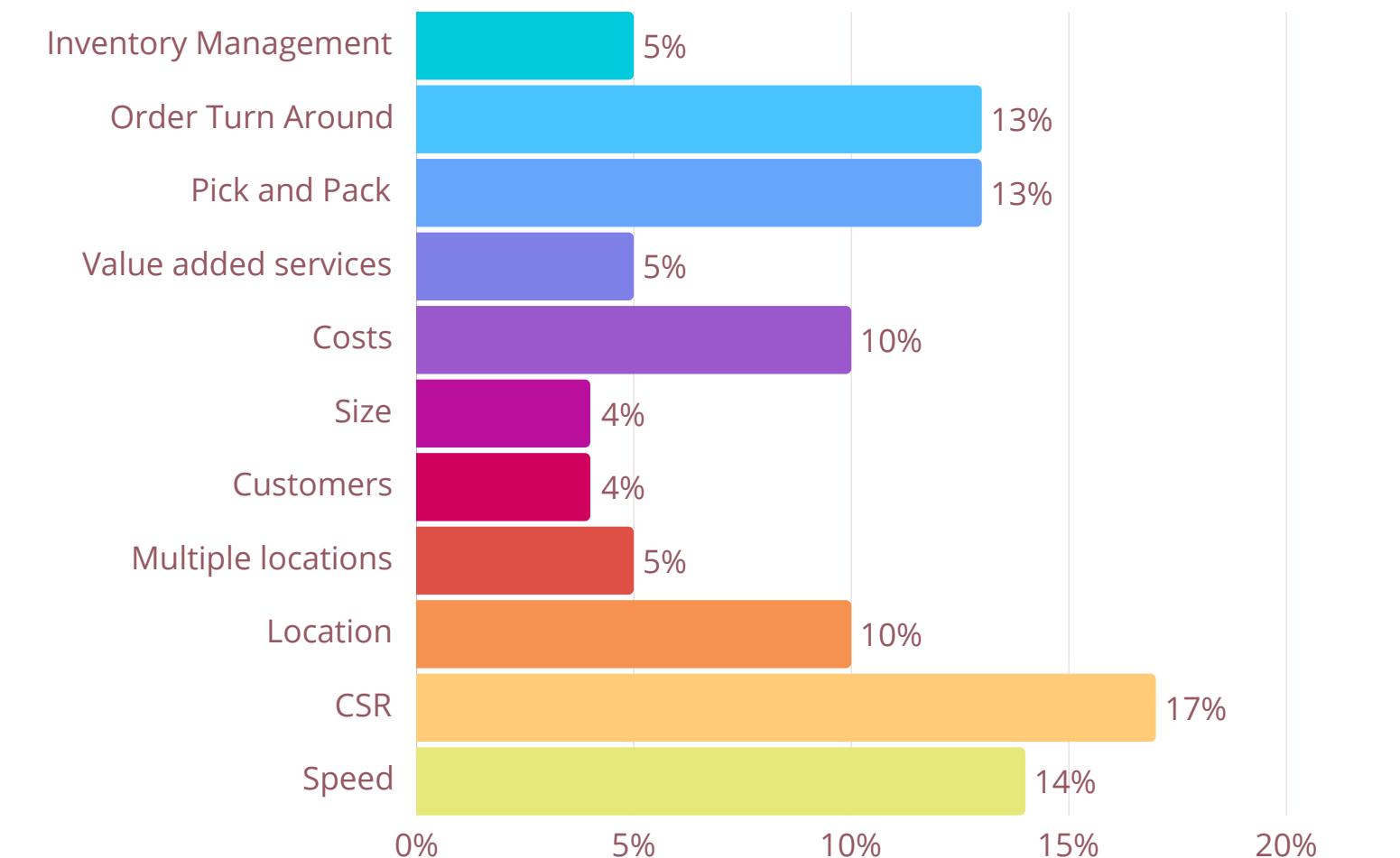
Volia's supply chain spans from sustainable material sourcing to global distribution. We favor partners with well-distributed warehouse networks that support both domestic U.S. coverage and global export needs, ensuring faster delivery and lower emissions.

Order Turn Around

In the fashion industry, speed to market is critical. Volia values logistics partners who can process orders and dispatch shipments within 24-48 hours to keep up with the fast-paced retail cycle. Reliable order turnaround directly impacts our ability to replenish stock and meet customer demand.

Location

Proximity to major fashion hubs, ports, and eco-friendly transportation routes is crucial. Volia gives extra points to providers with facilities near Los Angeles, New York, and key European and Asian fashion capitals.



	GEODIS	XPO Logistics	DSV	Hub Group	Ryder	Kuehne + Nagel	DHL	Maersk	FedEx	UPS
Total	97	100	92	81	88	95	98	84	98	100
Average	8.81	9.09	8.36	7.36	9.77	8.63	8.91	7.63	8.90	9.09
Total Weight	8.59	9.04	8.05	7.41	8	8.54	8.9	7.54	8.94	9.14

Conclusion

After evaluating all providers, XPO and UPS received the highest scores. Both companies offer strong inventory management, fast order processing, and excellent value-added services, which fit Volia's needs as a sustainable woven top brand. They also show strong commitments to sustainability, aligning with Volia's eco-friendly values. Therefore, we believe XPO and UPS are the best logistics partners for Volia.

QUESTIONNAIRE INSIGHTS

To conduct an in-depth analysis of supply chain solutions, we examined the questionnaires from UPS and XPO Logistics, focusing on key logistics and fulfillment factors. The questionnaire covered essential aspects such as product type, barcoding, packaging preferences, SKU management, and storage requirements. It also addressed shipping volumes, including the number of B2C and B2B orders, average order profiles, and projected demand for the next year. Additionally, it explored seasonality, preferred shipping speeds, and international shipping destinations.

About e-commerce platforms, marketplace presence (e.g., Amazon, eBay), and EDI compatibility. It also examined current logistics providers, distribution center locations, and service cost breakdowns, including storage, picking, receiving, and per-order logistics expenses. Furthermore, it sought insights on areas for improvement in existing logistics partnerships and preferences for specific service centers.

By analyzing these responses, we gained valuable insights into supply chain optimization, fulfillment efficiency, and potential areas for cost reduction while evaluating how UPS and XPO Logistics can best align with specific business needs.





QUESTIONNAIRE INSIGHTS

Introduction

UPS Supply Chain Solutions provides comprehensive logistics, warehousing, and fulfillment services to businesses across multiple industries. This process book outlines the key elements of their operations, from product handling to order fulfillment and shipping solutions.

Product Handling

Industries Served: Medical equipment, automotive parts, high-value electronics, consumer retail goods, apparel, temperature-sensitive products
Specialized Services: Fragile/oversized packaging, temperature-controlled storage
Barcode Tracking: All products are barcoded with real-time tracking via UPS Quantum View®
Maximum Package Weight: Up to 150 lbs, with options for freight handling
Maximum Dimensions: Standard UPS size limits, with custom handling for oversized items
Custom & Branded Packaging: Available with protective and eco-friendly options

Warehousing & Storage

SKU Storage Capacity: Flexible storage for a few to thousands of SKUs
Pallet Capacity: Scalable pallet storage through multi-client and dedicated warehouse facilities
Global Distribution Centers: USA (Louisville, Atlanta, Chicago), Canada (Toronto, Calgary), Europe (Frankfurt, Madrid), Asia (Shenzhen, Tokyo), Middle East & South America

Order Processing

B2C Order Volume: Tens of thousands per month, supporting e-commerce and enterprise clients
B2B Order Volume: Ranges from small daily shipments to full truckload movements
Order Types: Single-item orders, multi-SKU shipments, bundled packages
B2B Order Format: Primarily palletized shipments and full truckloads, with smaller box shipments for specific business needs
Seasonal Demand: Q4 (holiday peak), Q2 (automotive), healthcare-related fluctuations

Shipping Services

Global Reach: Over 220 countries and territories
Service Levels: Standard Ground, UPS Next Day Air®, 2nd Day Air®, LTL, full truckload, ocean/air freight
eCommerce & ERP Integration: Shopify, BigCommerce, Magento, NetSuite, UPS WorldShip®
Marketplace Support: Amazon, eBay, Walmart.com, Wayfair, Macy's
EDI Services: Available for major retailers and suppliers
Third-Party Shipping: Drop-shipping programs with vendor compliance and branding consistency

Cost Structure

Logistics Costs Per Order: Dependent on shipment method, weight, dimensions, and destination
Picking Costs: Vary based on contract terms and fulfillment complexity
Receiving Costs: Volume-based, considering labor, equipment, and inspection time
Storage Costs: Based on pallet or cubic footage usage, turnover rates, and special handling needs

Operational Improvement Goals

Enhanced Real-Time Tracking: Advanced analytics for supply chain optimization.
Streamlined Returns Management: Simplified return processing for e-commerce clients.
Consolidated Billing & Cost Optimization: Reduction of administrative burdens through automated invoicing.

Core Capabilities:

Comprehensive Freight Solutions: Specialized in freight transportation across multiple industries, including:

Retail
Automotive Parts
Industrial Machinery
Consumer Electronics
Apparel
E-commerce Fulfillment
Special Handling Services:
Temperature-Controlled Shipments
Oversized Freight
Last-Mile Logistics

Technology Integration:

Inventory Tracking: Uses barcodes and RFID technology for real-time tracking.

Warehouse Management System (WMS): Proprietary software solutions ensure efficient inventory handling across distribution centers.

E-commerce & ERP Integration: Seamless API connections with:

SAP
Oracle
Shopify
Magento

EDI Services: Supports automated order processing and shipment tracking.

Cost Structure & Efficiency Goals:

Pricing & Fees: Variable costs based on shipment size, weight, destination, and service level.

Operational Cost Breakdown:

Per Order: Pricing dependent on transportation mode.

Per Pick: Labor, order complexity, and contract terms affect cost.

Receiving & Storage: Determined by volume, space utilization, and inventory turnover.

Logistics & Order Fulfillment:

Shipping Capacity:

Handles freight exceeding 30,000 kg.

Offers LTL (Less-than-Truckload), FTL (Full Truckload), and Intermodal shipping.

Order Processing:

Millions of B2C orders annually.

High-volume B2B shipments, ranging from hundreds to thousands per month per client.

Supports single-item, multi-unit, and wholesale orders.

Packaging & Branding:

Custom packaging, kitting, and eco-friendly protective packaging options available.

Scalability & Distribution Network:

Global Shipping Reach:

North America & Europe with major hubs in Chicago, Dallas, Atlanta, Paris, and Madrid.

Operations in Canada, Latin America, UK, and Germany.

Storage & Warehousing:

Scalable racking systems and high-density storage.

Dedicated & shared warehousing solutions for high-SKU and bulk storage.

Fulfillment for Online Marketplaces:

Supports Amazon, Walmart, Target, Wayfair, and other major retailers.

Direct-to-consumer and retailer fulfillment services.

Seasonality & Growth Projections:

Peak Demand Periods:

Q4: High retail and e-commerce demand.

Q2: Peak automotive and industrial freight.

Future Growth Focus:

Expansion in automotive, industrial manufacturing, and e-commerce logistics.

Increasing investments in last-mile delivery and home services.

LOGISTICS PLACEMENT

UPS

UPS warehousing and distribution is an ideal partner for Volia's wholesale logistics operations due to its extensive infrastructure, advanced inventory management, cost-efficient bulk shipping, and strong commitment to sustainability and corporate social responsibility (CSR). Headquartered in Atlanta, Georgia, UPS operates 2,300 facilities across the U.S. and has a global presence in over 220 countries, making it one of the largest and most reliable logistics providers in the world. Their warehousing solutions are designed to handle high-volume wholesale shipments, offering efficient palletized and bulk order fulfillment, custom labeling, EDI invoicing, and value-added services to meet retail partner requirements. UPS's real-time inventory tracking and RFID technology provide precise stock visibility, ensuring that Volia's wholesale customers receive timely and accurate deliveries. Their nationwide distribution network, including major hubs in Louisville, KY (Worldport) and strategic coastal locations, enables fast 1–2-day shipping to retailers, reducing lead times and ensuring that Volia's products are always available in stores. Additionally, UPS's commitment to sustainability aligns with Volia's eco-conscious mission—its carbon-neutral goal by 2050, use of electric delivery vehicles, and optimized transportation routes significantly reduce emissions. UPS also stands out for its CSR initiatives, contributing 25% of donations to underserved women, youth, and marginalized communities each year. Also Provided \$1.8M in scholarships to children of UPS employees. By leveraging UPS Warehousing & Distribution, Volia ensures that its wholesale supply chain is optimized for speed, cost-efficiency, and sustainability, reinforcing the brand's commitment to ethical and responsible fashion.



LOGISTICS PLACEMENT

XPO LOGISTICS

XPO Logistics was the clear choice for Volia after evaluating logistics providers based on service quality, speed, reputation, and corporate social responsibility (CSR). As a fashion brand committed to sustainability and empowering women, we needed a logistics partner that aligned with our values while ensuring efficiency in our retail operations. XPO stood out due to its industry-leading 1-2-day nationwide delivery, ensuring our customers receive their orders quickly, enhancing their shopping experience. Their expertise in fashion logistics includes inventory management, order fulfillment, packaging, returns handling, and retail compliance, making them a perfect fit for our supply chain needs. They also excel in data science and machine learning, ensuring real-time freight flow management, dynamic pricing, and network optimization. Their easy-to-use shipper tools enhance visibility, allowing for seamless shipment tracking, quote requests, and pick-up scheduling, streamlining logistics. This, along with their focus on sustainability and diversity, makes XPO the perfect logistics partner for Volia. Additionally, XPO's commitment to sustainability, with its green fleet and optimized transportation routes, supports our mission to reduce environmental impact at every stage. Their recognition as a Top 75 Green Supply Chain Partner reinforces their dedication to eco-friendly operations, aligning seamlessly with Volia's sustainability-first approach—from fabrics to packaging. Beyond logistics, XPO's strong CSR initiatives, diversity, and inclusion efforts also played a key role in our decision. With 26% female representation—far exceeding the 15% industry average, XPO actively supports gender diversity, which resonates with Volia's vision of empowering women. Furthermore, their recognition as Forbes' Top 50 Best Companies to Work For reflects their commitment to ethical business practices and employee well-being. With over 20 years of experience and a reputation as the #1 ranked logistics company, XPO provides Volia with a reliable, innovative, and socially responsible logistics solution, ensuring our brand continues to deliver thoughtfully designed, sustainable fashion to women everywhere.

XPO Logistics

13,000
Drivers

99%
US ZIP codes covered

44,000+
Tractors and trailers



LOGISTICS PLACEMENT

Distribution Center 1: Denver, Colorado

As a growing brand with a clear understanding of our customer distribution, we have adopted a dual-warehouse strategy to enhance logistics efficiency and reduce long-distance transportation costs. By strategically placing warehouses on both the East Coast (Savannah, GA) and Central U.S. (Denver, CO), we can optimize inventory management, accelerate order fulfillment, and ensure faster delivery to key markets across the country.

Setting up a warehouse in Denver, CO will store 60% of our retail inventory for e-commerce operations, primarily serving the retail demand of the Midwest, West Coast, and other regions. Denver's central location offers significant advantages by reducing the long-distance transportation costs from the East Coast warehouse and improving delivery speed. The warehouse in Denver is ideally positioned to cover key markets like Los Angeles, San Francisco, and Chicago, making it a strategic choice for nationwide retail distribution.

XPO operates a large logistics center in Denver that enables 1-2 day nationwide delivery, reducing long-haul transportation costs and improving efficiency. With advanced Pick & Pack capabilities, XPO ensures fast and accurate order fulfillment, meeting the quick delivery demands of retail customers. They also manage last-mile delivery within 2 days and streamline returns through strong reverse logistics. Distributing 60% of our retail inventory via XPO allows us to meet national demand, support quick restocking, and optimize e-commerce fulfillment, particularly for the West Coast and Midwest markets.

60%
RETAIL
(E-COMMERCE)

XPO Logistics



LOGISTICS PLACEMENT

Distribution Center 2: Savannah, Georgia

Savannah has the fourth largest and fastest growing port in the United States and is an important hub for apparel imports on the East Coast. Through this port, retail inventory can be quickly transported from the sea to the warehouse for local distribution, greatly improving logistics efficiency. Due to Savannah's geographic location, proximity to major East Coast markets, and excellent transportation connections to key cities such as New York, Miami, and Atlanta, placing all wholesale inventory and 40% of retail inventory in Savannah warehouses maximizes transportation efficiency and reduces transportation costs.

Our store is also located in Savannah, which means that the warehouse and the store are in the same city, enabling faster stock replenishment and increased merchandise turnover, which is especially suitable for fast fashion, enabling new stock to be put on the shelf faster. UPS's strong distribution network in the region will further support this model, ensuring timely replenishment of retail stores. UPS's distribution center, also located in Savannah, has the advantage of handling bulk commodities, such as full-box or full-pallet shipments, to efficiently support the storage and rapid distribution of imported goods to wholesale customers. In addition, UPS will handle wholesale inventory and a portion of retail inventory (40%) at the Savannah warehouse, as well as high-volume deliveries to major retailers on the East Coast, such as New York, Miami, Atlanta, and others. This layout will not only improve logistics efficiency and shorten delivery times, but also ensure the efficient operation of retail operations in the East Coast market.

100%
WHOLESALE

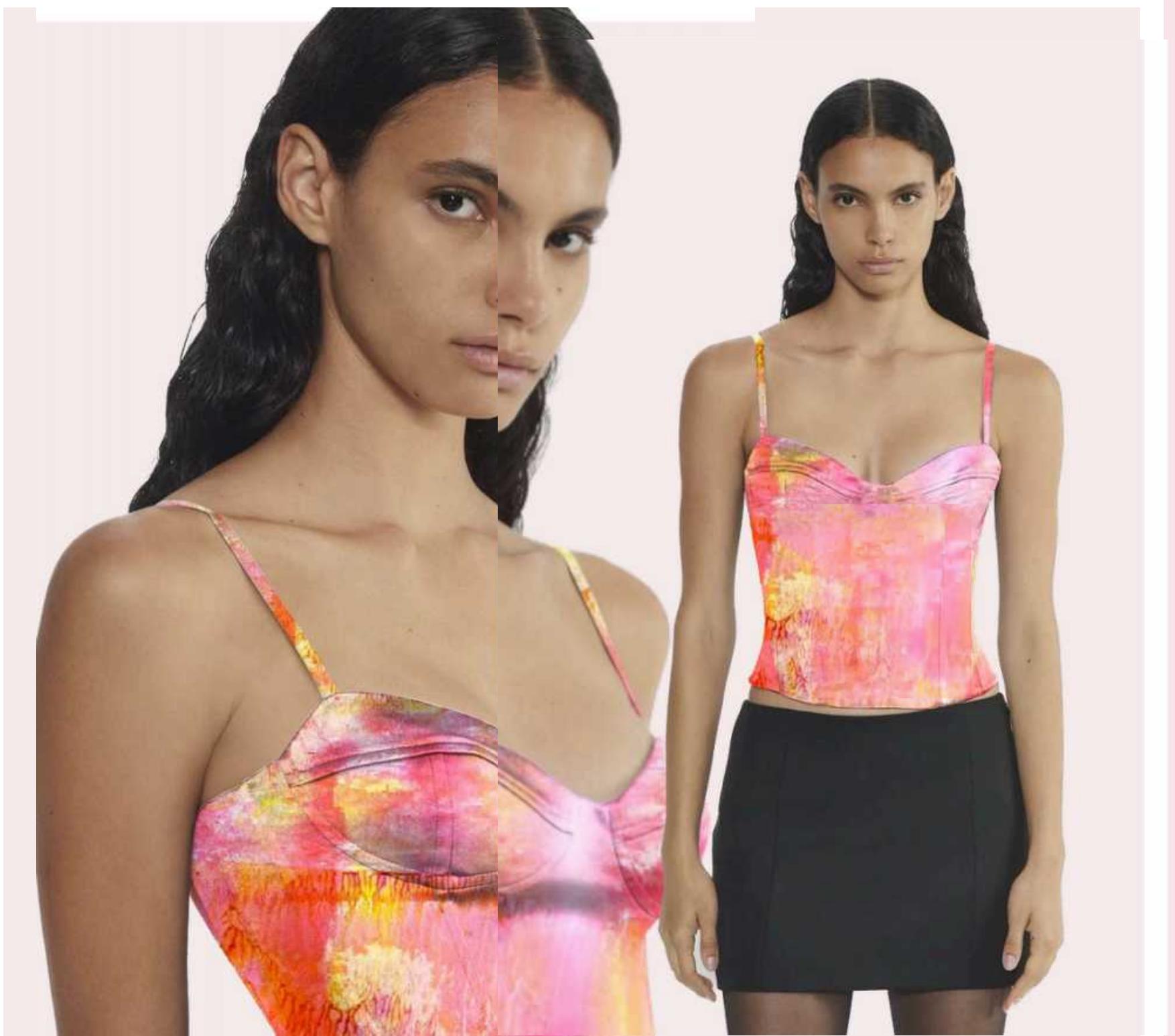
40%
RETAIL





CONCLUSION

CONCLUSION



As a sustainable brand specializing in woven tops made from recyclable fabric, Volia upholds a supply chain strategy that aligns with our commitment to quality, sustainability, and efficiency. After conducting a thorough analysis, we have determined that utilizing manufacturers in India, El Salvador, and the Philippines will allow us to maximize opportunities while mitigating risks.

To ensure a balanced and resilient supply chain, we have strategically selected three manufacturers—one based in El Salvador, one in the Philippines, and two in India. This diversification enables us to leverage the strengths of each region: fast-response production in El Salvador, high-capacity and skilled manufacturers in India, and cost-efficient, sustainable production in the Philippines.

Once our products are manufactured, they will be shipped via XPO and USP to major distribution hubs, ensuring smooth logistics and timely fulfillment. As a multichannel retailer, Volia operates through e-commerce platforms and wholesale partnerships, with a strong emphasis on customer satisfaction and sustainable practices.

Through our research and carefully planned supply chain strategy, Volia is confident that this approach will support our brand's growth while staying true to our values of sustainability and innovation.

POSTER



Volia

Volia Overview

Volia is a fashion brand dedicated to empowering women, creating unique pieces with personality and style through innovative design and high-quality craftsmanship. The brand focuses on three series of breathable mesh tops: sleeveless breathable mesh vests, short-sleeved breathable mesh tops, and long-sleeved breathable mesh tops. Volia believes that clothing should not only express beauty, but also be a vehicle for women to express their own story and unique charm.

Vision

To inspire women to celebrate their individuality through fashion, creating a community where personal style and self-expression are always celebrated.

Mission

We mission is to work with transparently sourced, sustainable fabrics that are made from high-quality, eco-friendly materials and ethical methods, ensuring a positive environmental and social impact at every stage.

Values

Our mission is to create a sustainable and ethical brand that prioritizes the environment and social responsibility. We believe in transparency, accountability, and ethical practices. Our products are made from recycled materials and are designed to be long-lasting and sustainable. We are committed to making the world a better place, one product at a time.

Market Segmentation & Target Consumers

Volia's market segmentation is precise, primarily targeting women aged 20-30 with medium incomes. These women are active in urban and suburban areas, follow fashion trends, and often work in creative fields. Through demographic, psychographic, and social analysis, Volia has identified key consumer personas, such as trend-driven university students, ethically conscious minimalist professionals, and fun-loving nature enthusiasts. Understanding their fashion preferences, purchasing behaviors, and pain points provides a foundation for product design and marketing strategies.

Product Details

At Volia, we are dedicated to making a positive impact on the planet, society, and the individuals we serve. Our commitment to transparency extends from the fabrics used in our garments to the materials for our labels and product packaging. We believe in and encourage green approaches to corporate social responsibility. Our products are made from three core pillars: sustainability, social engagement, and ethical production.

The products are made from 100% polyester, a new environmental friendly material created in the United States (USA). The fabric is produced from discarded PET bottles, such as mineral water and soda bottles. The recycling process reduces waste, while the material is produced from recycled polyester. This fabric is sustainable, significantly reducing waste, emissions, and the energy required to produce 100% of the energy compared to conventional polyester production.

All our packaging and apparel made from 100% recycled polyester fabric, are durable, sustainable, and recyclable for sustainability. Our long cap sleeve is made from 100% virgin spun poly, with fine-grade microfibers, stretchable, and breathable. Our top is made from 100% recycled cotton fibers, sourced from within water like cotton, cotton, cotton, and industrial plastic, and certification in GRS standards. We use 100% recycled paper for our long cap and 100% recycled cotton for our short cap. The packaging is also recyclable, compostable, and biodegradable.

Sourcing Strategy

Volia employs a dual-channel market strategy, with 70% retail and 30% wholesale. The retail sector includes its official website, online retail platforms, and independent boutiques, while wholesale partnerships include Urban Outfitters and Nordstrom, ensuring balanced market coverage, brand control, and profitability. For logistics, after evaluating 10 logistics providers, XPO and UPS were selected. XPO's logistics center in Denver and UPS's facility in Savannah enable a dual-warehouse strategy, optimizing logistics efficiency to ensure fast and accurate product delivery, meeting market demands.

Logistics Approach

Volia adopts a dual-channel distribution strategy, combining both retail (70%) and wholesale (30%) approaches to optimize market coverage, brand control, and profitability.

Retail Strategy (70%):
Sells directly through its official website, online retail platforms, and independent boutiques to maintain brand identity and customer relationships.

Wholesale Strategy (30%):
Partners with major retailers like Urban Outfitters and Nordstrom, leveraging their established customer base and market reach.

Distribution Strategy

Product Assortment

Volia specializes in bold, stylish woven tops designed to empower modern women with confidence and individuality. Each style—V-Neck, Kertie, and Circle-Neck—features vibrant digital prints, from abstract patterns to dreamy gradients. Crafted from 100% recycled polyester, the fabric is lightweight, silky, and eco-friendly. Our designs include versatile options like a cropped V-neckline that highlights feminine charm, a multifunctional kertie top that doubles as a scarf or hair accessory, and a circle-neck top with a unique criss-cross back detail for elegance and comfort. These pieces offer a flattering fit and seamless versatility, perfect for both casual wear and standout looks.



V-Neck Woven Top
Fabric: 100% recycled polyester (100% recycled PET bottles).
Design: Features a vibrant abstract digital print.
Style: Cropped V-neckline.
Color: Various colors available.
Size: Small, Medium, Large, Extra Large.

Circle-Neck Woven Top
Fabric: 100% recycled polyester (100% recycled PET bottles).
Design: Features a vibrant abstract digital print.
Style: Circle-neck top with a unique criss-cross back detail.
Color: Various colors available.
Size: Small, Medium, Large, Extra Large.

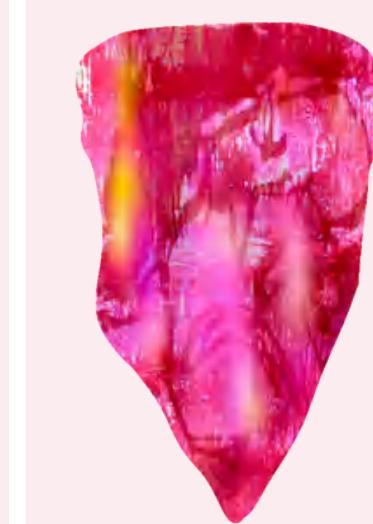
Kertie Woven Top
Fabric: 100% recycled polyester (100% recycled PET bottles).
Design: Features a vibrant abstract digital print.
Style: Multifunctional top that can be worn as a scarf or hair accessory.
Color: Various colors available.
Size: Small, Medium, Large, Extra Large.

Country & Supplier Analysis

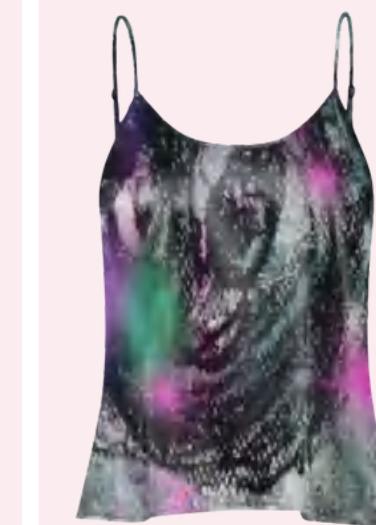
A comprehensive analysis of El Salvador, India, and the Philippines was conducted, assessing each country's political, economic, and social environment, trade agreements, garment industry, and transportation infrastructure. India stands out for its cost efficiency, sustainability initiatives, and well-established textile infrastructure. El Salvador offers trade agreements and geographical advantages in the apparel industry. The Philippines, while still developing its textile industry, has a young workforce and government support.



V-Neck Woven Top



Kerchief Woven Top



Circle-Neck Woven Top



COST SHEET

COST SHEET

Kerchief Woven Top



VOLIA COMPANY									
COST SHEET				Date		2025-03-11			
Style #	#250101					Season		Summer	
Style Name	Volia					Wash		Hand Wash	
Description	Kerchief woven top					Wash Description		Wash with like colors	
						El Salvador		India	
FABRICS		Mill	Style #	Description	\$/yard*	Yield**	Total		
Fabric	Suzhou Goukun Textile Co Ltd	G-207	Recycled Polyester Satin	1.79	0.98	1.7790			
						0.0000			
TOTAL FABRIC COST						1.7790	1.7790	1.7790	
*to include freight				**must include waste					
Components	Vendor	Style #	\$/unit	Quantity**		\$Total			
Thread	Gutermann	402-6600Y	0.6800	0.0023		0.0016			
Care label	SML Group Ltd	Customized for Volia	0.0083	1.0000		0.0084			
Main label	SML Group Ltd	Customized for Volia	0.0249	1.0000		0.0252			
TOTAL COMPONENT COSTS						0.0352	0.0352	0.0352	
PACKING	Vendor	Style #	\$/unit	Qty in carton		\$Total			
Cartons	Suzhou Beixuan Packaging Material Co Ltd	3087GX78	0.2500	50		0.0050			
Tape						0.0100	0.0100	0.0100	
Labels						0.0600	0.0600	0.0600	
TOTAL PACKING COSTS						0.075	0.075	0.075	
PACKAGING	Vendor	Style #	\$/unit	Quantity		\$Total			
Hangtags	Shanghai Huijie Packaging Technology Co Ltd	0-003	0.0026	1.00		0.0026			
Hangtag String	Yiwu AiQing Garment Accessories Co Ltd	20-008	0.0010	1.0000		0.0010			
Packaging Bag	Guangzhou Haizhong Plastic Products Co Ltd	40G2535	0.0490	1.0000		0.0495			
Bar Code Sticker	Shanghai Jianneng Intelligent Technology Co. Ltd	FWGPP60-C30EH	0.0007	1.0000		0.0007			
Other						0.0000			
TOTAL PACKAGING COSTS						0.0539	0.0539	0.0539	

COST SHEET

Kerchief Woven Top



LABOR			Cost/min	#of mins		\$Total		
Patternmaking						0.0240	\$0.0135	\$0.0090
Grading						0.0240	\$0.0135	\$0.0090
Marking						0.0240	\$0.0135	\$0.0090
Cutting						0.2400	\$0.1350	\$0.0900
Sewing	El Salvador		0.1600	15.0		2.4000		
Sewing	India		0.0900	15.0			1.3500	
Sewing	Philippines		0.0600	15.0				0.9000
Finishing*	Includes tasks such as ironing, trimming loose threads, and perfecting the garment's overall appearance					0.4000		
Prepacks						0.0600	\$0.0600	\$0.0600
Admin						0.5000	\$0.5000	\$0.5000
TOTAL LABOR						3.6720	2.0855	1.5770
*Includes pressing & packing unless otherwise noted.								
SUBTOTAL						5.6150	4.0285	3.5200
DUTY								
Duty	El Salvador	percentage		10%		0.5615		
Duty	India			20%			0.8057	
Duty	Philippines			6%				0.1936
TOTAL DUTY						0.5615	0.8057	0.1936
OTHER		Freight \$	Insurance \$	Total \$	# units***	\$Total		
Freight and Insurance per container								
Fr. & Ins	El Salvador	\$2,500	\$750	\$3,250	12,600	0.2579		
Fr. & Ins	India	\$3,500	\$1,200	\$4,700	12,600		0.3730	
Fr. & Ins	Philippines	\$1,500	\$450	\$1,950	12,600			0.1548
Broker*			per container	300	12,600	0.0238	0.0238	0.0238
		#of units = 252 cartons per container * 50 units per box						
TOTAL OTHER						0.2817	0.3968	0.1786
GRAND TOTAL						6.4582	5.2310	3.8922

COST SHEET

V-Neck Woven Top



VOLIA COMPANY					
COST SHEET				Date	2025-03-11
Style #	#250102			Season	Summer
Style Name	Volia			Wash	Hand Wash
Description	V-neck woven top			Wash Description	Wash with like colors
				El Salvador	India
					Philippines
FABRICS	Mill	Style #	Description	\$/yard*	Yield**
Fabric	Suzhou Goukun Textile Co Ltd	G-207	Recycled Polyester Satin	1.79	0.66
				1.1860	
				0.0000	
TOTAL FABRIC COST					
*to include freight			**must include waste		
Components	Vendor	Style #	\$/unit	Quantity**	\$Total
Thread	Gutermann	402-6600Y	0.6800	0.0023	0.0016
Care label	SML Group Ltd	Customized for Volia	0.0083	1.0000	0.0084
Main label	SML Group Ltd	Customized for Volia	0.0249	1.0000	0.0252
Zipper	Yongjia Pengchen Garment Accessories Co., Ltd	YXLL-01	0.0250	1.0000	0.0253
TOTAL COMPONENT COSTS					
PACKING	Vendor	Style #	\$/unit	Qty in carton	\$Total
Cartons	Suzhou Beixuan Packaging Material Co Ltd	3087GX78	0.2500	50	0.0050
Tape					0.0100
Labels					0.0600
TOTAL PACKING COSTS					
PACKAGING	Vendor	Style #	\$/unit	Quantity	\$Total
Hangtags	Shanghai Huijie Packaging Technology Co Ltd	0-003	0.0026	1.00	0.0026
Hangtag String	Yiwu AiQing Garment Accessories Co Ltd	20-008	0.0010	1.0000	0.0010
Packaging Bag	Guangzhou Haizhong Plastic Products Co Ltd	40G2535	0.0490	1.0000	0.0495
Bar Code Sticker	Shanghai Jianneng Intelligent Technology Co. Ltd	FWGPP60-C30EH	0.0007	1.0000	0.0007
Other					0.0000
TOTAL PACKAGING COSTS					

COST SHEET

V-Neck Woven Top



LABOR			Cost/min	#of mins		\$Total		
Patternmaking						0.0240	\$0.0135	\$0.0090
Grading						0.0240	\$0.0135	\$0.0090
Marking						0.0240	\$0.0135	\$0.0090
Cutting						0.2400	\$0.1350	\$0.0900
Sewing	El Salvador		0.1600	15.0		2.4000		
Sewing	India		0.0900	15.0			1.3500	
Sewing	Philippines		0.0600	15.0				0.9000
Finishing*	Includes tasks such as ironing, trimming loose threads, and perfecting the garment's overall appearance					0.4000		
Prepacks						0.0600	\$0.0600	\$0.0600
Admin						0.5000	\$0.5000	\$0.5000
TOTAL LABOR						3.6720	2.0855	1.5770
*Includes pressing & packing unless otherwise noted.								
SUBTOTAL						5.0472	3.4607	2.9522
DUTY								
Duty	El Salvador	percentage	10%			0.5047		
Duty	India		20%				0.6921	
Duty	Philippines		6%					0.1624
Duty	0							
TOTAL DUTY						0.5047	0.6921	0.1624
OTHER		Freight \$	Insurance \$	Total \$	# units***	\$Total		
Freight and Insurance per container								
Fr. & Ins	El Salvador	\$2,500	\$750	\$3,250	12,600	0.2579		
Fr. & Ins	India	\$3,500	\$1,200	\$4,700	12,600		0.3730	
Fr. & Ins	Philippines	\$1,500	\$450	\$1,950	12,600			0.1548
Broker*			per container	300	12,600	0.0238	0.0238	0.0238
		#of units = 252 cartons per container						
		* 50 units per box						
TOTAL OTHER						0.2817	0.3968	0.1786
GRAND TOTAL						5.8337	4.5497	3.2932

COST SHEET

Circle-Neck Woven Top



VOLIA COMPANY													
COST SHEET				Date		2025-03-11							
Style #	#250103							Season	Summer				
Style Name	Volia							Wash	Hand Wash				
Description	Circle Neck woven top							Wash Description	Wash with like colors				
								El Salvador	India		Philippines		
FABRICS	Mill	Style #	Description	\$/yard*		Yield**	Total						
Fabric	Suzhou Goukun Textile Co Ltd	G-207	Recycled Polyester Satin	1.79		0.66	1.1860						
							0.0000						
TOTAL FABRIC COST							1.1860	1.1860	1.1860				
*to include freight			**must include waste										
Components	Vendor	Style #	\$/unit	Quantity**			\$Total						
Thread	Gutermann	402-6600Y	0.6800	0.0023			0.0016						
Care label	SML Group Ltd	Customized for Volia	0.0083	1.0000			0.0084						
Main label	SML Group Ltd	Customized for Volia	0.0249	1.0000			0.0252						
TOTAL COMPONENT COSTS							0.0352	0.0352	0.0352				
PACKING	Vendor	Style #	\$/unit	Qty in carton			\$Total						
Cartons	Suzhou Beixuan Packaging Material Co Ltd	3087GX78	0.2500	50			0.0050						
Tape							0.0100	0.0100	0.0100				
Labels							0.0600	0.0600	0.0600				
TOTAL PACKING COSTS							0.075	0.075	0.075				
PACKAGING	Vendor	Style #	\$/unit	Quantity			\$Total						
Hangtags	Shanghai Huijie Packaging Technology Co Ltd	0-003	0.0026	1.00			0.0026						
Hangtag String	Yiwu AiQing Garment Accessories Co Ltd	20-008	0.0010	1.0000			0.0010						
Packaging Bag	Guangzhou Haizhong Plastic Products Co Ltd	40G2535	0.0490	1.0000			0.0495						
Bar Code Sticker	Shanghai Jianneng Intelligent Technology Co. Ltd	FWGPP60-C30EH	0.0007	1.0000			0.0007						
Other							0.0000						
TOTAL PACKAGING COSTS							0.0539	0.0539	0.0539				

COST SHEET

Circle-Neck Woven Top



LABOR			Cost/min	#of mins		\$Total		
Patternmaking						0.0240	\$0.0135	\$0.0090
Grading						0.0240	\$0.0135	\$0.0090
Marking						0.0240	\$0.0135	\$0.0090
Cutting						0.2400	\$0.1350	\$0.0900
Sewing	El Savador		0.1600	15.0		2.4000		
Sewing	India		0.0900	15.0			1.3500	
Sewing	Philippines		0.0600	15.0				0.9000
Finishing*	Includes tasks such as ironing, trimming loose threads, and perfecting the garment's overall appearance					0.4000		
Prepacks						0.0600	\$0.0600	\$0.0600
Admin						0.5000	\$0.5000	\$0.5000
TOTAL LABOR						3.6720	2.0855	1.5770
*Includes pressing & packing unless otherwise noted.								
SUBTOTAL						5.0220	3.4355	2.9270
DUTY								
Duty	El Savador	percentage	10%			0.5022		
Duty	India		20%				0.6871	
Duty	Philippines		6%					0.1610
TOTAL DUTY						0.5022	0.6871	0.1610
OTHER		Freight \$	Insurance \$	Total \$	# units***	\$Total		
Freight and Insurance per container								
Frt & Ins	El Savador	\$2,500	\$750	\$3,250	12,600	0.2579		
Frt & Ins	India	\$3,500	\$1,200	\$4,700	12,600		0.3730	
Frt & Ins	Philippines	\$1,500	\$450	\$1,950	12,600			0.1548
Broker*			per container	300	12,600	0.0238	0.0238	0.0238
		#of units = 252 cartons per container * 50 units per box						
TOTAL OTHER						0.2817	0.3968	0.1786
GRAND TOTAL						5.8059	4.5194	3.2666

Placement1

India-Shahi Exports				El Salvador-Westex Apparel				Philippines-Earjon Garments		
Totals	Style 250101	Style 250102	Style 250103	Style 250101	Style 250102	Style 250103		Style 250101	Style 250102	Style 250103
1,000,000	300,000				200,000				500,000	
	\$ 42.60				\$ 35.50				\$ 35.50	
	\$ 5.23				\$ 5.83				\$ 3.27	
	\$ 37.37				\$ 29.67				\$ 32.23	
	87.7%				83.6%				90.8%	
\$ 37,630,000	\$ 12,780,000			\$ -	\$ 7,100,000				\$ 17,750,000	
\$ 4,370,000	\$ 1,569,000			\$ -	\$ 1,166,000				\$ 1,635,000	
\$ 33,260,000	\$ 11,211,000			\$ -	\$ 5,934,000				\$ 16,115,000	
88.4%	87.7%				83.6%				90.8%	
\$ 37.63										
\$ 4.37										
\$ 33.26										
88%										

Placement2

		India	Gokaldas Exports	Shahi Exports		El Salvador	Westex Apparel		Philippines	Earjon Garments	
	Totals	Style 250101	Style 250102	Style 250103	Style 250102	Style 250101	Style 250102	Style 250103	Style 250101	Style 250102	Style 250103
Total Units	1,000,000	75,000	75,000		100,000	100,000			300,000		
Sales Price		\$ 42.60	\$ 35.50		\$ 35.50	\$ 35.50			\$ 35.50		
Cost		\$ 5.23	\$ 4.55		\$ 4.52	\$ 4.5497			\$ 5.81		
Unit Margin \$		\$ 37.37	\$ 30.95		\$ 30.98	\$ 30.95			\$ 29.69		
Unit Margin %		87.7%	87.2%		87.3%	87.2%			83.6%		
Total Sales	\$ 37,275,000	\$ 3,195,000	\$ 2,662,500		\$ 3,550,000	\$ 3,550,000			\$ 10,650,000		
Total Cost	\$ 4,639,603	\$ 392,250	\$ 341,228		\$ 451,940	\$ 454,970			\$ 1,741,770		
Total Margin \$	\$ 32,635,398	\$ 2,802,750	\$ 2,321,273		\$ 3,098,060	\$ 3,095,030			\$ 8,908,230		
Total Margin %	87.6%	87.7%	87.2%		87.3%	87.2%			83.6%		
Avg Price	\$ 37.28										
Avg Cost	\$ 4.64										
Avg Margins	\$ 32.64										
	88%										

Placement3

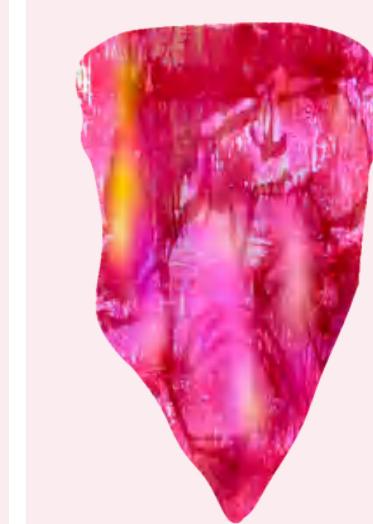
Final Placement

		India	Gokaldas Exports	Shahi Exports		El Salvador	Westex Apparel		Philippines	Earjon Garments		
	Totals	Style 250101	Style 250102	Style 250103	Style 250103	Style 250102	Style 250101	Style 250102	Style 250103	Style 250101	Style 250102	Style 250103
Total Units	1,000,000	50,000	125,000	75,000	125,000	75,000	50,000	100,000	50,000	100,000	100,000	50,000
Sales Price		\$ 42.60	\$ 35.50	\$ 35.50	\$ 35.50	\$ 35.50	\$ 35.50	\$ 35.50	\$ 35.50	\$ 35.50	\$ 35.50	\$ 35.50
Cost		\$ 5.23	\$ 4.55	\$ 4.51	\$ 4.52	\$ 4.5497	\$ 4.5194	\$ 6.46	\$ 5.83	\$ 5.81	\$ 3.89	\$ 3.29
Unit Margin \$		\$ 37.37	\$ 30.95	\$ 30.99	\$ 30.98	\$ 30.95	\$ 30.98	\$ 36.14	\$ 29.67	\$ 29.69	\$ 38.71	\$ 32.21
Unit Margin %		87.7%	87.2%	87.3%	87.3%	87.2%	87.3%	84.8%	83.6%	83.6%	90.9%	90.7%
Total Sales	\$ 37,275,000	\$ 2,130,000	\$ 4,437,500	\$ 2,662,500	\$ 4,437,500	\$ 2,662,500	\$ 1,775,000	\$ 4,260,000	\$ 1,775,000	\$ 3,550,000	\$ 4,260,000	\$ 3,550,000
Total Cost	\$ 4,700,918	\$ 261,500	\$ 568,713	\$ 338,618	\$ 564,925	\$ 341,228	\$ 225,970	\$ 645,820	\$ 291,685	\$ 580,590	\$ 389,220	\$ 329,320
Total Margin \$	\$ 32,574,083	\$ 1,868,500	\$ 3,868,788	\$ 2,323,883	\$ 3,872,575	\$ 2,321,273	\$ 1,549,030	\$ 3,614,180	\$ 1,483,315	\$ 2,969,410	\$ 3,870,780	\$ 3,220,680
Total Margin %	87.4%	87.7%	87.2%	87.3%	87.3%	87.2%	87.3%	84.8%	83.6%	83.6%	90.9%	90.7%
Avg Price	\$ 37.28											
Avg Cost	\$ 4.70											
Avg Margins	\$ 32.57											
	87%											

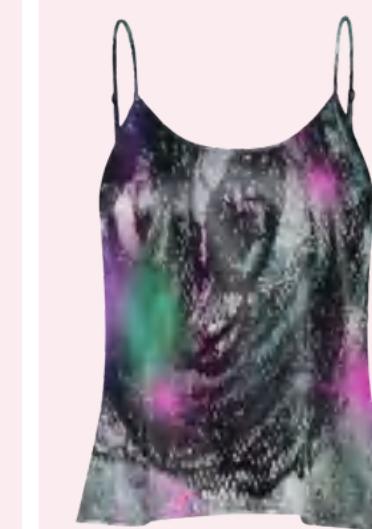
PLACEMENT PLAN



V-Neck Woven Top



Kerchief Woven Top



Circle-Neck Woven Top



Techpack

Volia (Kerchief woven top)



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- Summary P.1
- Sketches P.2 - P.5
- Materials P.6 - P.10
- Sizes P.11 - P.12

Members

- Owner

Style Info

Kerchief woven top
Style#250101
Shipping date: February 1st, 2026
- Units: Inches
- Sizes: XS, S, M, L, XL
- Sample Size: M
- Color Combo: PRINT1, PRINT2, PRINT3
- Sample Color: PRINT2

Version
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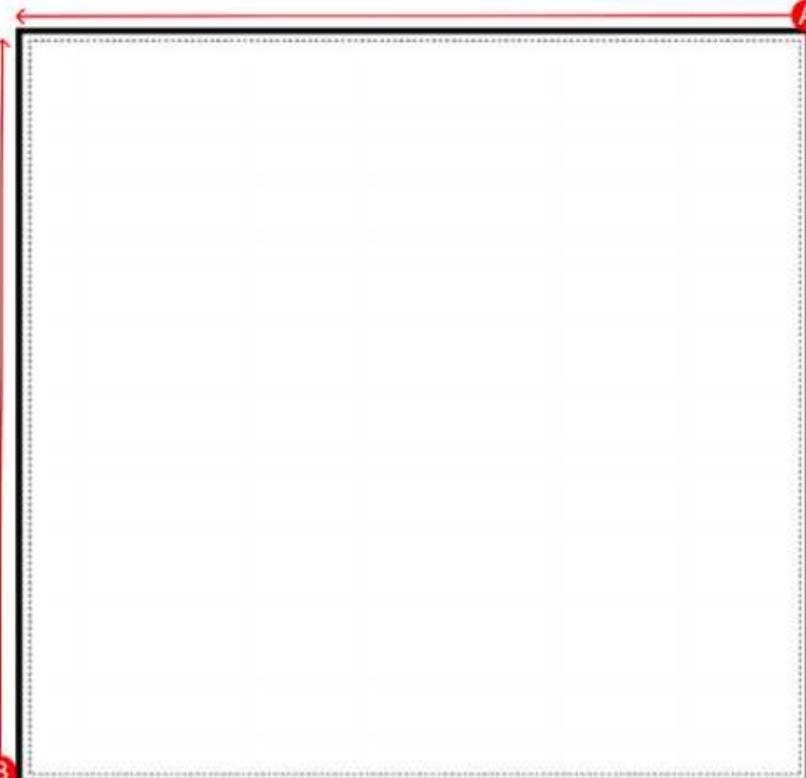
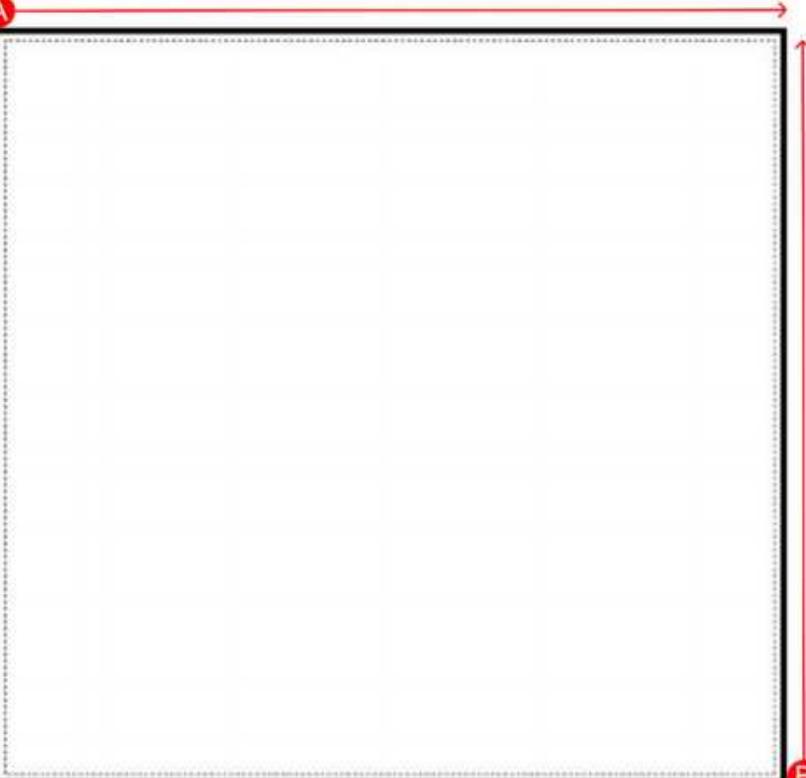
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Volia (Kerchief woven top)

Sketches

Front View	Back View
<p>A Garment Length 35.43in B Garment Width 35.43in</p> 	<p>A Garment Length 35.43in B Garment Width 35.43in</p> 

Front View

Back View

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Volia (Kerchief woven top)

Sketches

Color Standards



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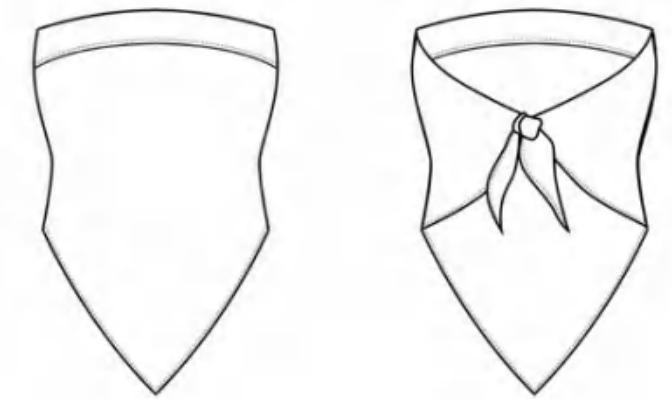
Volia (Kerchief woven top)

Sketches

Color Standards



Method Dressing



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Volia (Kerchief woven top)

Sketches

Main Label& Hang Tag& Care Label Location

S
100% rPET
WASH COLD
HAND WASH COLD
DO NOT BLEACH
LINE DRY
IRON WITH LOW HEAT
DO NOT WASH OR TWIST
DO NOT DRY CLEAN
MADE IN CHINA

M
100% rPET
WASH COLD
HAND WASH COLD
DO NOT BLEACH
LINE DRY
IRON WITH LOW HEAT
DO NOT WASH OR TWIST
DO NOT DRY CLEAN
MADE IN CHINA

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Volia (Kerchief woven top)

Materials

Fabric

Thread

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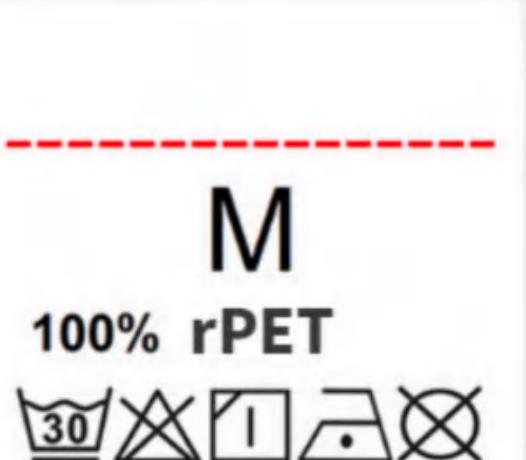
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Materials	
Hang Tag	Hang Tag String
 <i>Volia</i>	

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Materials	
Main Label	Care Label
	 M 100% rPET  WASH WITH LIKE COLORS. HAND WASH COLD. DO NOT BLEACH. LINE DRY IN SHADE. IRON WITH LOW HEAT. DO NOT WRING OR TWIST. DO NOT DRY CLEAN. MADE IN CHINA

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Volia (Kerchief woven top)

Materials

Packing Bag	Barcode Sticker

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Volia (Kerchief woven top)

Measurements

Garment Length

A Garment Length
B Garment Width

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SCAD

Volia (Kerchief woven top)

(*) Sample size is highlighted in darker green

Measurements

All measurements are in inches

Description	TOL(+)	TOL(-)	XS	S	M	L	XL
Garment Length	0.39	-0.39	31 1/2	33 1/2	35 1/2	37 1/2	39 1/4
Garment Width	0.39	-0.39	31 1/2	33 1/2	35 1/2	37 1/2	39 1/4



(*) Sample size is highlighted in darker green

Materials

Des crip tion	DESCRI PTION	CONTENT	PLACEMENT	SUPPLIER	PRINT1	*PRINT2	PRINT3	
	Fab ric	Recycled Polyester Satin	Recycled Polyester (RPET); Width: 59"; Yarn Count: 50Dx50D; Weight: 50GSM; MOQ: 100KG; Price: \$1.79 (per sheet: 59" x 59" x 0.008")	All	Suzhou Guokun Textile Co., Ltd.			
	Thre ad	Recycled Thread	100% Recycled polyester; Length: 6600yds; Price: \$0.68 (per roll)	Seams and serged seams	Gutermann			
	Hang Tag	Recycled Kraft paper	Recycled Kraft paper; 1 per garment - 2.76" x 2.36" with a 0.04" hole; Price: \$0.026 (per piece)	Attach to left shoulder strap	Shanghai Huijie Packaging Technology Co., Ltd.			
	Hang Tag Strin g	Wood pulp	Wood pulp; 1 per garment - 13cm (5.15") length per tag; Price: \$1.02 (per roll: 0.003" x 0.42")	On Hang Tag	Yiwu AiQing Garment Accessories Co., Ltd.			
	Main Lab el	100% recycled yarn	100% recycled yarn, Length 5cm (1.9685"), width 2.5cm (0.984"); Price: 10,000 pieces for \$249.20	The brand label is attached to the inside center of the back neckline positioned 0.5 inch (approximately 1.27 cm) below the back neckline seam to ensure comfort when worn.	SML Group Ltd			
	Care Lab el	100% recycled polyester	100% recycled polyester; Length 5cm (1.9685") width 3cm (1.1811"); Price: 10,000 pieces for \$83.30	The care label is sewn on the inside of the garment at the left-side bottom seam positioned 1 inch (approximately 2.54 cm) above the bottom hem.	SML Group Ltd			
	Pac king Bag	Plant-based coated glassine paper	Plant-based coated glassine paper; 1 per garment - 30 cm (12") x 20 cm (8") x 1cm (0.3"); Price: 10,000 pieces for \$490.00	Over folded product	Guangzhou Haizhong Plastic Products Co., Ltd.			
	Barc ode Stick	Recyclable polypropylene film	Recyclable polypropylene film; Per bag - 2.5" x 1"; Price: 10,000 pieces for \$7.18	Attach to the packaging bag	Shanghai Jianneng Intelligent Technology Co., Ltd.			



SUMMER

Volia (V-Neck woven top)



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- Summary P.1
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- Materials P.5 - P.11
- Sizes P.12 - P.13

Members

- Owner

Style Info

V-Neck woven top
Style#250102
Shipping date: February 1st, 2026

- Units: Inches
- Sizes: XS, S, M, L, XL
- Sample Size: M
- Color Combo: PRINT1, PRINT2, PRINT3
- Sample Color: PRINT1

Version

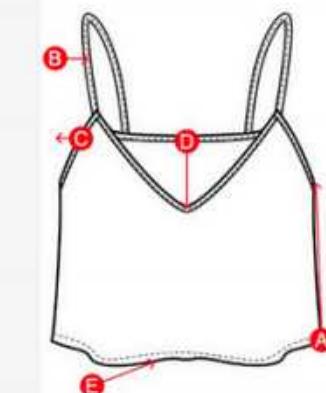
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SUMMER

Front View



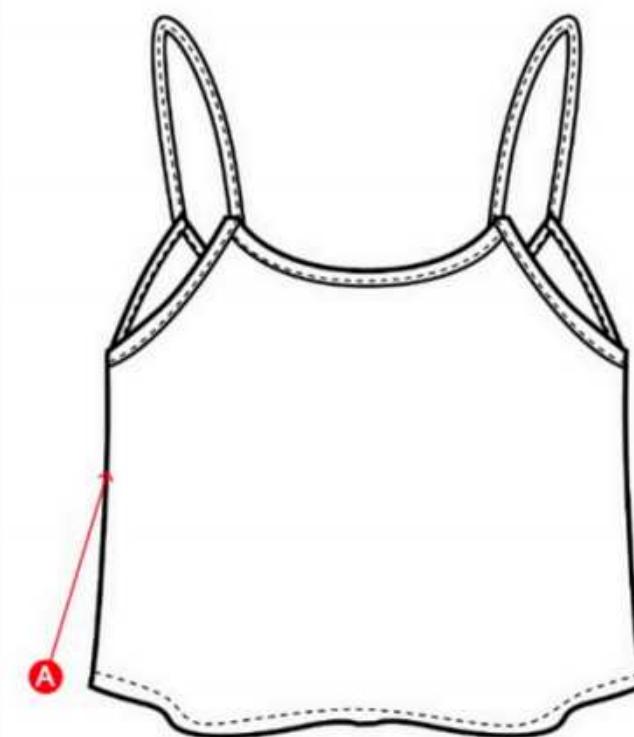
- A Invisible Zipper 7.78in
- B Binding 0.39in
- C Binding 0.2in
- D V-neck Design 10.63in
- E Rolled Hem 0.2in

Sketches

Volia (V-Neck woven top)



Back View



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Volia (V-Neck woven top)

Sketches

Color Standards	Color Standards
	

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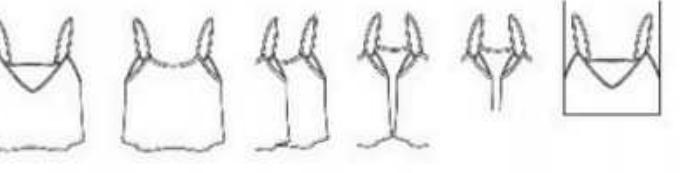
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SUMMER

Volia (V-Neck woven top)

Sketches

Packaging Method	Main Label& Hang Tag& Care Label Location
	

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Materials		Volia (V-Neck woven top)
Fabric	Thread	

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Materials		Volia (V-Neck woven top)
Zipper	Hang Tag	

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SUMMER

Volia (V-Neck woven top)

Materials

Hang Tag String	Main Label
	

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SUMMER

Volia (V-Neck woven top)

Materials

Care Label	Packing Bag
	

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Volia (V-Neck woven top)

SUMMER

Materials

Barcode Sticker



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Volia (V-Neck woven top)

SUMMER

Measurements

Garment Length

New measurement...

Garment Length

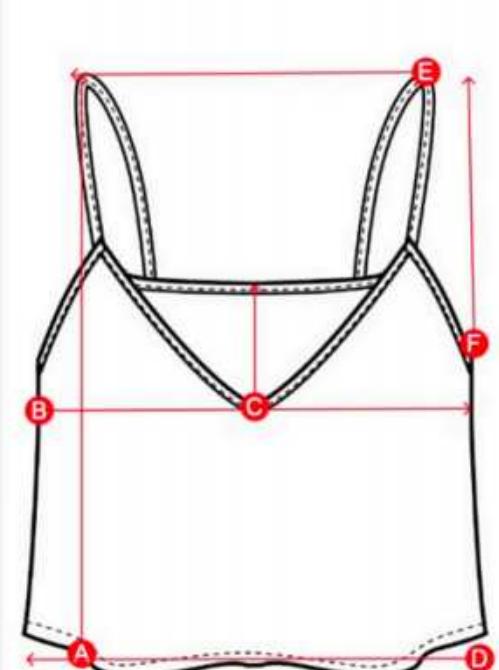
Chest Circumference

Front Neck Drop

Hem Circumference

Shoulder Width

Strap to Armhole Length



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SCAD

Volia (V-Neck woven top)

SUMMER

(*) Sample size is highlighted in darker green

Measurements

All measurements are in inches

Description	TOL(+)	TOL(-)	XS	S	*M	L	XL
Garment Length	0.39	0.39	17 3/4	18 1/4	18 1/2	18 3/4	19 1/4
Chest Circumference	0.39	-0.39	34 3/4	36 1/4	37 3/4	39	41
Front Neck Drop	0.2	-0.2	9 3/4	10 1/4	10 3/4	11	11
Hem Circumference	0.39	-0.39	36 1/4	37 3/4	39 1/4	41	42 1/2
Shoulder Width	0.39	-0.39	14 1/4	14 1/2	15 1/4	15 1/4	15 3/4
Strap to Armhole Length	0.2	-0.2	8 3/4	9	9 1/2	9 3/4	10 1/4
New measurement...							

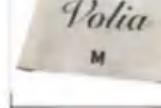
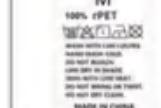
Volia (V-Neck woven top)



SUMMER

(*) Sample size is highlighted in darker green

Materials

DESCRIPTION	CONTENT	PLACEMENT	SUPPLIER	*PRINT1	PRINT2	PRINT3
 Fabric Recycled Polyester Satin	Recycled Polyester (RPET); Width: 59"; Yarn Count: 50Dx50D; Weight: 50GSM; MOQ: 100KG; Price: \$1.79 (per sheet: 59" x 59" x 0.008")	All	Suzhou Guokun Textile Co., Ltd.			
 Thread Recycled Thread	100% Recycled polyester; Length 6600yds; Price: \$0.68 per roll	Seam and serged seams	Gutermann			
 Zipper Recycled Invisible Zipper	Recycled Nylon; Length: 20cm (7.9") 1 per garment; Price: \$0.025 (per piece), 20cm (7.9")	Left Side Seam	Yongjia Pengchen Garment Accessories Co., Ltd.			
 Hang Tag Recycled Kraft paper	Recycled Kraft paper; 1 per garment - 2.76" x 2.36" with a 0.04" hole; Price: \$0.026 (per piece)	Attach to left shoulder strap	Shanghai Huijie Packaging Technology Co., Ltd.			
 Hang Tag String Wood pulp	Wood pulp; 1 per garment - 13cm (5.15") length per tag; Price: \$1.02 (per roll: 0.003" x 0.42")	On Hang Tag	Yiwu AiQing Garment Accessories Co., Ltd.			
 Main Label 100% recycled yarn	100% recycled yarn, Length 5cm (1.9685"), width 2.5cm (0.984"); Price: 10,000 pieces for \$249.20	The brand label is attached to the inside center of the back neckline, positioned 0.5 inch (approximately 1.27 cm) below the back neckline seam to ensure comfort when worn.	SML Group Ltd			
 Care Label 100% recycled polyester	100% recycled polyester; Length 5cm (1.9685"), width 3cm (1.1811"); Price: 10,000 pieces for \$83.30	The care label is sewn on the inside of the garment at the left-side bottom seam, aligned with the side seam, positioned 1 inch (approximately 2.54 cm) above the bottom hem.	SML Group Ltd			
 Packaging Bag Plant-based coated waterproof and oilproof glassine paper bag	Plant-based coated glassine paper; 1 per garment - 30cm (12") x 20cm (8") x 1cm (0.3"); Price: 10,000 pieces for \$490.00	Over folded product	Guangzhou Haizhong Plastic Products Co., Ltd			
 Barcode sticker, recyclable polypropylene film	Recyclable polypropylene film; Per bag - 2.5" x 1"; Price: 10,000 pieces for \$7.18	Attach to the packaging bag	Shanghai Jianneng Intelligent Technology Co., Ltd.			

SUMMER



Volia (Circle-Neck woven top)

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- Summary P.1
- Sketches P.2 - P.4
- Materials P.5 - P.9
- Sizes P.10 - P.11

Members

- Owner

Style Info

- Circle-Neck woven top
- Style#250103
- Shipping date: February 1st, 2026
- Units: Inches
- Sizes: XS, S, M, L, XL
- Sample Size: M
- Color Combo: PRINT1, PRINT2, PRINT3
- Sample Color: PRINT3

Version

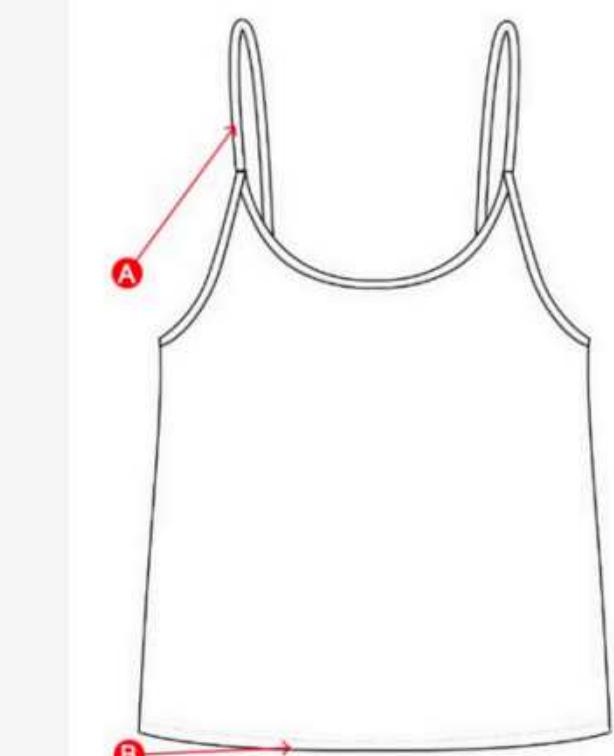
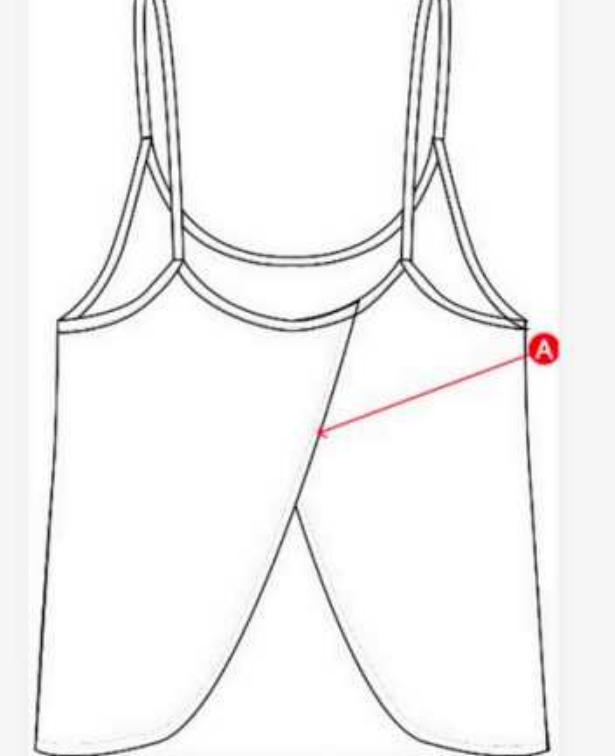
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SUMMER

Volia (Circle-Neck woven top)

Sketches

Front View	Back View
<p>A Binding 0.39in</p> <p>B Rolled Hem 0.2in</p> 	<p>A Cross 5.91in</p> 

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SUMMER

Volia (Circle-Neck woven top)

Sketches

Color Standards



Color Standards



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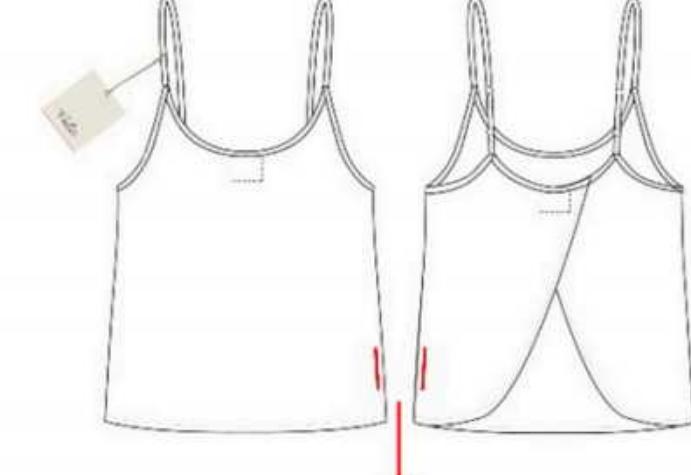
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SUMMER

Volia (Circle-Neck woven top)

Sketches

Main Label& Hang Tag& Care Label Location



S
100% RPET
WASH 30°C
IRON 110°F
DO NOT BLEACH
DO NOT DRY CLEAN
IRON VENT SIDE OUT
DO NOT DRY CLEAN
MADE IN CHINA

M
100% RPET
WASH 30°C
IRON 110°F
DO NOT BLEACH
DO NOT DRY CLEAN
IRON VENT SIDE OUT
DO NOT DRY CLEAN
MADE IN CHINA

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SUMMER



Materials

Thread



Volia (Circle-Neck woven top)

SUMMER



Materials

Hang Tag String



Volia (Circle-Neck woven top)

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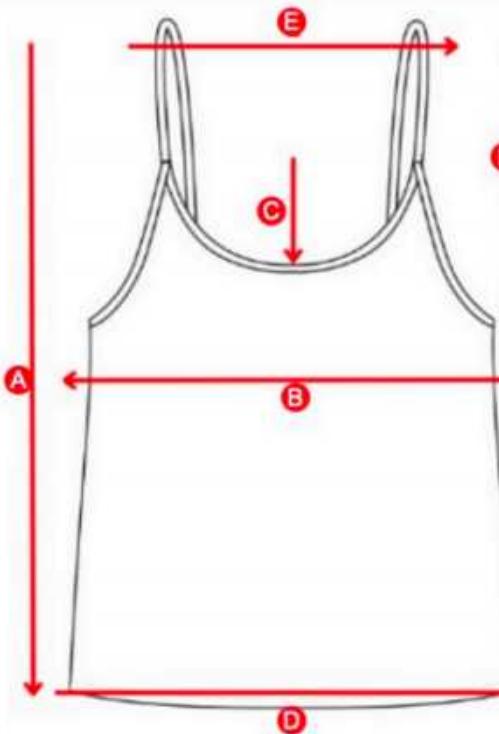
SUMMER

Volia (Circle-Neck woven top) 

Measurements

Garment Length

A Garment Length
B Chest Circumference
C Front Neck Drop
D Hem Circumference
E Shoulder Width
F Strap to Armhole Length



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SUMMER

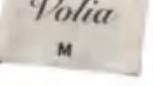
Volia (Circle-Neck woven top) 

Measurements

(* Sample size is highlighted in darker green

All measurements are in inches

Description	TOL(+)	TOL(-)	XS	S	*M	L	XL
Garment Length	0.39	-0.39	15 3/4	16	16 1/2	17	17 1/4
Chest Circumference	0.39	-0.39	34 3/4	36 1/4	37 3/4	39 1/4	41
Front Neck Drop	0.2	-0.2	10	10 1/4	10 3/4	11	11
Hem Circumference	0.39	-0.39	34 3/4	36 1/4	37 3/4	39 1/4	41
Shoulder Width	0.39	-0.39	14 1/4	14 1/2	15	15 1/4	15 3/4
Strap to Armhole Length	0.2	-0.2	8 3/4	9	9 1/2	9 3/4	10

Materials								
	Descrip ^{tion}	DESCRI ^{PTION}	CONTENT	PLACEMENT	SUPPLIER	PRINT1	PRINT2	*PRINT3
	Fab ^{ric}	Recycled Polyester Satin	Recycled Polyester (RPET); Width: 59"; Yarn Count: 50Dx50D; Weight: 50GSM; MOQ: 100 KG; Price: \$1.79 (per sheet: 59" x 59" x 0.008")	All	Suzhou Guokun Textile Co., Ltd.			
	Thre ^{ad}	Recycled Thread	100% Recycled Polyester; Length 6600yds; Price: \$0.68 per roll	Seam and serged seams	Gutermann			
	Hang Tag	Recycled Kraft paper	Recycled Kraft paper; 1 per garment - 2.76" x 2.36" with a 0.04" hole; Price: 0.026 (per piece)	Attach to left shoulder strap	Shanghai Huijie Packaging Technology Co., Ltd.			
	Hang Tag String	Wood pulp	Wood pulp; 1 per garment - 13cm (5.15") length per tag; Price: \$1.02 (per roll: 0.003" x 0.42")	On Hang Tag	Yiwu AiQing Garment Accessories Co., Ltd.			
	Main Label	100% recycled yarn	100% recycled yarn, Length 5cm (1.9685"), width 2.5cm (0.984"); Price: 10,000 pieces for \$249.20	The brand label is attached to the inside center of the back neckline positioned 0.5 inch (approximately 1.27 cm) below the back neckline seam to ensure comfort when worn. positioned 0.5 inch (approximately 1.27 cm) below the back neckline seam to ensure comfort when worn.	SML Group Ltd			
	Care Label	100% recycled polyester	100% recycled polyester; Length 5cm(1.9685") width 3cm (1.1811"); Price: 10,000 pieces for \$83.30	The care label is sewn on the inside of the garment at the left-side bottom seam positioned 1 inch (approximately 2.54 cm) above the bottom hem.	SML Group Ltd			
	Packing Bag	Plant-based coated glassine paper	Plant-based coated glassine paper; 1 per garment - 30cm(12") x 20cm(8") x 1cm(0.3"); Price: 10,000 pieces for \$490.00	Over folded product	Guangzhou Haizhong Plastic Products Co., Ltd.			
	Barcode Sticker	Recyclable polypropylene film	Recyclable polypropylene film; Per bag - 2.5" x 1"; Price: 10,000 pieces for \$7.18	Attach to the packaging bag	Shanghai Jianneng Intelligent Technology Co., Ltd.			

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