

## **Company Profile**



**GNP WEAR CO LTD**

## **1. About GNP WEAR CO LTD**

Established in 1998, GNP WEAR CO LTD is a leading manufacturer of **ready-made garments** based on fully-owned property at Seesunkur Road, Quartier Militaire, Mauritius. The premises, of about 10,000 square metres, host the Head Office, productions units and stores.

The Owner/Director, Mr Gunness Beedasee, has wide experience in the textile sector. Over the past thirty years or so, he has gradually expanded the business while introducing new products and tapping new export markets.

GNP WEAR CO LTD employs some 70 persons, with a good mix of skilled locals and imported labour from Bangladesh and India

## **2. Management**

Gunness Beedasee is the sole shareholder and Director of the GNP WEAR CO LTD. He has been in business over the past twenty years or so and has wide knowledge and excellent competences in the design and production of ready-made garments, in particular those made up of denim and twill.

### 3. Vision of GNP WEAR CO LTD

To be a leading and innovative company, offering best value and unmatched customer service, in the ready-made garments sector in Mauritius.

### 4. Mission statement of GNP WEAR CO LTD

“We are a leading company which endeavours to provide quality ready-made garments to customers both in Mauritius and in other countries such as South Africa, Reunion Island, France and U.S.A

We always strive to go the extra mile to provide superior products to cater for our customers' individual needs in an efficient manner.

We believe in our employees and consider them as the key resource to satisfy the varied needs of our stakeholders and grow our business.”

### 5. Values

GNP WEAR CO LTD is committed to 4 core values, each of which is outlined below.

**Commitment** - We are committed to provide value to our customers, to find innovative ways to satisfy changing customer needs, and to achieve service excellence and to grow our business.

**Quality and Continuous Improvement** - We put the interests of our customers first, provide the highest level of service quality, continuously improve our promise and value to satisfy even the more sophisticated of our customers and strive to create a conducive work environment where employees work as team and share ideas, skills and resources

**Integrity** – We endeavour to honour all commitments vis-à-vis our key stakeholders, to do business while being honest, reliable, professional and ethical, and to provide frank, regular and open communication.

**Respect** – We treat each stakeholder with respect, professionalism and dignity, regularly communicate our expectations to employees, consider a diversity of ideas and suggestions, afford employees with development opportunities, participate in community development activities to improve the lot of the underprivileged, and, employ business practices that protect the environment.

## **6. Products**

With a view to suiting the varied needs of customers in both the local market and export markets, GNP WEAR CO LTD produces a wide and diverse collection of garments, including the following:

- Denim (Rigid denim, elastane denim ,satin finish for ladies )
- Chinos & Bermudas (Twill Fabric)
- Shirts (Tencel Fabric)
- Heavy Duty Uniforms ( UBP & CNT )
- Denim Uniforms (Glass Gallery , Rey & lenferna , Kosto Ltd, Omnicane )
- KFC Pant Uniforms
- Fire Retardant and other related products

Our main international clients are – **South Africa** : , Cavalli , Bombers and Cyrillus ( **Paris** ) .

Our team strives to provide high quality products at a reasonable price. We are able to offer the best value as we strive to be efficient in whatever we do, without sacrificing on quality. High standards of customer service are offered to encourage customers to come back again as well as to spread the word.

We are aware that our business success and growth depend on our employees. We aim to attract, train, motivate and retain the necessary talent for our business to succeed today and in the future.

## 7. Competitive Advantage

The competitive advantage of the garment-manufacturing business is based on various elements.

Employees are regularly sent on training programmes and monitored to allow consistency in the delivery of a high level of quality across the organisation and over time.

Employees are highly involved and every effort is made to ensure that information is shared to allow better decision-making. Besides, they are constantly reminded to work hard, be more efficient and to pay attention to details. Leaders at various levels are required to monitor their respective teams and set the right example

We consider actions as equally important as strategies. Goals are set at multiple levels and progress is continually monitored.

To sum up the competitive advantage of GNP WEAR CO LTD is built around the following elements:

- Shared vision
- The ability to design and manufacture quality ready-made at a reasonable prices
- Highly involved and motivated employees
- Service excellence and customer-orientation
- Efficiency at all levels
- Timely delivery of products
- Continuous improvement and innovation

## **8. Business Growth and Project**

GNP WEAR CO LTD has participated in several international trade fairs exhibitions such as PV Paris, PV New York, London Fashion SVP and recently the BSM Durban and Source Africa 2018 to communicate its products and services to customers in both regional and global markets.

The company intends to further grow the business through market development and forward integration.

Moreover through its wide expansion in the European market, GNP WEAR invested in new sophisticated technology to improve the efficiency and quality of product, where they implement the Gerber machine version 10.4

GNP WEAR PRODUCT PORTFOLIO

Ladies Chino



Ladies skinny pant destroy on knee





Raw Hem Skirt



Frayed hem skinny pant



Classic Mom Jean with rip



### Skinny pant rip & repair



### Biker rip & repair Man



Frayed hem short



Button through short



Frayed hem short



Midi Raw hem skirt



High waist skinny pant



Buckle detail tregging



Zip detail tregging



## Classic Mom Jeans



## High waist jegging light bleach



## Classic Mom Jeans



Ladies Oversized Jacket





Basic denim trucker jacket light bleach



Basic denim trucker jacket dark wash



Ladies mid rise skinny pale pink



Ladies mid rise skinny light yellow



### Camo Utility Cargo Short



### Chino Skinny



### Cargo Utility Jogger



### Super Skinny Fit Denim



Acid wash denim trucker jacket



Army green trucker jacket



Sherpa lined denim trucker jacket bleach wash



Sherpa lined denim trucker jacket black rinse



Pleated chino taupe



Skinny chino navy



Wide leg cropped chino taupe



Slim fit corduroy olive





Cropped slim chino tobacco

