

**A LIFESTYLE PRODUCT'S** 

### SS

## ENDLESS POSSIBILITIES









## **MISSION**

~ ULTIMATE CUSTOMER EXPERIENCE ~

Look for opportunities to exceed customer expectations and create memorable experiences.

## VISION

Our vision is to create an ultimate customer experience that exceeds expectations and delivers a personalized, engaging, and seamless interaction with our brand. We will ensure that our customers feel valued and appreciated throughout their entire journey with our company.

### **MANAGING DIRECTOR & CEO'S SPEECH**



#### ~ ULTIMATE CUSTOMER EXPERIENCE ~



I am honored to be here today as the Managing Director and Chief Executive Officer of our esteemed buying house cum manufacturer, and I am thrilled to speak to you all as the founder of this company. Today, I am delighted to share our experiences, successes, and future goals with you.

Reflecting on our journey, it is essential to acknowledge the challenges we have encountered. The buying-house business is dynamic, competitive, and ever-changing. However, with resilience and a consumer-focused approach, we have not only survived but thrived in this constantly evolving environment. Several key factors have driven our success. Firstly, our unwavering commitment to quality has earned our clients' trust. Secondly, our dedication to forging strong relationships with both suppliers and clients has been pivotal in our growth. Thirdly, our investments in technology and innovation have kept us ahead of the curve.

As we look to the future, we are determined to further solidify our position as a market leader in the buying-house sector. Our strategic objectives include expanding our international reach, diversifying our product offerings, and continually enhancing our operational efficiency.

Once again, I want to express my heartfelt gratitude for your unwavering support and commitment. Together, we will achieve even greater heights.



~ ULTIMATE CUSTOMER EXPERIENCE ~

**SOGO Lifestyle** is a buying house operating in the garments industry in Bangladesh along with the professionals & experienced human resources. As a buying house cum manufacturer, **SOGO Lifestyle** serves as a liaison between foreign buyers and regional producers, assisting in the finding and creation of clothing. This thorough company profile will give readers a thorough insight of **SOGO Lifestyle's** history, offerings, clientele, and contributions to Bangladesh's apparel sector.



#### ~ ULTIMATE CUSTOMER EXPERIENCE ~

### **Background and History:**

SOGO Lifestyle was founded in not much long but the aim of bridging the gap between international buyers and local manufacturers in Bangladesh's garments industry. Since then, the business has expanded to rank among the top buying firms in the nation. It is renowned for its dedication to quality, integrity, and prompt delivery.

#### **Services Offered:**

SOGO Lifestyle offers a wide range of services to its clients, which primarily include international buyers looking to source garments from Bangladesh. SOGO Lifestyle offers a variety of essential services, some of which are:

**1. Product Sourcing:** SOGO Lifestyle helps customers choose the best manufacturers for their unique needs. The business keeps a sizable network of trustworthy suppliers and does in-depth evaluations to make sure that quality criteria are being met.



### ~ ULTIMATE CUSTOMER EXPERIENCE ~

- **2. Order Placement and Monitoring:** After a customer chooses a producer, SOGO Lifestyle helps with order placement and carefully keeps an eye on the production line. This entails frequent trips to the factory, quality control checks, and monitoring delivery schedule adherence.
- 3. Quality Control: SOGO Lifestyle lays a strong emphasis on upholding excellent standards all the way through the production process. The business employs skilled quality control specialists who do meticulous inspections at several stages to guarantee that the products meet or surpass customer standards.
- **4. Logistics and Shipping:** SOGO Lifestyle also offers logistics assistance, which includes coordinating shipping paperwork, customs clearance, and transportation. This guarantees quick and easy delivery of the items to the buyer's location.
- **5. Compliance and Ethical Practices:** As part of its dedication to moral sourcing, SOGO Lifestyle makes sure that all manufacturers it collaborates with follow ethical standards and international labor laws. The business promotes fair working conditions in the sector and conducts routine audits to monitor compliance.



#### ~ ULTIMATE CUSTOMER EXPERIENCE ~

In conclusion, **SOGO Lifestyle** is a recognized buying firm that works in Bangladesh's apparel sector. The company has made a name for itself as a reliable partner for both foreign buyers and local producers because to its extensive range of services, dedication to quality, and ethical business methods. The expansion and development of Bangladesh's apparel industry is greatly aided by SOGO Lifestyle's contributions to the creation of jobs, capacity building, and sustainable practices.

## ~ FABRIC SECTION ~

Outsourcing: Contracting with the third party to produce goods & services. By contracting on our core capabilities, firm can stay competitive.

The quality control department has the responsibility of maintaining consistently uniform quality of the material in process and different stages of its fabrication. Before being dyed, these fabrics are rigorously examined by the quality inspectors after being collected in rolls from various machines.







## ~ DYEING SECTION ~



Outsourcing: Contracting with the third party to produce goods & services. By contracting on our core capabilities, firm can stay competitive.





## S)

## ~ CUTTING SECTION ~

Outsourcing: We've invested a great deal of time and effort in the creation of our cutting room at SOGO Lifestyle. We've got a full range of solutions that make our production operations more efficient. In order to meet a wide variety of production requirements, including those relating to mass production, diversified production, relatively small volumes and medium scale production, the cutting room is flexible enough that it eventually leads to substantial cost savings.













## ~ SEWING SECTION ~

**Outsourcing:** The unit Production System at **SOGO Lifestyle** is target-oriented. We have highly controlled machines. On our sewing floor, we always guarantee complete safety for our supervisors, helpers, and operators.















## ~ PRINTING SECTION ~







### Kinds of panel printing:

a)Pigment Print	e)Foil Print
b)Hidency Print	f)Glitter Print
c) Rubber Print	g)Heat Transfer
d)Process Print	



## ~ QUALITY SECTION ~

Outsourcing: The market acceptability is determined by quality. Our quality control staff members are well-versed in garment measurements, specifications, and fabrics. The QC staff at SOGO Lifestyle is knowledgeable about garment flaws and defects, and they are able to spot them and make the necessary repairs. The highly skilled members of our company's quality assurance team and sophisticated management team ensure that the products are of the highest quality and meet international standards.







### S)S)

## ~ FINISHING SECTION ~









Outsourcing: A product goes through several phases at this point, including folding and removing loose thread. A hierarchical system is used at SOGO Lifestyle for pre- and post-manufacturing, finishing, and quality control. For completing tasks including packing, ironing, and finishing stations.



## Philosophy of SOGO Lifestyle

Consider the possibility of exceeding customer's expectations and creating memorable experiences.



## FREQUENTLY ASK QUESTION, FAQ

#### 7 STEP SOURCING STRATEGY STEP 3 STRATEGY DEVELOPMENT IMPLEMENTATION! STEPG -> SOURCING -> REDUCE COSTS & RISKS -> INVOLVEMENT -> CROSS - TEAM COLLABORATION -> PROCUREMENT -> CHANGE REQUESTS -> NEW VENDORS - STRATEGIC SOURCING STEP / BENCHMARKINS STEP4 SOURCING PI TRACKING -> SUCCESSFUL? VALUET STEPS CATEGORY PROFILING - PEFPS -> PRICING, SPECI -> SPECIFICATIONS -> SUSTAINABILITY? LEGAL TERMS, - END USERS > MONTORING STEP 5 NEGOTIATION -> PERIPHERAL COSTS. -> PEOPLE INVOLVED -> DETAILS & STEP 2 SUPPLY MARKET ANALYSIS -> MULTIPLE - NEW & OLD SUPPLIERS -> SHOPT- LIS -> PRICING -> FINAL -> DIRECT & INDIRECT COSTING 2:11 / 16:30 **♦** ■ □ □

## How does SOGO Lifestyle function? What is it?

SOGO Lifestyle functions as a buying house by acting as an intermediary between manufacturers and retailers, facilitating the sourcing and procurement of products. A buying house is essentially a business that helps merchants locate and buy products from suppliers or manufacturers. It serves as a link between the parties, assisting merchants in finding dependable suppliers and facilitating seamless transactions.

Normally, the process begins with retailers sending SOGO Lifestyle information about the products they are selling, the amount they need, and any other pertinent information. Based on this data, SOGO Lifestyle carries out a thorough search to find suitable producers or suppliers who can meet these demands. In their evaluations, they take into account things like product quality, cost, production capacity, delivery schedules, and adherence to industry standards.

Once acceptable suppliers have been found, SOGO Lifestyle bargains for the retailer when negotiating conditions and prices. They make sure that the conditions are advantageous to both parties and that all legal and contractual requirements are met. This include addressing concerns like quality assurance, production schedules, and logistics for shipment, and payment conditions.

Additionally, SOGO Lifestyle offers assistance during the full purchase process. They help with sample creation, product personalization, packaging specifications, labeling needs, and any other unique requirements of the merchant. Their objective is to simplify the purchasing process and offer a seamless experience to both producers and retailers.

In conclusion, SOGO Lifestyle serves as a buying house by linking merchants with trustworthy producers or suppliers. By comprehending retailer requirements, locating acceptable suppliers, negotiating terms, assuring quality control, and offering general support throughout the buying process, they facilitate the sourcing and procurement process.

## What is the price of SOGO Lifestyle?

The cost of SOGO Lifestyle as a buying house might change depending on a number of variables, including location, services provided, and the client's particular needs.

It is advised to get in touch with SOGO Lifestyle directly through their official website or speak with one of their sales representatives in order to obtain precise price information for the company as a buying house. They will be able to give specific details regarding their pricing policy, the services they offer, and any additional expenses that might be incurred.

In conclusion, the cost of SOGO Lifestyle as a buying house is not made public and might change depending on the area, the services needed, and the particular requirements of the client. It is best to speak with the business directly for precise price details.

## How to do pre-order SOGO Lifestyle?

As a buying house, you can pre-order SOGO Lifestyle by following the instructions listed below:

Conduct Research and find Suppliers: To begin, conduct research and find potential SOGO Lifestyle product suppliers or manufacturers. Find trustworthy and respectable vendors who sell the goods you're interested in.

Speak with Suppliers: Once you've discovered possible suppliers, get in touch with them and ask how they handle pre-orders. You can get in touch with them by phone, email, or through their website.

Negotiate the Agreement's Terms: After getting in touch with the suppliers, discuss the pre-order agreement's terms. The minimum order quantities, pricing, payment conditions, delivery dates, and any other particular requirements you may have will all be covered in full.

Sign a Pre-Order Agreement: Once both parties have agreed upon the terms, it is advisable to sign a pre-order agreement. This document should outline all the agreed-upon terms and serve as a legally binding contract between you (the buying house) and the supplier.

Place Pre-Orders: Once the contract has been signed, you are ready to contact the supplier and place your pre-orders. Give them all the information they ask regarding the exact products you want to acquire, including numbers, sizes, colors, and, if appropriate, any customization needs.

## How to do pre-order SOGO Lifestyle?

As a buying house, you can pre-order SOGO Lifestyle by following the instructions listed below:

- **1. Conduct Research and find Suppliers:** To begin, conduct research and find potential SOGO Lifestyle product suppliers or manufacturers. Find trustworthy and respectable vendors who sell the goods you're interested in.
- **2. Speak with Suppliers:** Once you've discovered possible suppliers, get in touch with them and ask how they handle pre-orders. You can get in touch with them by phone, email, or through their website.
- **3.** Negotiate the Agreement's Terms: After getting in touch with the suppliers, discuss the pre-order agreement's terms. The minimum order quantities, pricing, payment conditions, delivery dates, and any other particular requirements you may have will all be covered in full.
- **4. Sign a Pre-Order Agreement:** Once both parties have agreed upon the terms, it is advisable to sign a pre-order agreement. This document should outline all the agreed-upon terms and serve as a legally binding contract between you (the buying house) and the supplier.
- 5. Place Pre-Orders: Once the contract has been signed, you are ready to contact the supplier and place your pre-orders. Give them all the information they ask regarding the exact products you want to acquire, including numbers, sizes, colors, and, if appropriate, any customization needs.



# How to do pre-order SOGO Lifestyle?

- 6. Monitor Production and Delivery: Once the pre-orders are placed, it is essential to monitor the production process closely.
- 7. Quality Control: Conducting quality control checks before to shipment is essential for a buying house.
- 8. Arrange Shipment and Logistics: Coordinate with the supplier to arrange shipment and logistics for the pre-ordered products. Discuss shipping methods, packaging requirements, and any necessary documentation such as customs clearance forms or certificates of origin.
- 9. Receive and Distribute Products: Once the pre-ordered products arrive, inspect them again to verify their quality and quantity.

Remember that each supplier may have unique pre-order policies and specifications, therefore it is crucial to modify these processes in accordance with your interactions with them.

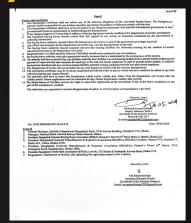


### **Documentation of SOGO Lifestyle?**















# ~ PRODUCTION FLOW CHART'S ~

#### Product's

### Order Receiving:

- Planning
- Sampling: PP Sample Approval, PP Meeting
- Material Sourcing: Fabrics & Trim in House, Material Inspection

#### Cutting Process:

- Fabric Spreading
- Fabrics Cutting
- Checking Cutting
- Snickering: Fusing
- Sorting & Bundling: Printing & Embroidery
- Stitching

### • Finishing Process:

- Checking Garments: Repair/Alternation
- Washing
- Finishing: Repair/Alternation
- Checking Garments: Repair/Alternation

#### Swing Process:

- Thread Cutting
- Initial Checking: Pressing, Repair/Alternation
- Measurement Checking
- Final Checking: Tagging, Folding & Packing, Packing to Box, Inspection of Ready to Ship Good
- Dispatch Shipment



## ~ PROSSUCT'S ~

- Sweat Shirts
- Polo T Shirts
- Hoodies
- Trouser & Joggers
- •Shorts & Boxers
- Drop Shoulder

### Women's

- Leggings
- Hoodies & Jackets
- •Trousers & Joggers
- •T Shirts

#### •Kid's

- •T Shirts
- Full Sleeve T Shirts
- Polo T Shirts
- Shorts

### SIG

## ~ MEN'S,T SHIRT ~









#### **Fabrics Details:**

#100%Cotton, Single Jersey

**#Print: Hidency Print** 

**#Super Soft & Comfortable** 

#GSM: 170

**#Hand Wash/Machine Wash** 





# Measurement Sheet, T Shirt Mens Item Small Medium Large XL Chest 48 50 52 54 Length 68 70 72 74 Sleeve Length 19 19 20 21 Arm Hole 20 21 22 23 Sleeve Opening 17 18 19 20 Neck Width 17 18 19 20 Front Neck Drop 8 8 9 9

# ~ MEN'S, PK POLOT SHIRT ~ 5050





#### **Fabrics Details:**

# Double laquast 100% Cotton Combed

# GSM: 220 GSM

# Embroidery





Size	Chest (Round)	Length	Sleeve
М	39	27.5	8.25
Г	40.5	28.5	8.5
XL	43	29	9
2XL	45	30	9.5

## ~ MEN'S, DROP SHOULDER ~ 等等









#### **Fabrics Details:**

**#100%Cotton, Single Jersey** 

**#Print: Rubber Print** 

**#Super Soft & Comfortable** 

#GSM: 180

**#Hand Wash/Machine Wash** 





Item	Small	Medium	Large	XL
Chest	48	50	52	54
Length	68	70	72	74
Sleeve Length	19	19	20	21
Arm Hole	20	21	22	23
Sleeve Opening	17	18	19	20
Neck Width	17	18	19	20
Front Neck Drop	8	8	9	9

# ~ MEN'S, FULL SLEEVET SHIRT ~ SOC







#### PREMIUM FULL SLEEVE FOR MEN

- Regular fit, Crew Neck
- Mid-weight, 5.16 oz/yd2 (~175 GSM)

#### **FABRIC:**

- Ringspum Combed Compact 100% Cotton, a) Organic
- Fabric Color: Reactive Dye, Enzyme and Silicon washed
- Preshrunk to minimize shrinkage

Size	Chest (Round)	Length	Sleeve
M	39	27.5	25.25
L	40.5	28.5	26
XL	43	29	26.25
2XL	45	30	26.5
3XL	47.5	30.5	26.75

# ~ SPORTSWEAR CLUB CREW ~ SDGD





#### **Fabrics Details:**

Fit Type: Regular Fit

**Length:** Regular

Sleeve Length: Long Sleeve

Fastenings: Pull Over

**Fabric:** Cotton

**Care Instructions:** Machine Washable, Follow Care Instructions

Nike Size	Chest (in)	Waist (in)	Hips (in)
S	35-37.5	29-32	36-37.5
M	37.5-41	35-35	37.5-41
L	41-44	35-38	41-44
XL	44-48.5	38-43	44-47

### 93

## ~ HOODIE, MEN'S ~



#### **FABRIC:**

- a) 350 GSM, Brushed Fleece with Inside Brush & Shearing
- b) Knit 28/1 100% Combed Compact Cotton
- c) Loop 10/1, 100% Combed Compact Cotton
- d) Binding 75/D 144 Filament
- e) Preshrunk to minimize shrinkage

Size	Chest (Round)	Length	Sleeve
M	39	27.5	24.75
L	40.5	28	25
XL	43	29	25.5
2XL	45	30	26



## ~ BOY'S,T SHIRT ~







#### **Fabrics Details:**

#100%Cotton, Single Jersey

**#Print: Hidency Print** 

**#Super Soft & Comfortable** 

#GSM: 170

#Hand Wash/Machine Wash







Measurement Sheet, T Shirt Boys				
Item	6/7	8/9	10/11	12/13
Chest	36	38	40	44
ength	52	54	56	58
Sleeve Length	12.5	13.5	14.5	15.5
Arm Hole	15	16	17	18
Bleeve Opening	11	12	13	14
Neck Width	16	17	18	18
ront Neck Drop	6	7	8	8

#### ⊕ ⊕

## ~ MAGGIET SHIRT, KIDS ~



#### **Premium Quality Maggie T-shirt For Kids**

Regular fit, Crew Neck Mid-weight, 5.16 oz/yd2 (175GSM)

Yarn type: Ringspun Combed Compact Yarn Construction: 100% Cotton, Organic

Yarn Count: 26s

Size	Chest (Round)	Length	
2-3Y	24	16.5	
3-4Y	26	17	
5-6Y	27	18.5	
7-8Y	29	20	
9-10Y	31	21.5	



## ~ POLO SHIRT, BOY'S ~





#### **Fabrics Details:**

Length: Regular

Fit Type: Regular Fit

**Sleeve Length:** Short Sleeve

**Collar Style:** Polo Neck

**Fabric:** Cotton **Pattern:** Logo

**Fastenings:** Button Fastening

**Body Fit:** Standard

Care Instructions: Machine

Washable, Follow Care Instructions

## ~ Sweater and Pants Set Baby Boys~





#### **Fabrics Details:**

**Length:** Regular **Fabric:** Cotton

Fit Type: Regular Fit

**Fabric Construction:** Fleece

**Lining:** Fleece

Fastenings: Full Zip

**Care Instructions:** Machine

Washable, Follow Care

Instructions

# ~WOMEN'S, LEGGINGS ~ 503







LEGGIN	LEGGINGS Size chart - In inches				
Size	Small	Medium	Large	XL	
Waist Relax	26	27	28	29	
Waist Ext.	36	38	40	42	
HIP	33	34	35	36	
Length	35	36	37	40	
Front Rise	8	9	10	11	
Back Rise	11	12	13	14	
Leg Opening	4.25	4.50	4.75	5.00	

#### **Fabrics Details:**

#95%Cotton, 5% Spandex **#Super Soft & Comfortable** #Care **Instructions:** Machine Washable, Follow Care Instructions



## ~T SHIRT, WOMEN'S ~





#### **Fabrics Details:**

Length: Regular

Fit Type: Regular Fit

**Sleeve Length:** Short Sleeve

**Stretch:** Yes **Fabric:** Cotton

Care Instructions: Machine Washable,

**Follow Care Instructions** 



## ~TESTIMONIALS ~

"I've been using this product for over a year and it's been a great experience. It has made my life easier and I'm very happy with the results." – Nurul Alam

"This product is amazing! I've been using it for several months and it has been a great help. It's easy to use and works great for what I need it for." – Obaidul Islam

"This product is fantastic! I've been using it for a few months now and it's made my work so much easier. Highly recommend it to anyone looking for a great product." — Anamul Haque



## ~ADDRESS ~

#### **HEAD OFFICE**"

SOGO Lifestyle, House 28, Road 7/C, Sector 09, Uttara, Dhaka 1230

Email: info@sogobd.com

+880 1819-777789, +880 1671-084173

