



# Speed and Service: from China and beyond

China is the center of the world’s garment industry, with hundreds of thousands of manufacturers supplying products to markets worldwide. To stay ahead of competition, garment manufacturers are no longer just competing on price. *Point of View* spoke to two leading Chinese manufacturers and asked them for their winning tips.



## Cyril Cheung - Managing Director, Good Future Garments Factory Ltd.



### Could you tell us more about your company?

Good Future is one of the leading manufacturers of children’s-wear and ladies’ casual wear. The major market for our products is the United Kingdom. More than 90% of our export sales are to the UK and the rest are to Singapore and Dubai. We also supply to the local market in China, but that constitutes only a minor portion of our business today. We have been established for more than 15 years and we are now exporting around 12 million pieces of garment a year. We are a supplier for Next, George, M&S, Mothercare and some other branded child-wear retailers in the UK. Our factories are located in southern China while Hong Kong remains our base for project planning and communication with our overseas customers.

“ We are a supplier for Next, George, M&S, and Mothercare. ”

### Good Future has been rated as the number one, or preferred supplier by several children and ladies apparel retailers in the UK. How was this achievement possible?

We have a very strict control on our products’ quality, and we always strive to maintain this quality consistency. Also, we do

whatever it takes to honor the delivery schedule committed to our customers. Every time a quotation is made, our project team sits down and determines the “critical path” to complete a piece of garment during the manufacturing process, which is not just simple linear mathematics: a lot of rate-determining factors have to be taken into account. We also consider the risk factors, which could jeopardize on-time delivery. Most of our retail customers are very pleased with our reliability. I guess it was the trust that the retailers had developed in us which led to the honor of the awards.

### What do you think is the biggest challenge for your business?

Since delivery performance is so crucial, we have to ensure there is no last-minute surprise for our customers. On the manufacturing side, a lot of things are still under our control. However, when we have to work with accessory suppliers (including suppliers of zippers, labels and hangers) who are nominated by the retailers, we have to be very careful as the quality of service of these third-party suppliers has a big impact on us.

### Checkpoint is a nominated supplier of tags for some of your customers.

### What has been your experience working with Checkpoint?

We have been collaborating with Checkpoint for over 4 years, and I am pleased to say the cooperation has been very satisfactory so far. On a piece of garment we have an average of 3 to 4 tags and if any of them goes wrong, it would affect our delivery performance. We had experience with other labeling suppliers who provided us with wrong labels at the last minute, and that happily has never happened with Checkpoint.■





Chris Kwong, - General Manager, Chint International (Hong Kong) Limited

**Could you tell us more about your company?**

The major markets for our men's and women's wear are in North America and European countries like Italy, Denmark, Holland, Belgium and Germany. We work with prestigious retailers like JCPenney, Baby Phat, Harold's, Old School, Hagggar, Multiples, Ivy Jane, Perry Ellis, Josef, Hobbs,

Jos A Bank, Ping, Portmons, Rodier, Tricots Straphael, Guro, Zazar, Pas, mbym, D'arLing and many more. Our wide portfolio of sweater products are manufactured in silk, wool, cashmere, angora and so forth; plus our circular knitted wear in silk, bamboo, linen, tencel, modal, rayon, wool, polyester, nylon, pima cotton, mercerized cotton, etc. are very popular.



In 2006, we started launching our men's designer brand TEGGE in China. In 2008, after less than two years, we have plans for 42 or more franchised booths or shops all around China. We export approximately 2.5 million pieces of sweaters and 1.5 million pieces of circular knitted garments a year. Our brand new production plants in the Jiangsu province were designed to cope with the compliance demands of worldwide buyers.

“ Check-Net® makes our life easier, because we are dealing with just one company and one ordering platform. ”

**What do you think is the trend and the biggest challenge of your business?**

There is no six-month turnaround time anymore compared to the good old days. Buyers demand to “purchase yesterday, for tomorrow”. Precise planning and tight control, in quality and quantity, is therefore very critical. Experienced apparel manufacturers like us depend upon reliable accessories and trims suppliers like Checkpoint to provide decent service. We have had no issues with Checkpoint on any dispute in quantity count, inferior label quality or delayed delivery that could mess up our workflow.

**Has Checkpoint been able to help you solve logistical challenges?**

Check-Net has helped a lot in maintaining and improving our internal planning and control through its precise quantity counts, higher than expected quality and punctual delivery. We have been using the Check-Net services for Hagggar Clothing in the USA and Canada for more than a year. Their ordering platform was easy to use and the customer service team was helpful. Overall, the service is very satisfactory. Checkpoint is a one-stop supplier for main brand labels, size labels, care labels and price-tickets. It makes our life easier, because we are dealing with just one company and one ordering platform.■

