



WITHIN **JUST 3 WEEKS** THIS AMERICAN BACKPACK BRAND LAUNCHED THEIR FIRST APPAREL LINE WITH **2 TOP NOTCH GARMENT SUPPLIERS**

“Within just 3 weeks Topformer found us 2 highly innovative garment suppliers. We are impressed by their professionalism and the support we are getting to launch our first apparel collection. In addition Topformer gives us valuable industry know how and advisory along the way to our first order placement. This is the service we need to have a smooth start with our new fashion category.”

Head of Product Management

BEFORE

- X Brand’s core products are bags and backpacks
- X Goal is to launch new product line with Polo Shirts and Shorts
- X Small MOQ’s for first order needed
- X Lack of experience in apparel sourcing and best sourcing region
- X Still learning about industrial product development processes
- X Received intransparent price quotations from agents
- X Insecure how to start

AFTER

- ✓ Starting off with an in-depth collection and requirement analysis
- ✓ Providing a full comparison between Price, Lead times and MOQ’s per sourcing region after a detailed supplier screening method
- ✓ Ensuring small MOQ’s for first order
- ✓ Introduction to 2 top match manufacturer
- ✓ Supplier with strong design and product development skills (e.g. pattern and print development)
- ✓ Continuous support of Topformer after matchmaking along all process stages

3

WEEKS UNTIL PRODUCT LAUNCH

TRANSPARENT COMPARISON OF MINIMUM ORDER QUANTITIES AND PRICE LEVELS PER SOURCING COUNTRY

	Portugal	Turkey	India	Indonesia	China	Bangladesh
Polo Shirt	150 pieces	300 pieces	300 pieces	500 pieces	500 pieces	1000 pieces
Shorts	150 pieces	200 pieces	500 pieces	100 pieces	500 pieces	1000 pieces

To improve your sourcing situation visit www.topformer.com