INTER MARKET

2023

INTER MARKET

We have been a leading socks manufacturer in Pakistan since 1998, consistently producing socks of exceptional quality. Our state-of-the-art machinery and flexible production capacity enable us to offer a wide range of socks with hundreds of custom designs suitable for all age groups.

What sets us apart from our competitors is our professional excellence, unwavering consistency, and reliability, along with our strong core values. Our utmost priority is to ensure complete customer satisfaction, which drives us forward. At Inter Market, we provide a seamless solution for all your sock supply needs.



VISION STATEMENT

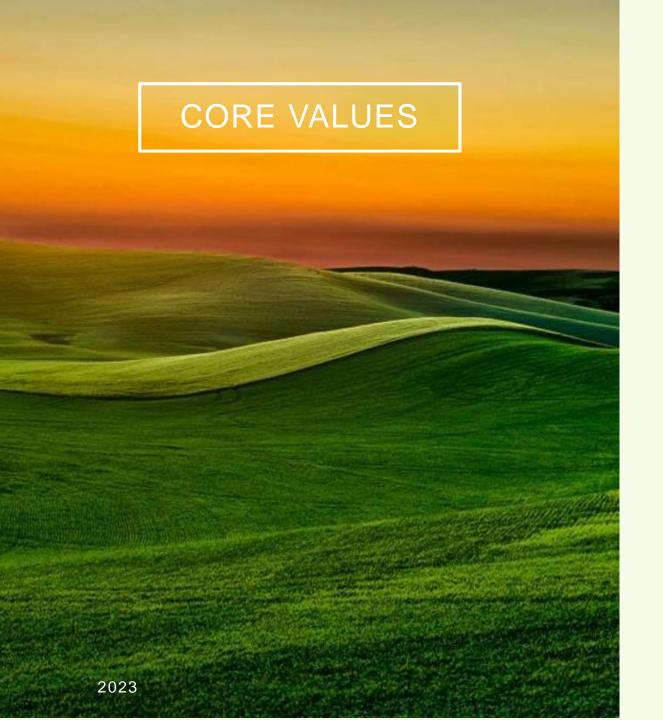
"To be a state of the art sock producing unit that provides all stakeholders with the best possible returns for responsible mutual growth. To be the team that changes people and redefines satisfaction while setting new standards of excellence."



MISSION STATEMENT

"To focus the energies and capabilities of our people and create a workplace where learning is fostered, integrity of character is inculcated and development par excellence is the driver of economic activity, continuously re-shaping and transforming us in the pursuit of the creation of an entity where pure merit, world class workmanship and brilliance is the culture."





Innovation

- ☐ Dream, Create and Inspire.
- ☐ Discover, Learn, Change and the rest will follow

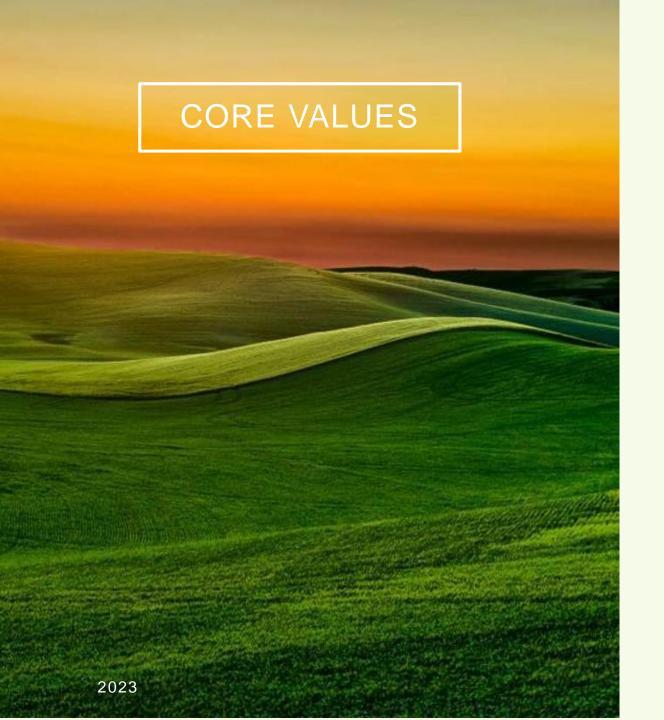
Customer Luxury

Our Customers are our Elite.

- Meeting fine detailed requirements from them in a short time excite us.
- ☐ Intense Customer focus for learning and growth.
- We will make our selves available for our customers everywhere possible and we will not tolerate their inconvenience.
- We will turn chance into success.

Dependable Integrity

■ Being responsible, honest and transparent is our style



Excellence

- We will practice humility in acknowledging a problem.
- We will seek perfection through incremental and step improvement.
- ☐ We will elevate scientific and systematic thinking.
- We will focus on processes and concentrate on the flow & pull value.

Care and Respect

- We hold in highest esteem customers and people.
- We are acutely aware of the responsibility we have toward the environment.
- We listen to understand and follow through on our commitments.
- We will involve everyone in achieving sustainability.

STRENGTHS AND ACHIEVEMENTS

2.4 MILLION DOZENS

Per Annum

EMPLOYEE RETENTION 93%

SHIPMENT ACCEPTANCE

100%

AVERAGE LEAD TIME

40 – 50 Days

SATISFIED EMPLOYEES

99%

CUSTOMERS SERVED

50+

MACHINE EFFICIENCY

90%

TRAININGS CONDUCTED

1000+

EXPERIENCE OF

20+ Years



- ☐ Listed among the top 5 Pakistani companies with Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- □ Creation of a paper-less communication system within the organization
- ☐ Carbon emissions measured through BEPI
- ☐ Use of new sustainability tools such as HIGGIndex to measure our environmental performance
- We are supporters of Better Cotton Initiative and our suppliers are BCI certified

OUR CERTIFICATIONS

OEKO TEX



11-2745

WRAP



Since 2005

SA 8000



Since 2004

SEDEX



Since 2017

OUR CERTIFICATIONS

ISO 45001:2018

ISO 14001:2015

ISO 9001:2000







Since 2010

Since 2017

Since 2004

SUCCESSFUL INTERNATIONAL AUDITS

Company Name		Year of Audit
HEMA	НЕМА	2020
JAKO	AKO	2018
FIMEX	JFIMEX	2018
Aldi	MA ALDI	2018
Kroger	Kroger	2018
GAP	GAP	2014



SUCCESSFUL INTERNATIONAL AUDITS

Company Name		Year of Audit
Fruit Of The Loom	FRUITÆLOOM.	2014
Walmart	Walmart *	2017
KOHL'S	KOHĽS	2014
JC Penny	JCPenney	2014
Macy's	★ macy [*] s	2007



PRODUCT OVERVIEW- HOSIERY MARKET



UNIQUE

We have dedicated solutions for end customers with direct remedies for pain/gap areas.

Differentiated among the elite 5 in top industries in Pakistan



MASS CUSTOMIZATION

First business to cater to MOQs of 500 units with designed product that's both stylish and functional.



ORGANIC AND CERTIFIED

Conducted testing with users and in the certified laboratories.
Won innovation and sustainability award from GIZ



AUTHENTIC

Designed with the help and input of agricultural/textile experts in the field

WE DELIVER WHAT OUR CUSTOMERS WANT

MARKET ANALYSIS

- 1. We conducted more than 34 independent Market Analysis to ascertain end consumer requirements.
- 2. Developed independent product lines to match results of consumer analysis.
- 3. Specialized products aimed at providing targeted comfort to customers.

SUPPLY CHAIN

1. Developed unconventional supply chains to meet customer needs. Using BCI cotton, nylon from plastic recovered from the oceans and numerous sustainability efforts.

COSTS

1. We worked hard to meet tough pricing demands of customers round the world,



OUR EUROPE CLIENTELE

- HEMA
- PATRICK
- JAKO
- POUNDLAND
- PEP&CO
- SAFETY JOGGER
- US POLO
- MATALAN
- UHLSPORT
- TAMASU BUTTERFLY
- ENGEL
- INTERSPORT



GROWTH STRATEGY

How we'll scale in the future

DEC

2023

Roll out product to local market in the region to help establish the product

MAR 2024 Increase product line and roll out additional products to target niche customers.

OCT 2024

Introduce products for export markets



THANK YOU





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