

# 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.”





## CORE VALUES

### 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



## CORE VALUES

### 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

AVERAGE LEAD  
TIME

40 – 50 Days

MACHINE  
EFFICIENCY

90%

EMPLOYEE  
RETENTION

93%

SATISFIED  
EMPLOYEES

99%

TRAININGS  
CONDUCTED

1000+

SHIPMENT  
ACCEPTANCE

100%

CUSTOMERS  
SERVED

50+

EXPERIENCE OF

20+ Years

# SUSTAINABILITY



- ❑ 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 HIGG Index 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**



Since 2010

**ISO 14001:2015**



Since 2017

**ISO 9001:2000**




Since 2004

# SUCCESSFUL INTERNATIONAL AUDITS

Company Name	Year of Audit
<b>HEMA</b> 	2020
<b>JAKO</b> 	2018
<b>FIMEX</b> 	2018
<b>Aldi</b> 	2018
<b>Kroger</b> 	2018
<b>GAP</b> 	2014



# SUCCESSFUL INTERNATIONAL AUDITS

Company Name		Year of Audit
<b>Fruit Of The Loom</b>	 The logo for Fruit of the Loom, featuring a cluster of colorful fruits (apple, grapes, banana, orange) above the text "FRUIT OF THE LOOM." data-bbox="208 368 258 428"/>	2014
<b>Walmart</b>	 The Walmart logo, consisting of the word "Walmart" in white on a dark blue rectangular background, followed by a yellow six-pointed starburst icon. data-bbox="198 463 268 503"/>	2017
<b>KOHL'S</b>	 The Kohl's logo, featuring the word "KOHL'S" in a bold, black, sans-serif font. data-bbox="198 558 268 583"/>	2014
<b>JC Penny</b>	 The JCPenney logo, featuring the word "JCPenney" in white on a red rectangular background. data-bbox="198 638 268 678"/>	2014
<b>Macy's</b>	 The Macy's logo, featuring a red five-pointed star followed by the word "macy's" in a lowercase, black, serif font. data-bbox="198 723 268 758"/>	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

**inter  
market**



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