

Introduction of the presentation

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SWOT Analysis
Opportunities
- The market can identify further sales growth potential
- The market can identify areas for improvement
- The market can identify areas for investment
- The market can identify areas for expansion

SWOT Analysis
Strengths
- High quality product
- Strong brand name
- Established presence in the market



Category	Value
Revenue	100
Profit	20
Loss	10



Item	Value
Revenue	100
Profit	20
Loss	10

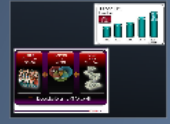
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Comfort for the
Whole Family Since 1901



A century Old Business

The Branding
Challenges of
Asian
Manufacturing
Firms

A breakdown of the presentation

- Company background, operations and production systems, financial aspects - **Sabbir**
- Mission statement and core values, 2008 great recession and our performances- **Akim**
- S.W.O.T analysis- **Alejandro**
- Our long term goal and why invest in us ? - **Mohammed**

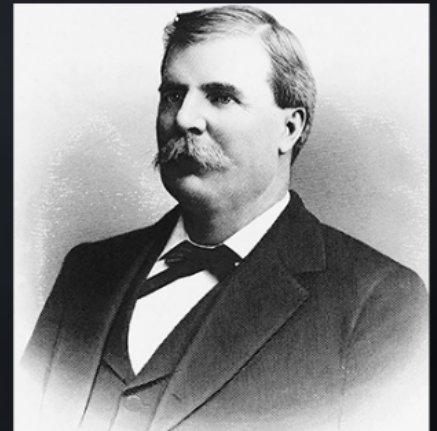
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Hanesbrands Inc at a Glance

Company Background

- Founded in 1901 by John Wesley Hanes at Winston, North Carolina
-
- Under the name Shamrock Knitting Mills
-
- Renamed as Hanes Hosiery Mills Company in 1914
-
- Organized as a Maryland corporation in 2005
-
- In 2006, became an independent, publicly-traded corporation



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Mission Statements

“To profitably grow our leading brands by intimately understanding our consumers, out-executing our competition and leveraging our sustainable competitive advantage.”

Core Value

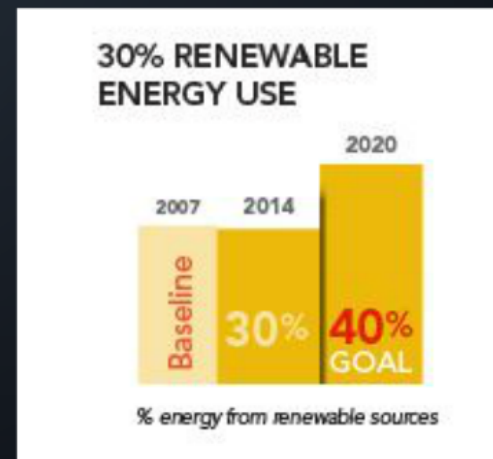
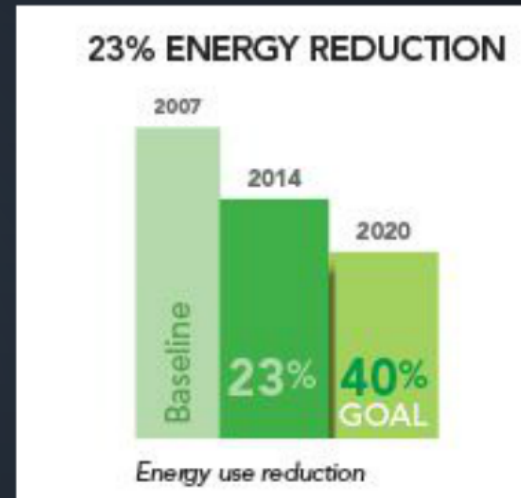
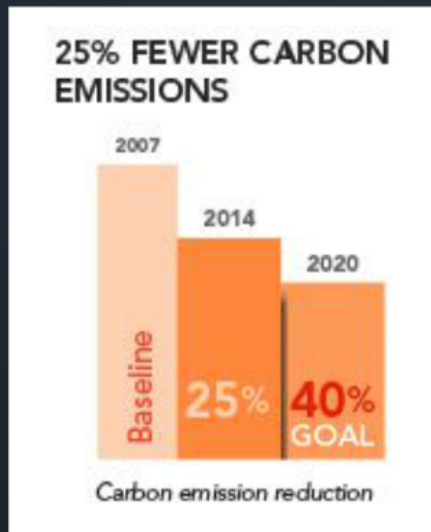
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- Core Values
 - Integrity / Ethical Standards
 - Inclusivity / Diversity
 - Quality / Superior Performance
 - Reliability / Commitment
- Offers Global Business Practice Handbook & Global Standards for Suppliers Handbook
- Per HBI website:
 - „HanesBrands was pivotal in the creation of the Worldwide Responsible Apparel Production (WRAP) program in the late 1990's to establish common standards in social compliance.“
 - „Our Global Environmental Management System (GEMS) ensures smart environmental principles are integrated into our daily business: waste minimization, resource conservation, minimizing overall environmental impact, and enhancing value.“

- ▶ **Hanes for Good** corporate responsibility program for community and environmental improvement

Living the Strategy.....

Environmental



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Facts

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- ▶ *Hanes* stands for outstanding comfort, style and value
- ▶ History of innovation, product excellence and brand recognition
- ▶ We revolutionized Tagless T-shirts and underwear
- ▶ **80%** of U.S. households have HanesBrands' products

Leading marketer of intimate apparel, hosiery and underwear
in Europe

Products

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Innerwear

- Women's underwear, such as bras, panties and bodywear
- Men's underwear and undershirts
- Kids' underwear and undershirts
- Socks

Outerwear

- Activewear, such as performance T-shirts and shorts
- Casualwear, such as T-shirts, fleece and sport shirts

Hosiery

