We will continue to escalate the current business operation under FOFO model

D'COT BY DONEAR
Responses by – Mr. Akash Manwani, Assistant Vice Present, D'Cot by Donear

Q1. Describe your brand journey and how consumers have played a vital role

Donear Industries Ltd – a pioneer in textile industry - launched D'Cot by Donear, an exclusive mid-priced retail chain that redefined contemporary fashion with its unique yet innovative range of apparels, watches and various other accessories. A youthful and trend setting brand, it is currently operating 200 Franchise Owned-Franchise Operated (FOFO) Exclusive Brand Outlets (EBOs) under the Sale-or-Return model, it has its footprints in 15 states & 3 union territories across Metros, Tier 1, Tier 2, Tier 3 and Tier 4 towns.

Consumers play a massive role, be it in a ***B2B or B2C chain,*** because at the end of the day, we make our products for them. Their usage of our products directly translates into our growth, both sales and market wise.

Q2. What are the current/top trends in your market?

In the Apparels market, it has often been observed that even the current trends differ from region to region. In our markets, the top styles in vogue are those which are utility-based, comfortable and fashionable as well. The styles of '70s and '80s have also come back in a major way.

Q3. How important is it to keep up with the market trends?

Keeping up with the market trends is one of the most basic functions, like eating, to survive and grow in the Industry. If you aren't aware of what people are buying or what your competition is doing, then your brand will suffer. It is essential to be aware of your market ecosystem to be a prominent part of the industry and attract more consumers.

Q4. Being a dynamic industry, can one brand change or create patterns in the said industry?

Of course, it is achievable. If one studies the Industry patterns, it is possible to create a market forecast and make plans basis the same. An ideal combination would be that of creating a new trend which is in sync with consumer insights and purchasing patterns as well as market predictions, hence making it possible to come up with a nova trend to capitalize on a potential space.

Q5. What does it take to become an apparel/ textile manufacturer?

Anyone who has eye for detail & understands consumer needs with a goal to create something new, high on quality standard and innovative for the consumers in the apparel or textile space can become a manufacturer. The first step is to have that aim in mind. Further to this, basic machinery, raw materials and a hard-working team is needed to begin the operations of one's manufacturing unit.

Q6. What are the benefits of Quality Control?

Quality Control goes a long way in keeping all stakeholders satisfied. Customers prefer purchasing products which have undergone quality control as it creates brand credibility in

their minds. Similarly, working in an organization that does products' quality control, establishes employee satisfaction, further leading to efficient productivity.

Q7. What are the different ways of Textile/Apparel Quality Control?

- Sourcing of raw material from reputed vendor who has mandatory quality checklist as per our product requirement
- Stringent check point from fabric sourcing stage to final apparel
- Stringent approval in place like making proto type garment, pre-production sample, fit sample & size set.
- Mandatory FPT (Fabric Performance Test) like count construction, tearing strength, color fastness, peeling abbrasion, Print durability, dimensional stability.
- Mandatory GPT (Garment Performance Test) like Accessories inspection, button pull test, seam performance, tensile strength, SPI etc.
- Garment process inspection on every stage like in-line, mid-line & final.

Q8. Any expansion plans in the pipeline?

We intend to add 60 FOFO EBO's every year. More importantly, we are looking at achieving double digit growth from our current franchise partner's YOY. So our futuristic growth will be propelled by our franchisee's unit growth and adding up new franchisees in the business. We share strong brand recall, experience, trust and great reputation with our franchisees that has been the backbone of our business model. There are a lot of our own current franchisees who have applied for multiple locations and we have in the process a lot many new franchisees as well. We will continue to escalate the current business operation under FOFO model.