



# **Exploring Threads of Harman**

**Unveiling Insights into Men's Fashion Trends**

# **Purpose of the Visit and Research:**

- Gain firsthand insights into Threads of Harman's operations, including its office environment and showroom experience.
- Delve deeper into various aspects of Threads of Harman's business, such as customer preferences, market positioning, and growth opportunities
- Immerse ourselves in the brand's ecosystem to uncover valuable insights.
- Inform strategic decisions based on the insights gathered.
- Contribute to Threads of Harman's continued success in the competitive fashion landscape.

# **Objectives of the Presentation:**

- Present overview of office and showroom visit, highlighting key observations.
- Share research findings on men's fashion trends, customer preferences, and competitor analysis.
- Provide actionable recommendations to enhance brand positioning, customer experience, and business performance.

# **Introduction to Threads of Harman:**

- Founded in 2022 by a father and son duo, driven by their passion for high-quality clothing.
- The journey of every Threads of Harman (TOH) product begins at the cotton farm, emphasizing a commitment to quality from the source.
- Obsession for quality starts at the cotton farms, where only the best cotton is sourced and processed in the brand's own ginning mills.
- Rigorous quality control ensures that only high-quality cloth is selected for stitching and designing.
- TOH guarantees superior cotton quality and a perfect fit and affordability for its customers.



# About Threads of Harman



## Company Background and History:

Threads of Harman is a division of Harman Cottex & seeds Private Limited a leading cotton ginning company incorporated in the year 2000

- Founded in 2022 by a father-son duo passionate about delivering high-quality clothing.
- Threads of Harman (TOH) has quickly become a renowned name in the fashion industry.



## Mission and Vision Statement:

- Mission: To provide our customers with uncompromising quality, perfect fit, and affordable fashion.
- Vision: To be a leading global fashion brand known for sustainability, innovation, and inclusivity.

# Core Values and Brand Ethos:



## Sustainability at Heart

At TOH, we care about our planet. Our eco-friendly practices, including responsible cotton sourcing and in-house production, ensure that you look good and feel good about your fashion choices.



## Style for Every Story

TOH caters to all your fashion needs with a diverse range of 100+ products and programs. From casual hangouts to formal events, we've got you covered with chic, versatile designs.



## A Family Affair

A father-son duo founded Threads of Harman on a foundation of love, trust, and shared passion. When you choose TOH, you become part of our extended family.



## Quality Meets Affordability

Say goodbye to compromising on quality for the sake of price. TOH offers the perfect blend of superior cotton quality, impeccable fit, and affordable fashion.



## Unleash Your Inner Trendsetter

Our commitment to breaking fashion boundaries means you'll always find fresh, unique designs at Threads of Harman. Embrace your individuality and stand out from the crowd.



## Style for Every Story

So why wait? Experience the magic of Threads of Harman today and become a part of our stylish, sustainable, and ever-growing family!

## WHY CHOOSE THREADS OF HARMAN?

# Uncover the Threads of Harman Difference



### Farm-to-Fashion

We oversee every step from cotton farms to final designs, ensuring exceptional quality



### Easy Breezy Returns

Enjoy 7 days of hassle-free returns on all items, ensuring you're always satisfied with your shopping experience.



### Fit & Affordability

Look Great, Feel Amazing – Style That Fits Your Body and Budget

# Marketing Strategy Overview

- Brand Positioning



Premium Quality



Perfect Fit



Affordability

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**Target Market** Demographic  
Fashion-conscious men aged 25-45.

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**Psychographic**  
Individuals who value quality, style, and sustainable fashion choices.

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**Geographic**  
Urban professionals in major metropolitan areas across India.

# Product Strategy

## Product Features and Benefits:

### High-Quality Cotton:

- **Source:** Premium, sustainably sourced cotton.
- **Texture:** Soft, breathable, and comfortable.
- **Durability:** Long-lasting fabric.

### Modern Designs:

- **Style:** Contemporary blend of classic and modern aesthetics.
- **Fit:** Tailored for various body types.
- **Versatility:** Suitable for casual and formal occasions.

### Sustainable Practices:

- **Eco-Friendly Production:** Reducing environmental impact.
- **Ethical Labor:** Fair wages and safe conditions.
- **Recyclable Packaging:** Environmentally friendly materials.

### Overall Benefits:

- **Comfort:** Breathable cotton and tailored fits.
- **Durability:** Long-lasting fabrics and rigorous quality checks.
- **Style:** Fashion-forward and timeless designs



# Product Range:



## • Casual Wear:

- T-shirts, polo shirts, casual trousers, and denim.
- Comfortable and stylish options for everyday wear.

## • Formal Wear:

- Dress shirts, blazers, suits, and formal trousers.
- Elegant and sophisticated designs for professional and special occasions



POLO



SHIRTS



HOODIE &  
ZIPPER



DENIM



BOTTOMWEA  
R



BEST DEALS



WHAT WILL YOU PREFER?



Quirky Printed Regular Fit Black T-Shirt

Rs. 499.00

# Pricing Strategy:

## Value-Based Pricing:

- **Premium Quality:** Prices reflect superior quality, sustainability, and craftsmanship.
- **Customer Perception:** Ensuring perceived value through durability, style, and comfort.

## Promotional Pricing:

- **Seasonal Discounts:** Strategic discounts during peak seasons.
- **Loyalty Programs:** Exclusive deals for repeat customers.

## Dynamic Pricing:

- **Market Demand:** Adjusting prices based on demand and sales data.
- **Inventory Levels:** Modifying prices to manage inventory efficiently.

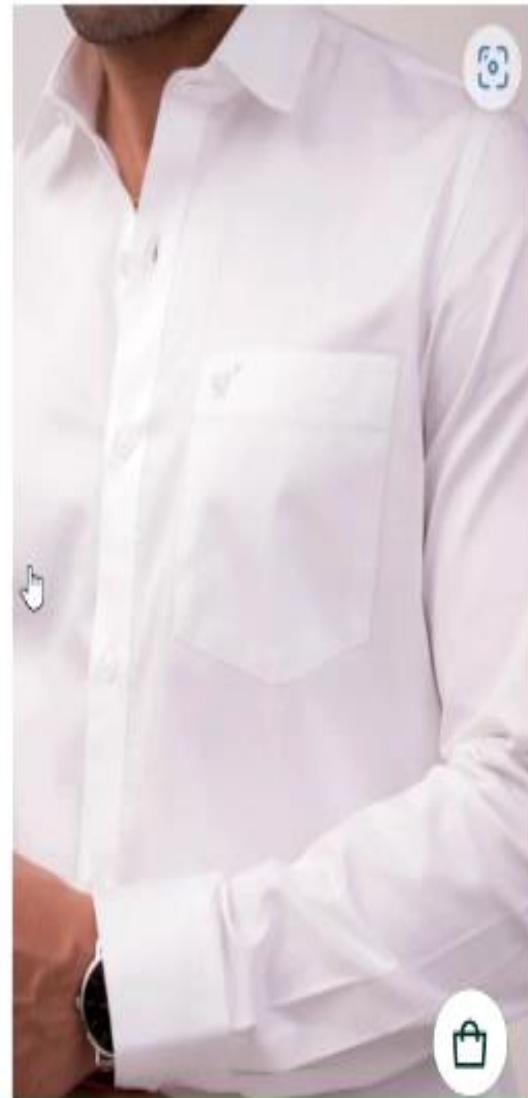




# Distribution Strategy

## Online Store:

- **E-commerce Platform:** A robust, user-friendly online store for direct sales.
- **Digital Marketing Integration:** Leveraging SEO, social media, and online ads to drive traffic.
- **Customer Convenience:** 24/7 availability, easy navigation, secure payments, and fast shipping.



# E-commerce Platforms:

- **Amazon:** Leveraging Amazon's vast reach to increase visibility and sales.
- **Flipkart:** Partnering with Flipkart to tap into a large customer base.
- **Myntra:** Listing products on Myntra to attract fashion-forward consumers.
- **Ajio:** Utilizing Ajio's platform to reach trendy and quality-conscious shoppers.

Popular products :

The screenshot shows a search results page for "Threads of harman amazon shirts" on an e-commerce platform. The search bar at the top contains the query. Below it, there are four product cards displayed horizontally. Each card includes a small image of the shirt, the brand name "THREADS OF HARMAN Men...", the price (₹1,349, ₹1,149, ₹1,329, and ₹1,319 respectively), the store "Amazon.in", and a size/color detail (L · Cotton Blend for the first two, and S · Half-sleeve and S · Men's · Round Neck · Half-sleeve for the last two). Navigation arrows are visible on the left and right sides of the card grid.

Product Image	Brand	Price	Store	Size/Color
	THREADS OF HARMAN Men...	₹1,349	Amazon.in	L · Cotton Blend
	THREADS OF HARMAN Men...	₹1,149	Amazon.in	L · Cotton Blend
	THREADS OF HARMAN Men...	₹1,329	Amazon.in	S · Half-sleeve
	THREADS OF HARMAN Men...	₹1,319	Amazon.in	S · Men's · Round Neck · Half-sleeve



## Omni-Channel Integration:

- **Seamless Experience:** Ensuring a seamless shopping experience across online and offline channels.
- **Click-and-Collect:** Offering options for customers to order online and pick up in-store.
- **Exclusive Showrooms:** High-end showrooms in key malls, like C21 and Ploenix citadel areas provide a luxurious shopping experience.

## Geographic Expansion:

- **Urban Markets:** Focus on major cities and affluent urban areas to align with our premium brand positioning.
- **Madhya Pradesh:** Establishing a strong presence in cities like Indore and Bhopal to capture the growing market.

# Stick with the Color Theme





# Promotional Strategy

## Digital Marketing:

- **Social Media Ads:** Targeted ads on platforms like Instagram, Facebook, and Twitter to reach our core demographic.
- **Influencer Collaborations:** Partnering with fashion influencers to showcase the products and reach a wider audience.
- **Google Ads and Meta:** Utilizing search and display ads on Google and Meta platforms like YouTube, Instagram, and Facebook.



# Traditional Marketing:

- **Print Media:**

- **Brochures:** Distributing brochures in strategic locations to reach potential customers.

- **Radio Ads:**

- **Local Campaigns:** Engaging in radio campaigns to reach local audiences and drive traffic to our showrooms and online store.
- **Brand Story:** Sharing our brand story and latest offers through compelling radio ads.

The image is a promotional advertisement for Threads of HARMAN Men's wear. It features a collection of men's clothing items including a maroon t-shirt, a yellow t-shirt, a grey t-shirt, a black t-shirt, a pair of blue jeans, and a white button-down shirt. A pair of glasses is also shown. The background is white, and the items are arranged in a scattered, overlapping manner. At the bottom, there is promotional text: "BE SUMMER READY T-SHIRTS" on the left and "BUY ANY 3 GET 30% OFF\*" on the right. The HARMAN logo is located in the top right corner.

THREADS OF  
**HARMAN**  
Men's wear

BE SUMMER READY  
T-SHIRTS

BUY ANY 3  
GET 30% OFF\*

## Events:

- **Sponsorships:**

- **High-Profile Events:** Sponsoring high-profile events to increase brand visibility and associate with luxury and quality.
- **Giveaways:** on Instagram and quizzes

- **TEDx at Avantika University:**

- **Promoting Sustainability:** Participating in TEDx events at Avantika University to discuss and promote our sustainability initiatives, reinforcing our commitment to eco-friendly practices and ethical labor.



# Competitive Landscape for Treads of Harman:

- **Local Competitors:** Established local high-end brands like Louis Philippe and Raymond dominate the market, known for their quality and heritage.
- **Market Position:** Treads of Harman differentiates itself through superior cotton quality, innovative designs, and affordability, targeting a niche market of discerning, style-conscious consumers.
- **Brand Strategy:** Leveraging local craftsmanship and sustainable practices, Treads of Harman aims to build a unique identity that resonates with modern, environmentally-conscious buyers.



# Competitive Landscape Analysis

As an Indian high-end clothing brand, Treads of Harman can face competition from several established and emerging local brands. Here are some notable competitors:

**Raymond:**



- Premium fabrics and tailored clothing.
- Wide range of high-end formal and casual wear.
- Strong brand presence and reputation.

**Van Heusen:**



- Known for its stylish and innovative high-end clothing.
- Caters to professionals and fashion-conscious consumers.
- Offers a variety of formal, casual, and evening wear.

**Louis Philippe:**



- Premium men's wear by Aditya Birla Group.
- Formal, semi-formal, and casual clothing.
- Emphasizes elegance and superior quality.

**Park Avenue:**



- High-end formal and semi-formal wear by Raymond Group.
- Contemporary designs and premium quality.
- Strong presence in urban markets.

# Market Trends and Consumer Behavior:

**Growth in Luxury Spending:** Increasing disposable income among millennials and Gen Z drives growth in the high-end clothing market.

**Sustainability Focus:** Consumers are increasingly prioritizing eco-friendly and ethically produced clothing.

**Personalization and Customization:** Demand for personalized shopping experiences and customized clothing options is rising.

**Omnichannel Retail:** Integration of online and offline shopping experiences is crucial, with a significant shift towards e-commerce.

**Modern, environmentally-conscious buyers.**



# Seed to Style



2010

## Family-Founded Passion



Experience the commitment to excellence that began with a father and son's shared love for quality clothing.



2015

## Farm-to-Fashion



Trust in our meticulous process, from carefully sourced cotton to in-house ginning, ensuring the best materials for every design.



2020

## Quality Control at Threads of Harman



At TOH, quality is our top priority. Our meticulous quality control process ensures that only the finest fabrics make it to our skilled stitching and design team, guaranteeing you receive the best products.

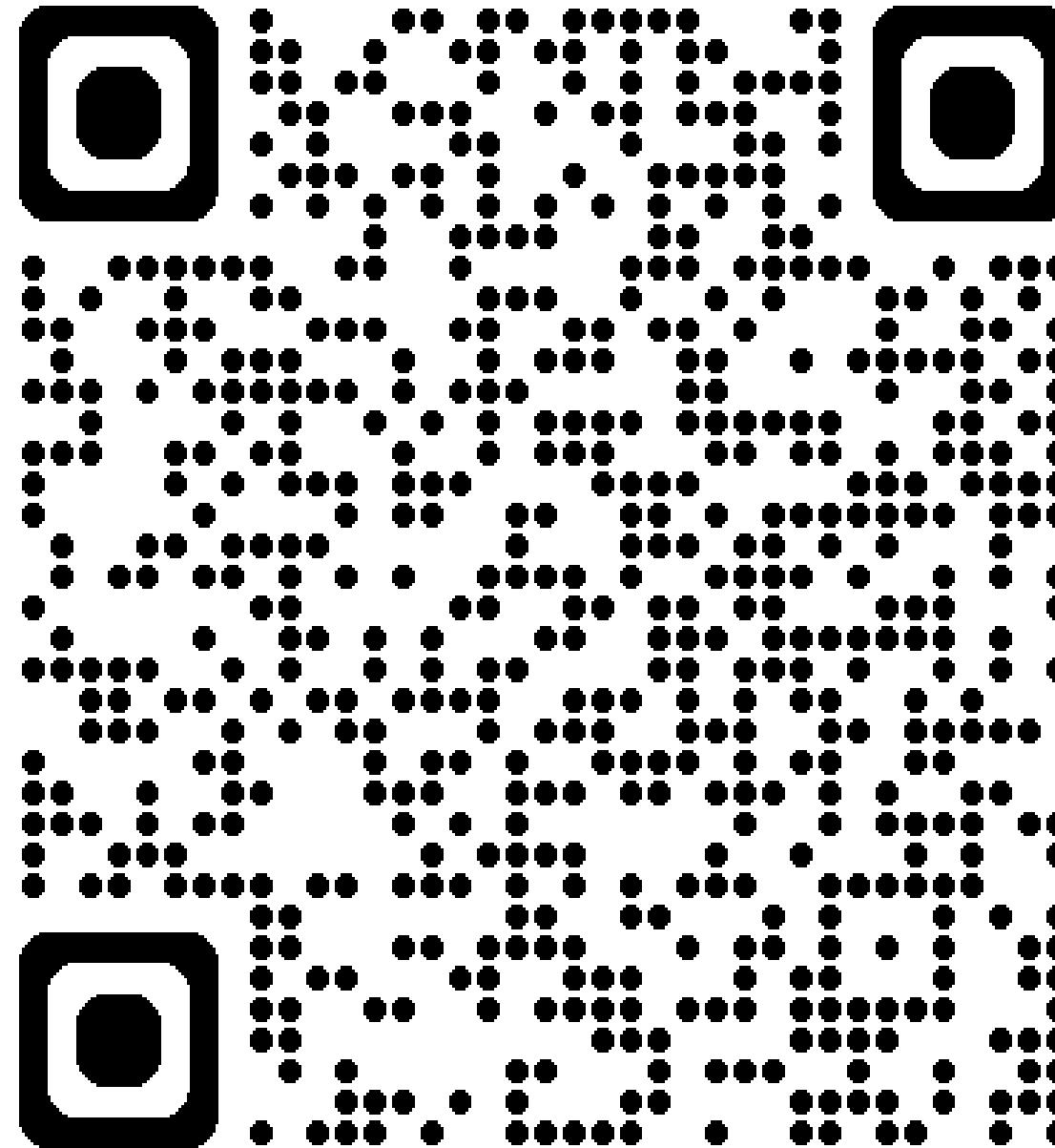


2023

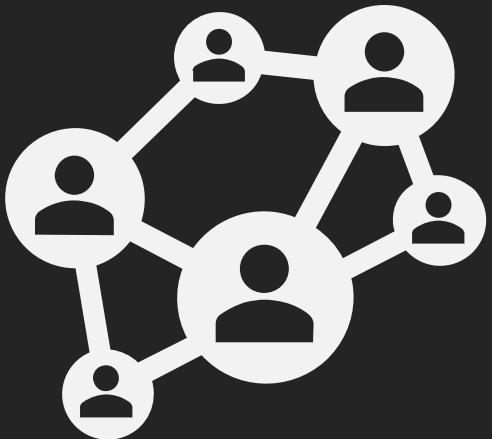
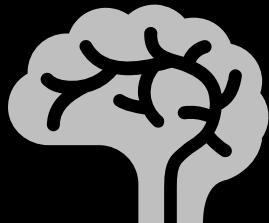
## Fit for Every Story, Prices for Every Wallet



At TOH, we believe everyone deserves to look and feel their best. Our diverse range of styles and sizes ensures our commitment to affordability, meaning you'll find the ideal fashion companion for every budget.



# HR PRACTICES IN THREADS OF HARMAN



## SOURCE OF REQUIREMENT PROCESS

- **Job Posting:** Positions advertised on company website, job boards, and social media platforms.
- **Resume Screening:** HR reviews resumes to identify suitable candidates.
- **Initial Screening:** Selected candidates undergo phone calls or online assessments.





# INTERVIEW

**First Round:** Conducted in person or via video conferencing

**Subsequent Rounds:** Multiple rounds may involve various stakeholders.

**Assessment Tests:** Candidates complete skills assessments or psychometric tests.

**Reference Checks:** HR verifies employment history, qualifications, and character.

**Background Check:** Verifies criminal record, education, and employment history.

**Job Offer:** Extended to suitable candidates after checks are completed satisfactorily.

**Onboarding:** Successful candidates undergo orientation, training, and policy familiarization.

# IMPORTANCE OF OPTIMIZING HR PRACTICES

- **Talent Retention:** Keep top talent engaged and reduce turnover.
- **Employee Satisfaction:** Happy employees are more productive.
- **Company Culture:** HR shapes teamwork, respect, and innovation.
- **Legal Compliance:** Avoid legal issues by following labor laws.



# **EMPLOYEE MANAGEMENT:**

## **Performance Management:**

- Regularly review and provide feedback on performance.

## **Development:**

- Offer ongoing training and professional development.

## **Employee Relations:**

- Maintain good communication and address workplace issues.

## **Compliance:**

- Ensure adherence to labor laws and company policies.

# RETENTION:

## **Benefits:**

- Offer competitive salaries, benefits, and incentives.

## **Work Environment:**

- Foster a positive and safe work environment.

## **Career Growth:**

- Provide opportunities for advancement.



## FINANCIAL PERFORMANCE

Key Financial Metrics:-

- Initial Capital: ₹4 crore
- Revenue: ₹2 Cr
- Net Margin: 5%
- Costs: ₹1.50 Cr
- Gross Margin: 25%
- Return on Investment (ROI): 5%
- (APPROX)



## Financial Planning

**Budgeting:** Accurate forecasting of revenues and expenses.

**Cash Flow Management:** Ensuring sufficient cash flow to cover costs.

**Investment:** Balancing investment in growth with controlling costs.



# Understanding Break Even

- **Definition:** The point where total revenues equal total costs.
- **Importance:** Indicates when a business will start to generate profit.
- **Components:**
  - Fixed Costs: Costs that remain constant regardless of sales volume (e.g., rent, salaries).
  - Variable Costs: Costs that vary with sales volume (e.g., materials, production costs).



## Fixed Costs for a Clothing Company

- **Rent:** Costs of retail or warehouse space.
- **Salaries:** Wages for employees and management.
- **Utilities:** Electricity, water, and other essential services.
- **Insurance:** Coverage for business operations.
- **Depreciation:** Wear and tear of equipment and facilities.

## Variable Costs for a Clothing Company

- **Materials:** Fabric, buttons, zippers, etc.
- **Production Costs:** Labor costs for manufacturing.
- **Shipping:** Delivery costs for raw materials and finished products.
- **Packaging:** Costs for packaging materials and design.
- **Commissions:** Sales commissions and fees.

# Challenges in Hitting Break Even

- **High Initial Investment:** Significant upfront costs in equipment, materials, and marketing.
- **Market Competition:** Intense competition from established brands.
- **Demand Fluctuations:** Seasonal changes affecting sales volumes.
- **Cost Management:** Difficulty in controlling variable and fixed costs.
- **Brand Recognition:** Building a strong brand identity takes time and resources.



# Profit and loss statement

Description	Amount (₹)
<b>Revenue</b>	20000000
<b>Cost of Goods Sold (COGS)</b>	
Direct Costs	21,00,000
<b>Total COGS</b>	21,00,000
<b>Operating Expenses</b>	
Administrative Expenses	4,80,000
Marketing Expenses	80,000
<b>Total Operating Expenses</b>	5,60,000
<b>Operating Income</b>	1,40,000
<b>Net Profit</b>	1,40,000
<b>Net Margin (%)</b>	5%



# IT Integration in Supply Chain Management

Enhancing Supply Chain with IT

Reduced operational costs

Automated inventory tracking systems

Improved efficiency

Real-time supply chain analytics for decision-making

Stronger supplier relationships

Flash ERP: Seamless procurement and logistics integration

# IT in Product Development and Innovation

## Driving Innovation through IT

Data analytics for market trend analysis

Collaboration tools for R&D teams

Flash ERP: Project management and resource allocation

Enhanced market alignment

Accelerated product development cycles

# IT in Financial Management

## Streamlining Financial Operations with IT

Improved accuracy  
and efficiency

Automated accounting and financial reporting systems

Regulatory  
compliance

Real-time financial analytics and forecasting

Strategic financial  
planning

Flash ERP: Comprehensive financial management tools



# Supply Chain Management

- Integration: Seamlessly connect all stages, from cotton farms to the final product, ensuring transparency and cohesion
- Efficiency: Streamline processes to reduce lead times and costs, utilizing advanced technologies and best practices.

This ensures a smooth, cost-effective supply chain, enhancing overall operational efficiency and customer satisfaction for Harman.

# Inventory Management

- Real-Time Tracking: Automated systems for stock levels.
- Optimization: Balance between overstock and stockouts.
- By implementing real-time tracking systems and optimization strategies, Harman can achieve better inventory visibility, reduce costs, improve customer satisfaction, and gain a competitive edge in the market



An aerial photograph of a vast cotton field. The plants are densely packed, with numerous white, fluffy cotton bolls visible against the dark green foliage. The perspective is from above, looking down at the agricultural landscape.

**COTTON CULTIVATION**

Own Production in Family owned  
**Century Yarn And Century Denim**





**White Blue stripes Shirt**

Rs. 1,699.00

6/21/2024



**Geo print yellow Shirt**

Rs. 1,699.00



**SEA-GREEN-FLORAL-SHIRT**

Rs. 1,599.00

THE END

THANKYOU

Flying machine (competitor)  
Flash ERP Working capital 20000000  
Avg yearly cost 40000000  
Operational 10000000 ( less purchase)