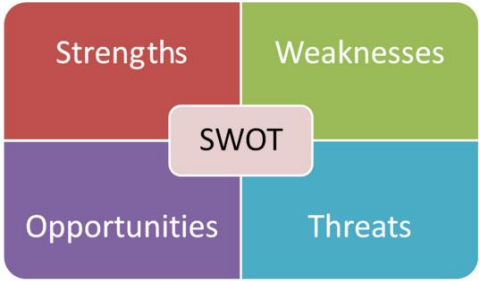


SmartWear

Centrum

Southland



Noria



High level of
Unemployment

Political
Uncertainty

Financial Performance



Strengths:

- Good supplier relationship
- Low cost inputs
- Listed in Noria Stock Exchange

Weaknesses:

Not use of technology

Opportunities

- Availability of E Commerce

Threats:

- Economic Recession
- High intensity of competition

Vision

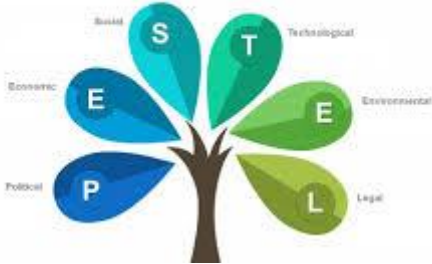
Mission

- Widest range of good quality fashion
- Available to every one
- Affordable price

Strategic goals

- Continuous investment (CDMS)
- Low Cost
- Low Price Business
- Ethical Standards of social Responsibility Model

PESTEL ANALYSIS



- Balance board- ED and NED
- Audit committee
- Comply with Listing Requirement



40 outlets

100 outlets

Adoption of E-commerce



- Effectiveness of SCM
- Social Responsibility issues
- Cost of Inventory purchase
- Reporting Weakness
- Appraisal of Supplier Performance
- Positive NPV For CDMS