

ZELEWIAN



Agency support Pakistan

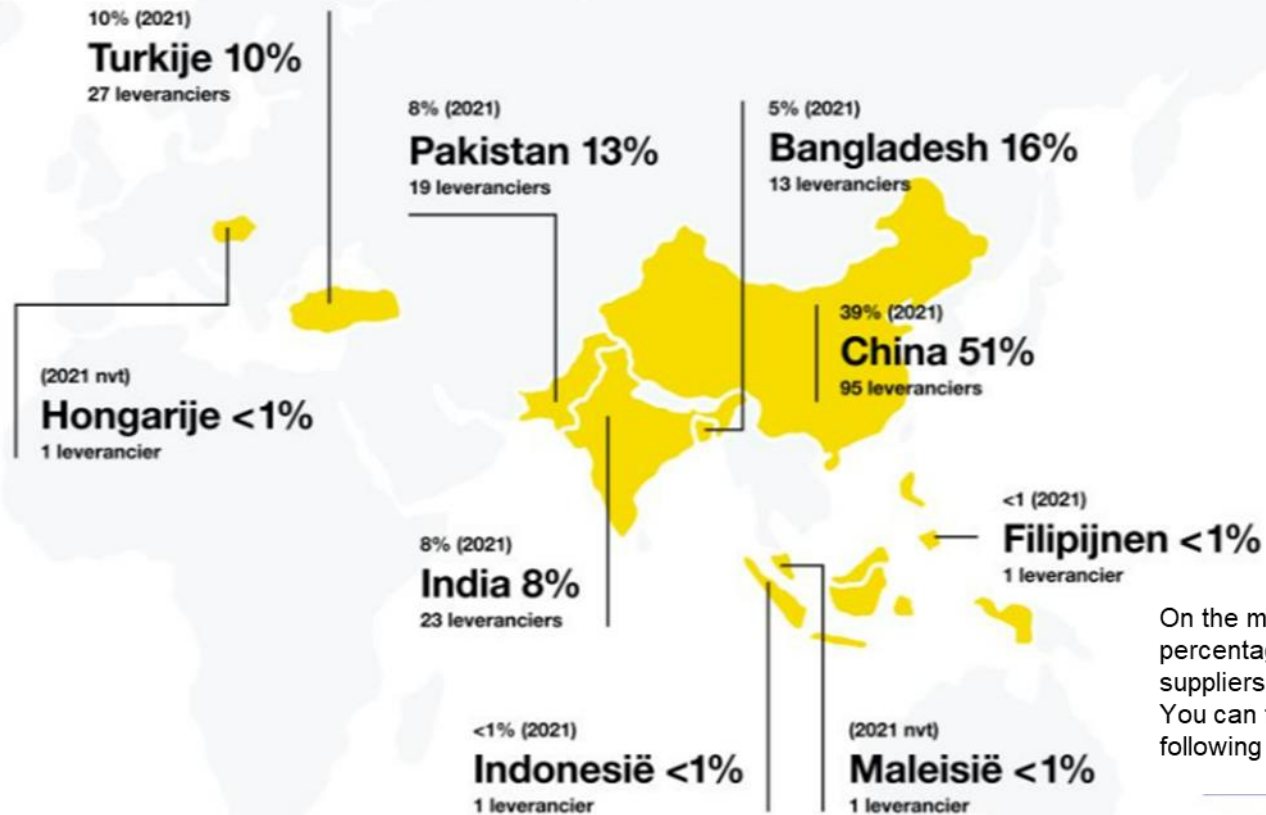
April 2024

ZEEMAN

Market leader within EU retail in basic products with a good price & quality is looking for agency support on the Pakistan sourcing & production market

Are you the right candidate?

Sourcing & production locations



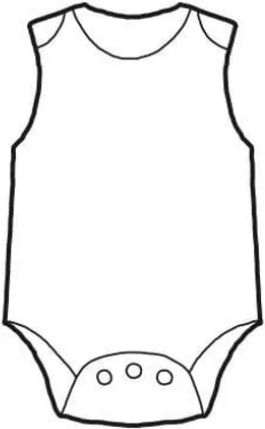
On the map we indicate per country the percentage of the buying value and the # of suppliers we coöperate. You can find details about production locations on following link:

<https://www.zeeman.com/nl/factory>

Sourcing & future needs in Pakistan

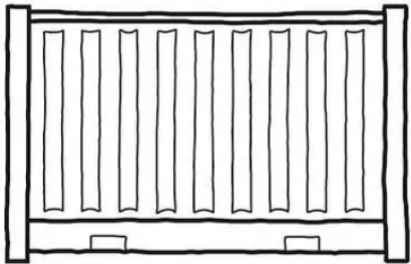
- Future in Pakistan:
Looking for a professional sourcing & buying agent with the right structure and values to support Zeeman in their growth
- How to qualify?
 - Provide the requested information before 7th may 2024
 - Check the Zeeman summary CSR report 2022 and the Zeeman 2way Code of Conduct if it applies to you (added in the mail)
 - Be transparant and complete in your information
 - Zeeman will make a short list of potential candidates based on your input
 - Short list selection of candidates will get more in depth interview
- Please send your information and answers to:
wvdheuvel@zeeman.com
eroolvink@zeeman.com

Way of Working



Everything begins with a good design.

Our clothes are designed by our own stylists. They bring the latest trends and product developments back to the basics. Only once we've found the simplest form do we begin production. We take care of things ourselves as much as possible. At our service office in Alphen aan den Rijn, all areas of expertise are covered. A successful design will remain in our product range for a long time. Sometimes we just vary the color or the print. This is how we keep our costs down.

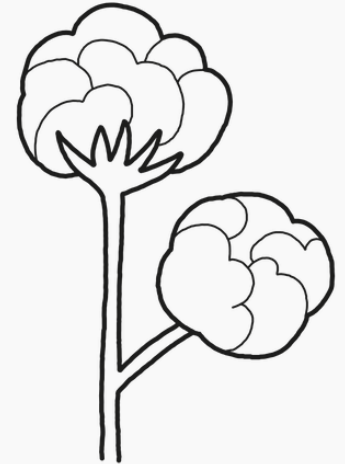


Simplicity in abundance is the foundation of our organization.

Our suppliers can count on our large purchasing volumes. This certainty leads to low prices. We transport goods by ship whenever possible. Transport by water allows for lower CO2 emissions than transport by road. We also ensure that our products make their way to our stores as efficiently as possible. Our trucks don't drive around empty, because we take all of the waste from our stores back to our head office ourselves.

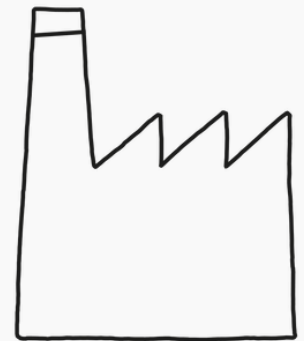
Our customers come back for good products.

We consider it a challenge to make a good product for a small amount of money. That's why we maintain control over every link in the production chain. This enables us to make sure that the products on our shelves are of good quality. More and more of our products carry the 'Confidence in Textiles' (Oeko-Tex) quality label. This certification guarantees that textiles are free of harmful substances. We've also commissioned an independent agency, TÜV Rheinland, to test our toys.



We believe in sustainable collaborations.

We know the manufacturers who work for us. We've been working with some of our specialized suppliers for more than 30 years. Without any intermediaries. Our terms are clear: no child labor, safe working conditions, normal working weeks, and fair wages. We regularly visit our factories to inspect the production chain. When production isn't taking place in the way that was agreed on, we assist manufacturers in finding a solution.

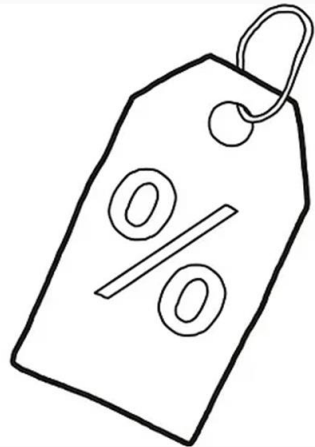


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Way of Working

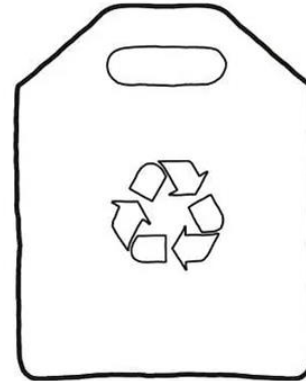
Simple, clear and customer-friendly.

We offer our clothing and textiles in well-arranged, simple stores. With customer-friendly employees. We do not save on service, but we do save on the design of our stores and the presentation of our products. We keep our range simple: we always only have a few variants. But some really nice ones. We want you to always be able to walk in easily with us. That is why there is always a Zeeman nearby.



What's left will be sold at a discount.

We don't have a big sale. How is that possible? We have many basics. They change very little and are always in stock. That's why they don't go on sale. We have other products temporarily and those are often quickly sold out. But sometimes we buy too much. So we give a discount twice a year. That can be up to 75%. We donate items that are still not sold to charity. Because we don't like to throw them away.



We cut down waste wherever possible.

We use as little packaging material as possible. You won't find any products with unnecessary and expensive packaging at our stores. That's better for the environment, and better for the price. To reduce plastic waste, we came up with the deposit shopping bag. Our ultimate goal is zero plastic bags.

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Questions to answer if you want to qualify as a potential agency candidate

questions

What is the the ownership of your company and can you provide the main achievements since foundation? Can you provide an organisational chart of your company,including functions & # staff per function?

In which product categories do you perform your current services?

How do you manage your HR? Is there a policy in place and is your staff informed?

How is your ethical standard on staff & suppliers behaviour? How do you discuss and inform staff and suppliers about it? Is there a governance mechanism in place?

How would you describe your company culture? Are there formal or informal company values in place? How do you execute your values and do you have other retail customers that have matching values?

Can you provide your financial results of 2022&2023 in terms of turnover, costs & profit? Can you provide the turnover per current retail customer & per supplier in your portfolio of 2022 & 2023?

What's your company vision and strategy for next 3 years and how do you involve staff and suppliers?

Which activities are you performing for current retail customers?

What's your current retailer base & which are of EU? What's their CSR policy and how do you follow-up on this?

What's you experience with BSCI audits , Pakistan Accord and Fair Wear Foundation ? Can you give short description how you operate this aspect of the business?

Do you already have experience with full supplychain transparancy and until which tier level with current retail customers?

How do you asses new sources before you propose them to buyers & start to place orders?

Can you describe your current way of working with your retail customers to work from product design untill shipment, including quality and product development?

Is any of your customers working with open costing and/or living wage?Are the merchandisers familiar & know how to operate this? Can you show some cases?

How do you monitor in time & complete delivery of orders? Is there a systematic approach in place that gives you good insights in suppliers performance?

How do you monitor compliance status on factory level & factories quality management? Can you show the status of your top 10 factories?

How do you audit & judge quality management systems at suppliers factories? Do you have assesment reports & follow-up action plans?

How do you perform and monitor per supplier QC final inspection reports? Do you have an overview per year that can be the base for improvement action plans?

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THANK YOU