



KON JAE

AN EMERGING ONLINE B2B PLATFORM
TO INNOVATE PAKISTAN'S TEXTILE
INDUSTRY

COMPANY PROFILE 2021

A PROJECT OF CYBMERCE PVT. LTD.

Building TRUST with Textile Industry Players

**EMPOWER Buyers & Sellers of Textile Industry through
ONLINE B2B Platform**

**Creating FUTURE of Textile Industry Locally &
Internationally**

CEO's Message

“We are Innovators”

Today, is the world of technological economy and solutions through e-commerce and online systems. The huge window of online opportunities knocking everyday to introduce latest online systems and grow with technological landscape, substantial energy and resources. Hence, to be part of this tech system, we have initiated ‘KON JAE’, an online marketplace in textile sector.

KON JAE is a technological company and aims to provide a better solution to the textile industry through an Online business-to-business (B2B) model approach. We as young entrepreneurs, are keen to bring unique features in existing models in order to grow with the latest trends of technology. The textile manufacturing and supply are considered the backbone of Pakistan’s overall economy, however, deprived strategic operations with regard to online and e-commerce features.

Our company KON JAE brings more services to the online business systems that empowers our valued textile clients to get one-stop-shop solutions with efficient and quality products.

We are looking forward to give our best to uplift textile sector of Pakistan through digital innovation and take KON JAE to the global frontier and provide our services accessible to global textile brands and manufacturers.

Mr. Hassan Raza
CEO/ Co-Founder – KON JAE

Director's Message

“A new way of working Remotely & on Demand”

KON JAE is established as an online platform to provide better extensive online and e-commerce solutions to textile manufacturers and buyers to increase their business standing and sales.

It facilitates users with quick and easy ways to promote businesses through the interactive digital showroom. It provides operational support to buyers and sellers being connected through the KON JAE platform.

KON JAE is assisting you to generate a business profile, creation of information to channelize digital showrooms, integrated textile manufacturers, warehouses, brands and shops, and sales promotion packages.

I believe KON JAE will foster real-time efficiency and effective operations to boost the quality of services and uplift the textile industry of Pakistan.

Mr. Kashif Afridi
Director/ Co-Founder – KON JAE

KON JAE – A Project of CYBMERCE Tech Pvt. Ltd.

KON JAE -- AN EMERGING ONLINE B2B PLATFORM TO INNOVATE PAKISTAN'S TEXTILE INDUSTRY

KON JAE is a project of ‘Cybmerce Tech Pvt. Ltd’ is a registered company based in Islamabad.

KON JAE – Trust, Empower, Future’ an emerging talent of Pakistan in the textile industry and a pioneer in introducing the ONLINE Business-to-Business (B2B) model – an Online Marketplace of the textile sector in Pakistan.

‘**KON JAE**’ is a blend of two words in Urdu, which means ‘who would go’. It connects textile manufacturers, wholesalers, and buyers virtually and provides delivery services with trust and quality.

Building TRUST with Textile Industry Players

This concept has its e-commerce dimension to co-integrate with the textile industry. COVID-19 pandemic is another contributing factor to strengthen more the baseline of this concept to boost business while utilizing the e-commerce resources.

KON JAE service salient features include adding value to e-commerce setup in the textile industry of Pakistan, quick and easy access to quality products, quality with lower cost structures, electronic ordering goods, and digital payment system, broader cost and variance efficiency.

EMPOWER Buyers & Sellers of Textile Industry through ONLINE B2B Platform

The concept has derived to provide the technical and mobility facilitation to textile merchants/traders, manufacturers, wholesalers, and brand owners by excelling with the innovative approach of the Online B2B Model.

Creating FUTURE of Textile Industry Locally & Internationally

The business framework model of **KON JAE** has comprised of the company creates, delivers, and captures value for the customer and the company itself through online platform.



Crucial Facts about Pakistan Textile Industry

- The textile industry considers the largest manufacturing industry in Pakistan and the 8th largest exporter of textile goods in Asia¹
- 3rd largest spinning capacity in Asia after India and China²
- 4th largest producer of cotton³
- 425 textile industries are working in Pakistan which ultimately comprises 46% of the total manufacturing sector⁴
- Employ 40% of the total labor force⁵
- 5% of total textile companies that are registered on the stock exchange⁶
- Pakistan has a supply base for almost all hand-made and natural yarns and fabrics like cotton, linen, and rayon⁷
- An abundance of raw material is a big advantage for Pakistan with its beneficial impact on cost and operational lead time⁸.
- Supports 8.5% of the GDP of Pakistan and contributes⁹ and 5% to the world's global spinning capacity¹⁰
- Pakistan Textile industry is currently proceeding with 1,221 ginning units, 442 spinning units, 124 large spinning units, and 423-425 units to produce textile¹¹
- Pakistan's total contribution to the world's textile is less than 1%¹²
- Opportunity to promote Pakistan Textile Industry with more innovation, digital transformation along with business expertise¹³

¹ Ravi Magazine: Textile Industry of Pakistan – An Analysis

² Report 'Textile Industry of Pakistan', published on May 25, 2013

³ Report 'Textile Industry of Pakistan', published on May 25, 2013

⁴ Statistics on Textile Industry in Pakistan, Express News, March 17, 2013

⁵ Pakistan Textile Industry, The Express Tribune, March 18, 2013

⁶ Listing Status, Pakistan Stock Exchange

⁷ Invest Pakistan: Board of Investment – Textile Industry of Pakistan (<https://invest.gov.pk/index.php/textile>)

⁸ Invest Pakistan: Board of Investment – Textile Industry of Pakistan (<https://invest.gov.pk/index.php/textile>)

⁹ Ravi Magazine: Textile Industry of Pakistan – An Analysis

¹⁰ Factsheet Pakistan (<http://www.textile.gov.pk/gop/index/textile>)

¹¹ Pakistan Textile Industry, The Express Tribune, March 18, 2013

¹² Express Tribune: Statistics on Textile Industry in Pakistan (March 17, 2013)

¹³ An Overview of Pakistan's Textile Sector from Operational Competitive Perspective – A Suggestive Analysis, Published in World Journal of Engineering and Technology on May 21, 2014

KON JAE – Visionary Approach

Vision and Goal:

Uplift Pakistan Textile Industry to grow Pakistan's economy

Mission:

To introduce tech innovation to improve Pakistan Textile Industry Standards

Objectives:

- To introduce and build capacity for e-business models to the textile industry of Pakistan
- To grow Pakistan Textile Industry with the online B2B model
- To elevate contribution of Pakistan Textile Industry in global textile economy
- To ensure quality pool for textile merchants, manufacturers, wholesalers, and customers while operating with B2B standards



KON JAE – B2B Model – Tech Company to Supply & Retail Textile

Counter with Fast & Easy Sourcing without Traveling

Bridging the Gap with Unique Concept of B2B:

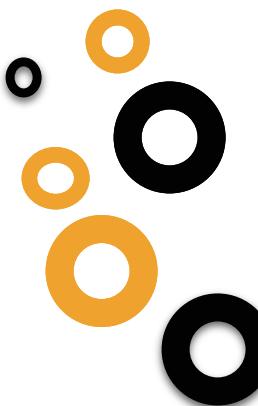
KON JAE working compliance is based on BUSINESS-TO-BUSINESS (B2B) and exhibits as an electronic market to link together the textile sellers and buyers for providing services and exchanging information about Latest Trends – Products – Payments.

Assisting Buyers & Sellers through E-commerce:

KON JAE assisting TEXTILE BUYERS & SELLERS by setting up an e-commerce platform to facilitating communication in a quick, simple, and easy way.

Productive & Efficient Sourcing:

KON JAE has created a RESOURCE POOL of all potential textile manufacturers and wholesalers to boost their sales through this online marketplace to ensure productive linking and efficient sourcing.





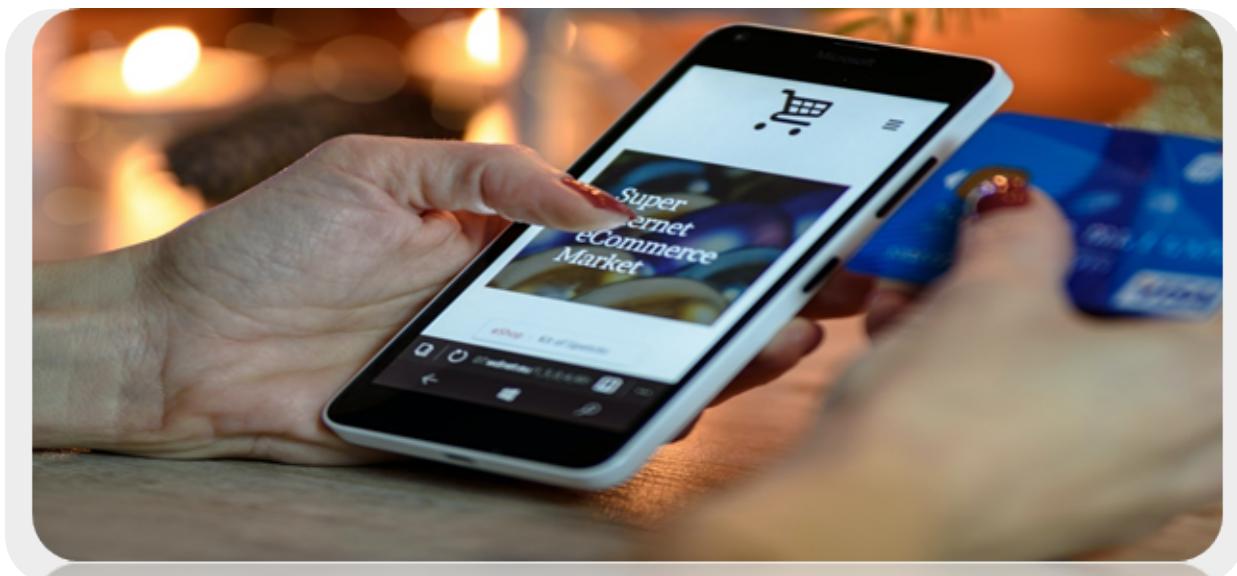
WHY KON JAE??

Ordering & Sales E-commerce Platform of Textile in Pakistan

KON JAE gives ADVANCE buying and selling options through B2B online sales. It connects textile manufacturers, wholesalers, traders, brands, shops, warehouses, shipping companies, and payment solutions to operate the e-commerce setup of the textile sector in Pakistan.

KON JAE Salient Features:

- Adding Value to e-Commerce Setup in Textile Industry of Pakistan
- Quick and Easy Access to Quality Products
- Quality with Lower Cost Structures
- Electronic Ordering Goods and Digital Payment systems
- Broader Cost and Variance Efficiency



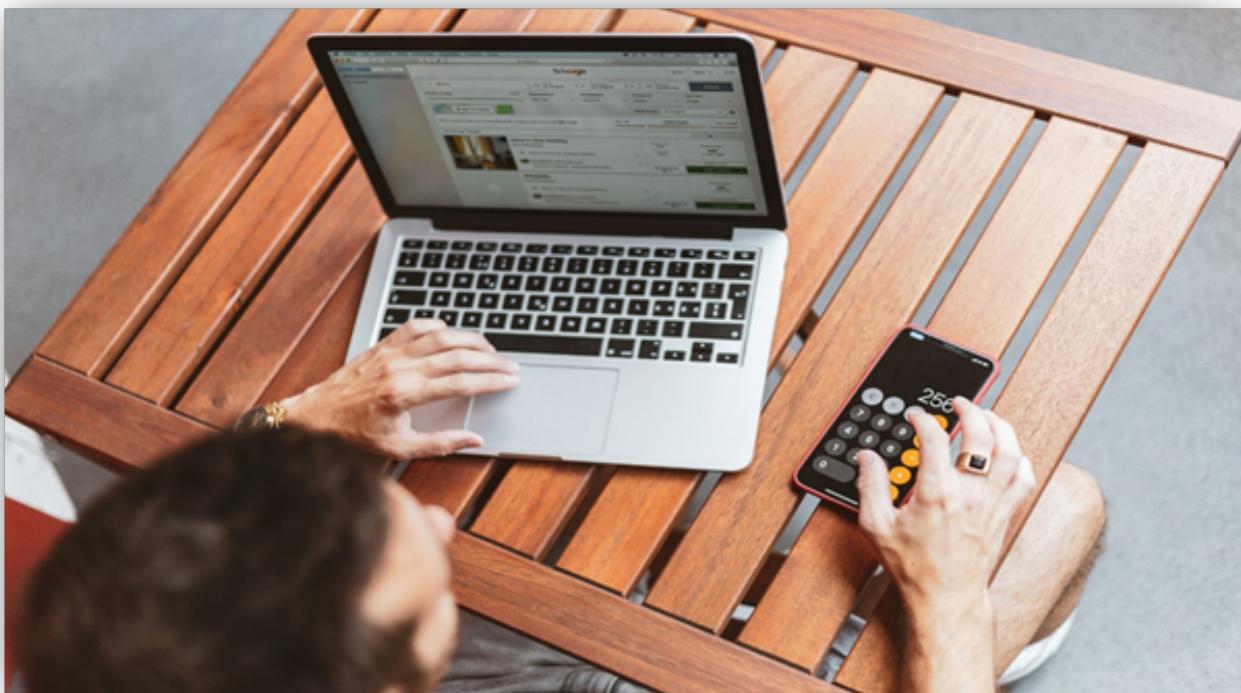
KON JAE MODELING:

Advancement with Variations

KON JAE is Pakistan's First and trusted ONLINE MARKETPLACE with a B2B entity to ensure tech innovation in existing models of the textile industry.

Its MEMBERS enjoy trading with the following service MECHANISMS:

- Buyer Oriented Marketplace (*e-Procurement*)
- Intermediary Oriented Market Place (*e-Exchange*)
- Interaction (*Smart Personalization*)
- Supplier Oriented Marketplace (*e-Distribution*)
- Customer Specific Leads and Pricing (*Cost Customization & Effectiveness*)



KON JAE – SERVICE EXCLUSIVITY:

Faster Sourcing – Smarter Selling

KON JAE provides EXCLUSIVE SERVICES to its valued partners and members, including:

- The connection between more than 200 textile buyers and sellers
- Digital Showroom with professional filters and variations
- Business Profile creation at KON JAE Platform
- Access to online retail marketplaces
- Assist with Promotions, Appointments, and Sales
- Ordering with sharable draft orders and final order confirmations
- Feasible payment solutions
- Confidential and Customized Financial Record Keeping



KON JAE - COLLABORATIONS & PARTNERING

GOVERNMENT Associations:

- All Pakistan Textile Mills Association (APTMA)

Key PARTNERS

- Textile Manufacturers & Traders
- All National & International Clothing Brands
- Ladies/ Gents Stitched/ Unstitched Retailers

Textile INDUSTRIES:

- Chenab Limited
- Fateh Textile Mills
- Husein Industries Limited
- Gul Ahmed Textile Mills Limited
- Kohinoor Mills Limited
- Fazal Cloth Mills
- National Silk & Rayon Mills Limited
- Safa Textile Limited
- The Crescent Textile Mills Limited

Textile COMPANIES:

- Nishat Mills Ltd. Lahore
- Ideal Spinning Mills Faislabad
- Capital Spinning Mills Ltd. Raiwind
- Zaib Textile Group Faislabad
- Ravi Spinning Mills Ltd. Lahore

Textile EXPORTERS:

- STYLE textile Pvt. Ltd.
- Yunus Textile Mills Limited
- Interloop Limited
- Artistic Milliners Pvt. Ltd.
- Soorty Enterprises Pvt. Ltd.
- Feroze 1888 Mills Limited



KON JAE – BUSINESS EXPANSION (2023-2025)

- Horizontal → Product Variance Expansion –Towels and Rugs
- Vertical → Stitched Clothing, Hosiery, Men, Women and Kids, Western and Eastern Apparels
- Geographically – Borderless Trading – China, Japan, Afghanistan, India, Bangladesh and Singapore



Contact Us:

- Email: konjae@gmail.com
- Website: www.konjae.com
- Facebook: [@konjaeplatform](https://www.facebook.com/konjaeplatform)
- Instagram: [@konjaeplatform](https://www.instagram.com/konjaeplatform)