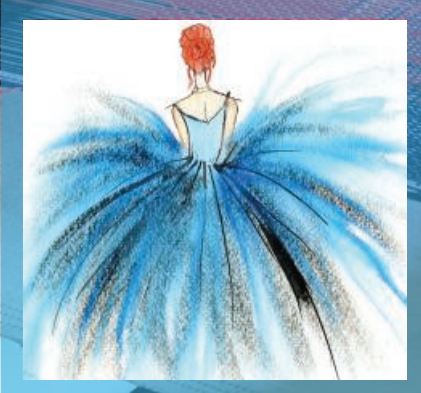


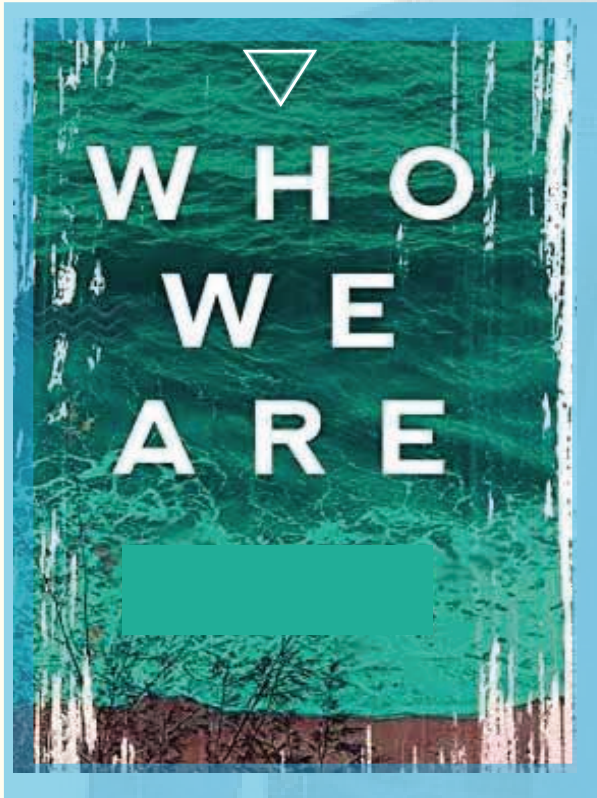


# TENDENZA Sourcing BD Ltd.

(Committed on Sustainability)







## “Commitment on sustainability”

From this thought, TENDENZA started its journey since 2015

TENDENZA has a dedicated and skilled workforce of more than 54 employees in corporate office expertise in all supportive tasks like sampling, merchandising and commercial banking etc. and had an annual turnover of USD 17 Million for the year of 2022-23. TENDENZA delivers quality across the apparel value chain, based in Dhaka, Bangladesh. The company has carved a niche on its own as a quality conscious manufacturer of apparel goods that has found acceptance across the globe. With completely integrated manufacturing facilities our associated factories are furnished to meet any requirement.

A leading apparel sourcing company with a reputation of quality, reliability and incomparable customer provision.

TENDENZA is well reputed locally and globally for its diverse set of sustainability activities. The unique sense of ourselves is to export optimum quality garments to the stakeholders where we introduce the most modern quality management system (QMS) with maintaining the smooth flow of operation in our apparel industry.

We are strongly maintaining the compliance standard along with fire safety and CSR activities as well as the client CoC.

tendenzasourcingbd ltd believed in Commitment, loyalty & trust.





**OUR MESSAGE**

*“Committed on sustainability”*



**Core Values**

Words included in the word cloud: Honesty, ETHICAL, Enthusiastic, Commitment, Accomplishment, Ownership, INTEGRATION, Diversity, UNITY, EFFICIENCY, Risk Taking, Gracious, Achievement, Accountability, APPRECIATION, Safety, BALANCE, Integrity, CONSISTENCY, VIRTUOUS, Forgivenness, Empowerment, EQUALITY, Diligence, PASSION, Respect, QUALITY, COLLABORATION, Community, Service Excellence, TOGETHERNESS, UNITY, OPTIMISTIC, STABILITY, Persistent, Kindness, Honorable, Leadership, Diplomacy, Action-Oriented, Loyal.

**VISION**

*Long Term Relationship with optimum satisfaction*



**MISSION**

*transparency with quality & commitment*







## ◆ WHAT WE DO -

### ◆ DESIGN AND DEVELOPMENT

Our product development teams understand how to convert fashion trends into commercially desirable product. our extensive sourcing network and innovative team ensure we have the right mix of directional pieces and fashion essentials. We can proactively tell you what you need to have in your range to enhance your current offer.

### Services includes -

- ◆ Designing new collection.
- ◆ Product Development
- ◆ Embellishment (Print design, Embroidery, wash) development
- ◆ Tech Pack preparation
- ◆ Pattern and sample Making.

## ◆ Merchandising



We have efficient team of merchandisers who manage the process of each garment since start to on time delivery with accomplished quality and accordingly keeping the supply chain. Each team dedicated to it with a representative always available to provide real time updates and options on future developments. Our team are passionate about products, let them care for yours.

They have experience in sourcing all manner of customer merchandise across these sectors –

- ◆ Understand what is possible when it comes to mass production and achieve the quality process from brief to delivery.
- ◆ Our Merchandising team are committed to understanding customers products and aims, becoming brand guardians and adding real value to the production process, relatively than simply sourcing products.





## ◆ QUALITY ASSURANCE

Our skilled quality control team perform quality assurance from cutting, through stitching all the way to final packing. They follow the worldwide AQL process and also follow the buyer required quality guideline to keep the quality standard.

- ◆ Our Quality team perform quality assurance from cutting through stitching all the way to final packing by visiting factories frequently.
- ◆ Our Technical staffs are on-hand to monitor fits, workmanship, specs to ensure only the highest quality goods to produced.
- ◆ By strictly QC checks in additionally to our factories own QC procedures, quality control is our top priority, in production process, QC team conduct each styles pre-production meeting, in-line quality checking each day basis then final quality inspections or 3<sup>rd</sup> party quality inspection also allowed as buyer requirements and also have special quality team for own final inspection facilities by ensuring the quality.



## ◆ SHIPPING AND LOGISTICS



We are not only responsible for production of required quality products, we also co-ordinate with all the logistic and shipping stakeholders, and ensure that all export documentation is made accordingly so that customers can smoothly release and distribute the goods timely.

- ◆ They managed all the bookings.
- ◆ Payments.
- ◆ Shipping Documentation
- ◆ Negotiation with freight forwarders.
- ◆ Special shipping arrangement.
- ◆ They update all the shipping information to our customers.



# Focus on ECO

"What we are doing to save planet from plastic bottles ??

Do you know it takes 450 years to decompose into mud ??

Let's recycle it and make world great for our next Generation green, producing recycle polyester is dramatically better for the climate creating 75% less carbon emission the virgin polyester."

The message really a big thought and that's why we focused on ECO Friendly product in last couple of years and sourcing those factories who are certified by-





# Our operation & services

Operations are-

## ◆ Marketing approach & Negotiation

The 5 P's of marketing – Product, Price, Promotion, Place, and People – are a framework that helps guide marketing strategies and keep marketers focused on the right things. Let's take a deep dive into their importance for your brand.



## ◆ Assure all types of Compliance standard

We strongly believe everyone associated with us deserve the best possible environment in which to conduct their work. Our team are embedded in our factories those we work with to ensure standards are well above the minimum and our own stringent levels of compliance are met. We have a strong selection procedure to associate the factories with us -



- ◆ Enlist with RSC-BD (ACCORD)
- ◆ At least a platform audit by 3rd Party like BSCI, SEDEX, WRAP etc.
- ◆ Can be able to maintain Buyer CoC and
- ◆ Those who are abided by National Labor Act 2006 and amendment.



# Zero Tolerance



## Forced Labor

TENDENZA does not use or damn involuntary or forced labor. The CoC emphasizes that all employees should be working at factory voluntarily and no means should be adopted as a measure which may indirectly result in an employee working forcibly. Except security and protection of property, employees have not any restriction for free movement.

## Child Labor

TENDENZA does not engaged and discourage associate partner in any child labor at any form of terms. Very strict monitoring from the beginning of recruit to omit such kind of child entrance in the company. Process to ensure the prohibition of child recruitment-

- ◆ Documents Check such as proofs of age
- ◆ Psychological test
- ◆ Medical test by registered medical officer in company.



## Harassment

TENDENZA does not allow any harassment or abuse, it may mental or physical, in the company. To control, the following measures are maintaining periodically-

- ◆ Grievance & Complaint box
- ◆ Comfortable movement with confident to Admin Dept. and Welfare Dept. directly or through PC member.

## Non-Discrimination

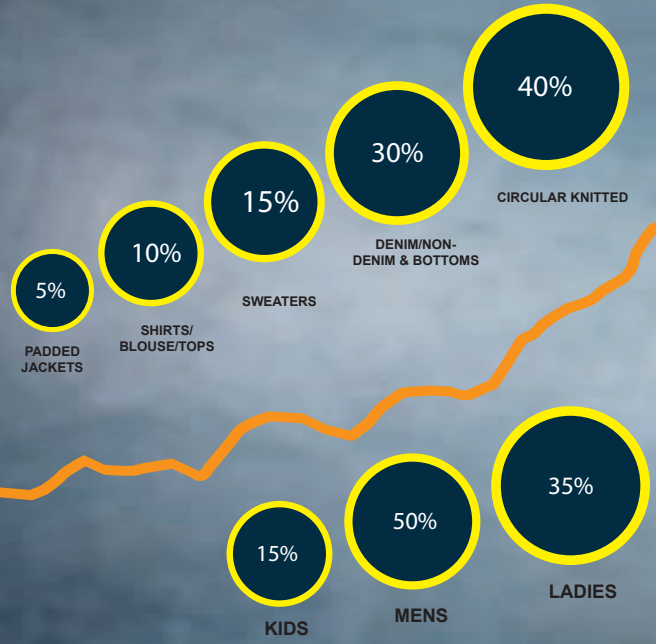
TENDENZA always believes that basement of a employee is his own capacity, capability & ability. Every employee is getting promotion, increment and other facilities in basement of ability. Discrimination on any ground is not allowed in the company.







# Our Product Category





# Working Partner


















# Sister Concern:

## # Yarrow Fashion Ltd.

(Sample Production Unit)

## # Samad Sweaters Ltd.

(100% Export Oriented Sweaters/Flat Knit factory)

## # Trust Trims Ltd.

(Garments accessories factory)

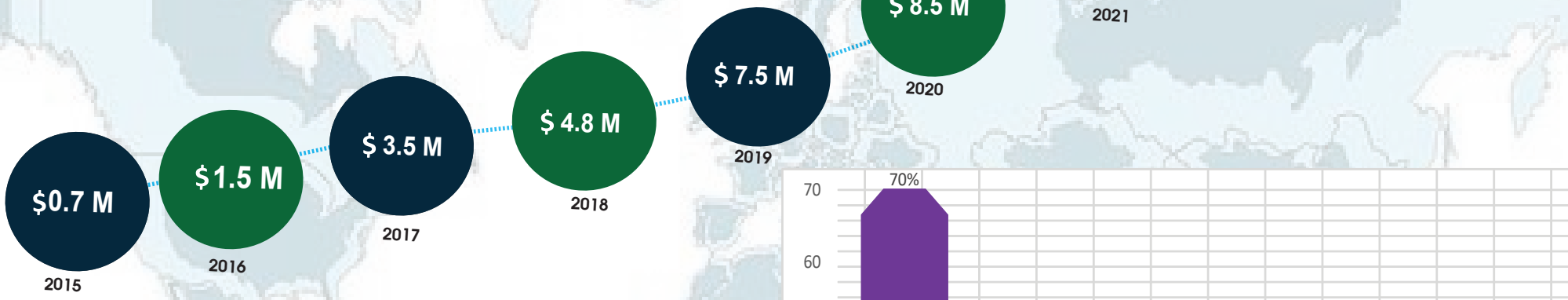
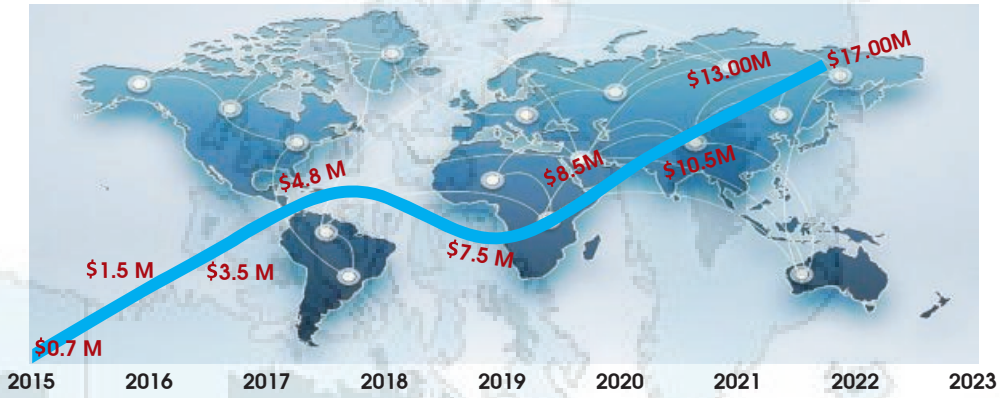
## # Trust Yarn & Fabrics Sourcing

(Yarn & fabrics Supplier)



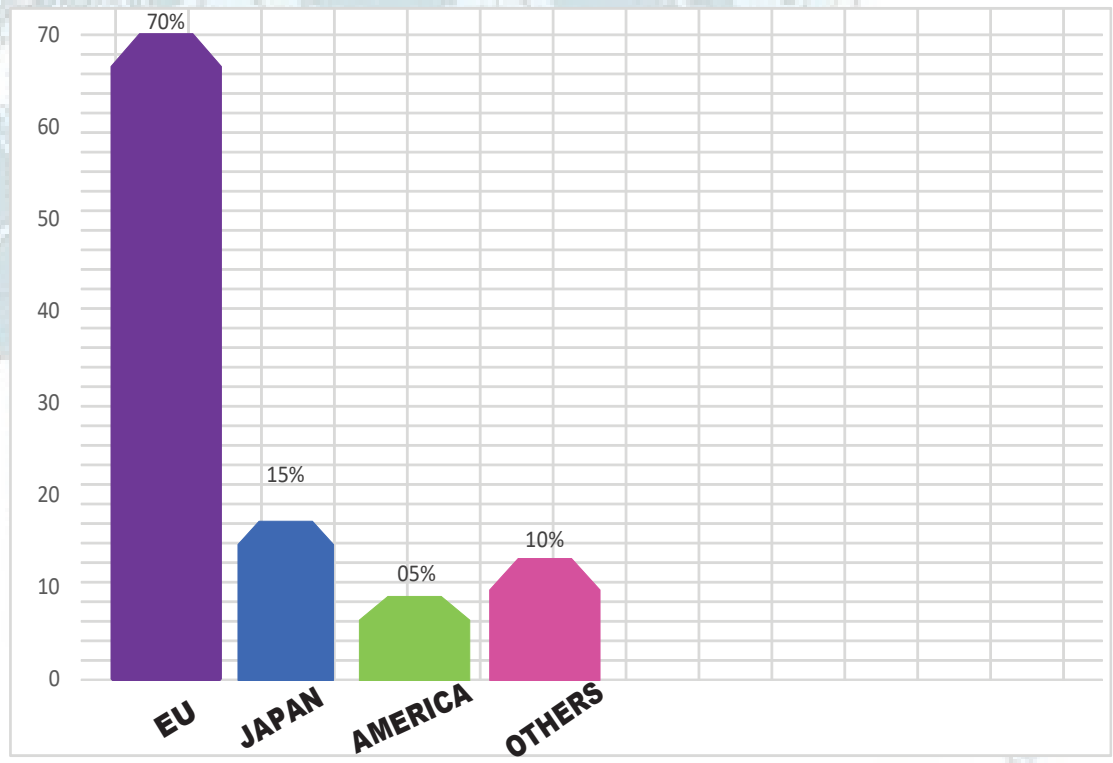


# Annual Turnover



# Export Percentage

SL	NAME OF COUNTRY		
1	EU	70	%
2	JAPAN	15	%
3	AMERICA	05	%
4	OTHERS	10	%





## General Info & Contact

**Company Name** : **TENDENZA SOURCING BD LTD.**  
**Address** : Tropical alauddin tower,  
House: 32/c, 6B, Road# 02, Sectore# 03,  
Uttara, Dhaka-1230,  
**Hotline** : info@tendenzasourcingbd.com  
**Contact Person** : Md. Khalilur Rahman Mazumder  
**E-Mail** : khalil@tendenzasourcingbd.com  
**Mobile** : +88 01711-134596  
**Contact Person** : Md. Jewell  
**E-Mail** : jewell@tendenzasourcingbd.com  
**Mobile** : +88 01914-220214  
**Italy Office** : Via Dante Alighieri 103 Cap Cotignola, 48033, Italy.  
**Japan Office** : 〒 111-0053, 5-25-9 Asakusabashi, Taito-ku, Kobayashi Building 3F, Tokyo, Japan. .  
**Hong Kong Office** : Suites 605-7, 6/F, Wharf T&T Centre Harbour City 7 Canton Road  
: Tsimshatsui Kowloon. Hong Kong

## Bank Info



### Meghna Bank Limited

Suvastu Imam Square (Level-03 & Level-06)  
65 Gulshan Avenue, Gulshan-01 Dhaka-1212  
A/C No : 1101-11100001459  
SWIFT Code : MGBLBDDHXXX



### BRAC BANK

Uttara Branch, Dhaka 1230  
A/C No : 1510204487042001  
SWIFT Code : BRAKBDDH





# Our product

## Knit Product :

Singlet, T-shirt, Polo-shirt, sweat shirt, Leggings, Dress, Trousers, short, Bermuda, Jogging Tops, Nightwear, Tank Tops, Hoody etc.

## Woven Product :

Shirts, Denim Pants, Twill Pants, Chino Pants, Cargo, 5 Pocket, Joggers, Shorts, etc.





# Our product

## Sweaters :

Pullover, Cardigan, Vest etc.

## Jackets

Denim Jackets, Padding Jackets Non Denim Jackets etc.







*Journey together till ends*