

Case study business partner

Name of the organization

Fabric Plus Pvt. Ltd., Guwahati, Assam.



Association

Since 2009

About the organization

A company of group of technocrats originally hailing from Assam and the North-east of India, sustainability centric, first generation business men, founded in the year 2003, started off as a merchant exporter in Mumbai with ASSAM SILK as the flagship products. Realizing the potential of this little known ASSAM SILK in the global market, the company embarked in the silk business as a manufacturer exporter from the North-east of India with the resourceful raw-material named as ASSAM SILK, consisting of Muga silk, Eri silk, Pat silk.

Quote about the impact from the partner

"We are thankful to Women on Wings for partnering with us in our endeavor towards women empowerment. I truly enjoy our collaboration in which we co-created an impact on the lives of over 33.000 rural families in Assam". Dilip Barooah, co-founder and CEO at Fabric Plus

Situation Challenges business partner	Solution Advice Women on Wings	Result Impact created
<ul style="list-style-type: none"> Started in 2009 their spinning factory Marketing challenge in yarn and fabric No strategy Small organization, organically grown 	<ul style="list-style-type: none"> Overall business strategy and marketing plan Productivity and waste reduction in factory, operational excellence in processes communication overall and between different departments marketing strategy and customer segmentation models continuous improvement of organization in roles and responsibilities Board room consultancy 	<ul style="list-style-type: none"> Increase in turn-over More than 33.000 families involved in the value chain of silk Professional organization

Next steps:

- Support on set up of second spinning unit in Upper-Assam
- Review of marketing strategy to sell larger share of fabrics
- Increase export sales
- Further improvement of results in production
- Strengthening the top management layer in the company