

Pest analysis of textile industry



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Profile of the Industry ? Overview The textile manufacturing sector includes companies engaged in various textile products such as yarn, thread, twine, and knit fabrics, textile dyeing, coating, and waterproofing. Finished textile products include apparel, leather, curtains and drapes, canvas sheeting, and other fabric items. Pakistan exports are high dependent on the textile industry. Pakistan has become one of the leading cotton producing country.

Size, concentration, structure

Pakistan is the fourth largest cotton producing country in the world.

Pakistan's main share of textile products is more than 50% yarn only. Today Pakistan's textile industry is based on 60% on spinning sector, 22% on weaving sector, and 18% on the finishing sector. Share of the textile sector in Pakistan's economy, along with its contribution to exports, employment, foreign exchange earnings, investment and value added in industry, makes it the single largest determinant of the growth in the manufacturing sector.

It has 46% share in overall manufacturing activity, 68% share in export earnings with the value of \$7 billion. The value addition in this sector accounts for 9% of GDP and its share in the overall employment is 38%.

Trends Textile industry is concentrating towards value added products which includes garments, finishing fabric, home textiles, towels, curtains, trousers, shirting, and designer knitwear. The textile industry in the future requires increase of organizations producing value added products to meet growing international demands. ? ? ?

History and Background Gulberg Fashion is one of the leading manufacturers and exporters of Fabrics and garments in Pakistan. Gulberg Fashion is a partnership firm came into existence in 2003. Gulberg Fashion is involved in dyeing and printing on different kinds of fabric

targeting mainly export markets but also keeping a small presence in the local industry. A continuous balancing, modernization and replacement have been taking place in the organization making it one of the leading exporters of its size.

With the dynamic leadership of its CEO, Mr. Sheikh Irfan and a dedicated team of professionals in the finance, marketing and technical departments, Gulberg Fashion has been able to make quality products and has increased its exports sales by an average of 50% in the last 3 years. Playing an essential and critical role in the private sector and exports for the country, Gulberg Fashion has increased its sales and total assets at an average of 15% and 10 % respectively in the last 3 years. ?