

# Executive summary of the monnoo group of industries business essay



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Monnoo Group of industries is considered one of the biggest groups working in Pakistan. The group is operating successfully over 65 years. The group is owned twelve textile units, a sugar mill and agriculture farms. The Group is currently operating both within the country and exports its products to abroad. The most important products are including yarn, woven, knitted and lather garments. Along this sugar is also produced on a large scale.

The total strength of the Group is about to 10, 000 employees working in different locations of Pakistan. Monnoo is a well trusted name in Pakistan. The group is serving both in textile and sugar sectors in Pakistan and continues to earning a good repute and profit. The group has a strong image both in the local market and international market. Despite to national crises especially in textile sector group is growing immensely. Customers have a high interest in the products manufacture by Monnoo group of Industries. Group has never compromise on quality issues and always tries to bring the best.

All Units are working smoothly and in coordination with head office. The main departments are including Accounts, Finance, Production, and Operations, IT, Human Resource, Land, Marketing & Sales and Purchase. The performance of HR department is very efficient and according to group's demand as well as modern trends. There are around thirty employees are working in HR department. The sub departments are including recruitment, compensation & benefits, career planning and training & development. All departments are linked together and therefore work really well.

I have spent six weeks in Monnoo Group of Industries. The description of my stay is as follows three weeks in HR department, one week in Marketing & Sales department, one week in production and similarly one week in IT department. After getting all the experience and knowledge I have described the critical and SWOT analysis in this report. This is totally based on my own observations. At the end of this report I have formulate conclusion and along this I have also suggest some recommendations for the Monnoo group of Industries.

It has been pleasure working here in Monnoo group of Industries. I have learnt many things during my tenure. Especially in HR, Marketing & Sales, IT, and production departments I have learnt practical experience of doing things in a good manner. All the seniors help me a lot to complete my tasks. I have learnt many things and know more about the working environment.

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## 8. Brief Introduction of Business Sector

The group's business sector is textile and sugar. The group is possessed twelve textile units and one sugar mill. Therefore it deals in textile and sugar related products. The group is for the most part depending in textile sector. Textile is considering one of the largest sectors in Pakistani economy. It contributes a lot to earning enormous revenue for the country. Textile sector certainly is the biggest sector of the Pakistan. Most of the labor is working in different textiles mills located all over the Pakistan. For that reason this sector is a big stakeholder of the government. In this sector we are competing with India, China, Bangladesh and many other Asian and European countries.

The group is providing high quality products with very low rates as compared to entire market. Monnoo group is also producing many products and sells it to its customers. In textile sector group is representing many national and international brands. The most famous brands are Eddie Baure, Gap, Fila Sports, CK, Levi's, RT, Ceilio, Chaps Ralph Lauren, Janco, Seven Sports, Capito Jeans, Levi's Jeans and Dhull. Similarly in sugar sector group is also producing high quality sugar. This sugar is sale out both inside the country and out of the country.

The textile sector has towering scope in Pakistan. Group always tries hard to fulfill their customer's requirements. Therefore the group also offering after sales services to its valuable customers.

## **9. Overview of Monnoo Group of Industries**

### **a. Brief History**

For over 65 years, the Monnoo group has been an icon of progress and trust, steering Pakistan towards success with the textile and sugar sectors. The Monnoo Family is a traditional name in Pakistan that has been the story of success for the industrial growth of the country. A name that unique stands out as the pioneer industrial family that has played a significant role in the growth of the economy.

The growth of the group has played an encouraging role in dominating the local industry and providing a secure future for its employees. The transformations brought about in the local industries by the Monnoo group have made them pioneers in the technological and customer oriented business conglomerates.

The group now owns twelve textile units and a sugar mill. As innovators in their fields, the group has kept pace with the latest state of the art technologies, through which the group now produces superior international quality products for clients worldwide. The Monnoo group has developed with remarkable speed from a traditional, family owned textile company into a modern high-tech industrial and agricultural conglomerate.

After Partition, their acquisition of a rubber factory was traded for an old textile mill, installed with a total of 2400 spindles. By the year 1965 the group had a total number of 5 textile mills. During the troubled time of partition of the sub-continent, the Monnoo family shifted to East Pakistan and later on set up five Spinning mill operations, 3 in West Pakistan and 2- in East Pakistan.

A number of companies associated with the group is serving the country since its inception and are indeed amongst the pioneers of the spinning industry in Pakistan. Beginning with one spinning mill to 12 textile mills consisting of more than 200, 000 spindles with over 10000 employees. Most of the companies associated with the group are leaders in the areas of their activity, and have been ISO Certified.

### **Mission Statement**

Monnoo group of industries is strictly believes on quality policy. The main aim of the management is to provide excellent services without any delay. The group is believed to install high quality machinery for getting higher production. The group can manufacture different varieties for our valuable customers. The mission statement of Monnoo Group is to be recognized customer's expectation and maintaining a competitive position within the world of textile.

We recognize, utilize and develop the unique talents of each employee, while manufacturing the highest quality textile products. However, we have highly qualified amid professional staffs who are experts in their field. The mission of the group is to provide customers support by the teamwork of all

associates. We will continue our tradition, established in 1940, of honesty, fairness and integrity in relationships with our customers, vendors and community.

## **Business Philosophy**

The major aim of the group is to make the delivery of goods on time. A research department will be establishing on every unit so that a good environment should be built for customers and employees. With services lauding the benefits of growth amongst our staff and maintaining a strong essence of nature preservation, Monnoo Group has brought about a new experience into the local market never kept before.

These pillars support our overall business philosophy and over the years, have enabled our company to grow and prosper as we develop our leadership qualities in the textile community. Ensuring that we are always a step ahead of competition in terms of product quality and innovation.

Monnoo Group is ready as ever to continue our commitment of adapting to the growing needs of every customer with the highest level of technical and product array support available to assure that all needs and expectations are consistently met. Investing in the latest high-tech equipment and facilities as well as implement the strictest quality control procedures that meet international standards in the textile industry is strongly applied at Monnoo Group.

## **b. Nature of the Organization**

Group is divided on textile and sugar sectors. In textile sector group is manufacturing many products and than sale out within the country and

abroad. Similarly in sugar sector group is producing sugar and make a good name in this sector too. Nearly all products relating to textile and sugar are producing on a large scale.

### **c. Business Volume**

#### **Textiles:**

An average 200, 000 spindles are currently producing by the units owned by the group.

#### **Sugar:**

The present crushing capacity of the mill is 3500 tones per day. The company is planning to further increase the capacity.

### **d. Product Line**

The products line of the group is divided in two types.

#### **Textile Products**

#### **Sugar Products**

##### **a. Textile Products:**

Yarn

Imported and local Cottons, Polyester, Rayon, Modal, Acrylic, Tencel, Lyocell, Tectel, Nylon, Kevlar, Nomex, and Trevira cs.

Fabric

Women and knitted fabrics, Greig, dyed and printed

Woven fabrics for home finishing industry

100% cotton/ polyester cotton jacquard fabrics 100% cotton/ polyester  
cotton dobby fabrics 100% cotton/polyester cotton percales T-170 to T-300  
100% cotton/ polyester cotton sateen T-200 to T-600

Woven fabric for garment industry

100% Cotton Denim

100% Tectel Fabrics

100% Nomex Fabrics

100% Cotton Yarn Dyeds

100% Cotton Polyester Cotton

Twills/Drills

Stretch Fabric

Knitted Fabric for Home Furnishing Industry

Single Jersey

Knitted Fabric for Garment Industry

Single Jersey, Pique,

Inter lock, Herring bone,

Thermal, Fleece.

Garments



Pants and Shirts.

T-Shirts, Blouses, and Socks.

Leather Garments:

coats and fashion accessory.

Home Textile

Accessible in painted cloths

Plane piece

Comforters

Bed in a Bag

Showers Curtains

Normal Curtains

Towels

## **b. Sugar Products**

Gogra Samundri Sugar Mills Limited (GSSML), a public limited company, was originally incorporated by the Punjab Industrial Development Board on 26th November, 1976. The project was disinvested to the Monnoo group of Industries after its major installation and before going into production in the year 1980-81. The management of the company was transferred to its present owners in November 1980. Commercial operations commenced

during the cane-crushing season of 1980-81. At that time GSSML had an average crushing capability of 2, 000 tones per day, employing the defectation-Remelt sulphitation Process. The present crushing capacity of the mill is 3500 tones per day. The company is planning to further increase the capacity.

### **e. Competitors**

Monnoo group has facing a lot of competition from different companies in the country. Followings are the list of main competitors.

#### **Textile Sector Competitors:**

Nishat Textiles Mills

Gul Ahmed Textiles Mills Limited

Azgard nine limited

Chenab Textile

Colony Textiles

Din Textiles Limited

Gulistan Textile Mills Limited

Kohinoor Textiles Mills Limited

Sapphire Textiles Mills Limited

#### **Sugar Sector Competitors:**

Fecto sugar mills

Baba Farid Sugar mill

Crescent Sugar Mills

Adam Sugar Mills Limited

Chashma Sugar Mills

Dewan Sugar Mills Limited

Kohinoor Sugar

## **10. Organization Structure**

### **a. Organization Hierarchy Chart**

In Monnoo group of industries the final authority is the founder president. The president and chairman assist the founder president for making strategic decisions. The managing directors and two directors are directly reported to president. The president is responsible for the strategic planning and only involve in the major issues.

### **b: Number of Employees:**

Approximately 10, 000 employees are currently working in different projects run by Monnoo group of industries.

### **c. Main offices:**

#### **Lahore:**

Head Office

Monnoo Group of Industries

Monnoo House 3- Montgomery Road Lahore

Tel: (92-42) 6364412-14

Fax: (92-42) 6364431

Email: Info@monnoo. com

Website: <http://www. monnoo. com>

### **Karachi:**

Regional Office

119/3, Chagala Street, Kharadar

Karachi

Tel :( 92-21). 32434439

Email: Info@monnoo. com

### **Rawalpindi:**

Regional Office

Margalla Textiles Mills

32- Hording Road

Sadar, Rawalpindi Kent.

Tel: (92-51-5566863)

Email: Info@monnoo. com

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