Textile world in your hands

Textile Market Place
E-COMMERCE POTENTIAL GLOBALLY AND IN PAKISTAN
E-Commerce potential & market overview

According to a report from eMarketer, global e-commerce will rise 20.7% in 2019 to $3.5 trillion, reaching $5 trillion by 2021. This paradigm shift in trend is not only limited to a particular industry but across spectrum of sectors, witnessed over the past few years with the advent of Amazon, AliBaba, Facebook, Uber and many more.

Some international e-commerce businesses

- **Amazon**: Founded in 1994, has the largest revenue in the world. Market valuation stands at $1 trillion.
- **Alibaba Group**: Founded in 1999, specialising in e-commerce, retail and internet. Market valuation stands at $352 billion.
- **Just Eat**: Founded in 2008, is worldwide e-commerce marketplace connecting subscribers. Currently valued at $7.6 billion.
- **Uber**: Founded in 2009, is a multinational ridesharing company with current market valuation at $55.5 billion.

The trend to use internet is growing fast in Pakistan for last one decade. Traditional businesses are being converted into internet business where all transactions are done online, from selection of product to payment of bills. The business on the internet is less costly and more beneficial. It is becoming very popular mode of trading around the world particularly in the West.

Local e-commerce businesses

- **Zameen.com**: Founded in 2006, it is an online property portal in Pakistan. Initially funded by an angel investor, raising $9m in 2015 and further $20m 2016.
- **Cheetah**: Founded in 2015, is a multi-category e-Commerce and last mile logistics company. Initially raised $3.8m in funding and in September’19 further raised $7.8m from US based investor.
- **BYKEA**: Founded in 2017, motorbike ride-hailing and logistics start-up raised $5.7m from largest Pakistan-dedicated VC Sarmayacar, and institutional investors from Southeast Asia and Middle East.

Other local tech start-ups and many more...

- **FindMyAdventure**: Started in 2019, since raised $2.2m in seed funding. Largest ever seed funding in Pakistan.
- **Airlift**: First online tourist site, launched in Pakistan to allow travelers to explore places, visit Pakistan, compare & book trips all over the country. Started in 2016 and won Digital Youth Summit in 2017.
- **Sehat Kahani**: A Karachi based new start-up is using the expertise of women doctors who stopped working after marriage. The start-up is taking online consultation and telemedicine from the housewives doctors.
- **HomeStove**: Launched as a start-up it provides these people with home cooked fresh food.
Key facts – Pakistan e-commerce

- Pakistan has got 152 million cellular subscribers, 73% of total population, out of which 59 million are 3G/4G subscribers with total internet subscribers at 62 million.
- Pakistan has one of the highest rates of smartphone penetration in South Asia at nearly 34 percent, and mobile banking is an area with some promise.
- Pakistan’s e-commerce market nearly doubles to Rs. 40 billion. Country’s e-commerce market beat analysts’ predictions to cross the US$1 billion mark in 2019.
- Three venture funds established involving international partners such as Karandaaz, Sarmayacaar, SparkLabs and i2i Ventures, 2019 is expected to fuel local start-ups and technology companies with more capital.
- Support from the Government is at an all-time high - Ignite’s platform of Digiskills is essentially an e-training facility launched by the Government of Pakistan. The idea is to empower the youth of Pakistan and broaden the skill set of existing workforce in order to help them achieve financial independence by working on the global freelance circuit. The platform is initiated by ministry of IT and Telecom.
- Start-up contests are growing, some successful events are Kamyabi Summit winner of which was Seekhlo, Uber chimed in with their own Start-up contest, namely Uber PITCH in collaboration with National Incubation Center.
KEY FACTS - TEXTILE INDUSTRY

• Pakistan is 4th largest producer of cotton

• $13.3 billion in exports for Pakistan in FY19*

• Pakistan’s textile industry is 8th largest manufacturer in Asia

• 3rd largest spinning capacity in the Asia and contributing 5% to global spinning capacity with 396 textile mills**.

*Pakistan Business Council  
** APTMA
NEED OF THE HOUR...

- **Availability of real time rates** direct from the spinning manufactures;
- Opening doors to the world – **enhances exports**;
- Access to greater market – **increases presence**;
- Improve market competitiveness;
- One stop solution; and
- **Be DIFFERENT!**
• First ever B2B E-commerce platform in Pakistan addressing textile needs;

• Access real time rates direct from the suppliers;

• No more at mercy of brokers – save costs & time;

• Access to looms for hire;

• Access to textile machines / parts locally and internationally;

• Increased business – access queries from the world; and

• Marketing platform – let the world see you.
DATA ANALYTICS

• Do you know the real market statistics?
• Do you know the price of 16s on a specific date?
• Did you get the best rate on real time?
• Did you make an effort?
• Do you have all the data to make the best decision?
• Can you save cost?
• Do you have the world to offer?
• Do you need to improve business and revenues?

THE KEY IS DATA & WE HAVE IT!!
## PROGRESS - Key Partnerships

<table>
<thead>
<tr>
<th>Associations identified</th>
<th>Contact found</th>
<th>Contact made</th>
<th>Introduction</th>
<th>1st meeting scheduled</th>
<th>Follow up</th>
<th>2nd meeting scheduled</th>
<th>Agreement in principle</th>
<th>Draft agreement shared</th>
<th>Agreement signed/on-board</th>
<th>% of success</th>
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<tbody>
<tr>
<td>All Pakistan Textile Mills Association                                                  -</td>
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<td>Pakistan Readymade Garments Manufacturers and Exporters Association                    -</td>
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<td>All Pakistan Bedsheets and Upholstery Manufacturers Association                         -</td>
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PROGRESS - Spinning mills on board

• Overwhelming response received from number of spinning mills already contacted, few of them are mentioned below:
  ➢ Mr. Adeel Tata (Director, Tata Spinning Mills Limited)
  ➢ Mr. Perwez Ahmed (Director, Feroze 1888Mills Limited)
  ➢ Mr. Omair Allawala (Director, Idrees Textile Mills Limited)
  ➢ Mr. Omer Bin Zayed (Director, Shadman Group of companies)
  ➢ Mr. Saquib Bilwani (Director, Mustaqeem Dying & Printing)
  ➢ Mr. Jameel Qassim (Director, Zaman Textile)
  ➢ Mr. Amin (JDM Spinning)
OUR APPLICATION AT A GLANCE

- FEATURES

• Easy to use;

• Secured data
  Confidentiality is core and trust is the epicenter;

• Cost effective & available on a single click
PRODUCT FEATURES (continued)

Spinners
The subscribing vendor (spinner) will have access to a number of features such as:
- Updating price of all products manufactured along with their specifications
- Access to reporting i.e. built in reports within the vendor panel and further option of custom based reports.
- Subscriber will have additional option of marketing for any machinery to be put up for sale.

Textile Machinery
Seller can easily sell or rent their new or used machinery. The buyer have an access to the application form where he can opt the best possible option.

Advertisements
Companies can post advertisements on the website / application.

Query Section
Users will have access to post their own yarn requirements which will be responded to by the spinner on real time basis.

Looms for Hire
Companies can put details about their looms on offer for production on overheads.
PRODUCT FEATURES (continued)

Buy / Sell textile products
Companies will have access to market their products such as fabrics, garments, stock lots, waste and any other product available for sale.

Brokerage
Part of our one stop solution, we will offer brokerage services to the buyer who will have the option to bid (target rate) on the application along with quantity and another mill preference. Once this has been entered the Yarn Today team will contact the customer and arrange the product via conventional brokerage free of charge (commission will be charged to the spinner).

International Agencies
We will target international agencies to market their products on the application and will also pursue sole agency within Pakistan for their products.

Banking
Will involve commercial banks where they can post their local LC margin rates where the consumer can have option to work on the best and lower rates for cost saving.

Reporting to aide critical decision making
- Data reporting analysis performance and historic trends will assist with better decision making
- Query section
FIND US

• [www.yarntoday.co](http://www.yarntoday.co)

• Email: [info@yarntoday.co](mailto:info@yarntoday.co)