



Report of company visits

# Carpi Company visits

The visit to Shima Seiki group has been really interesting since it has shown us the peculiarities and the restrictions of the textile machinery that we are planning to use. We can now better understand the path we have to follow. In fact, thanks to the visit, we have now a lot of information that are useful for our project and some ideas that were born during the initial brainstorming are no more applicable, since they are uneconomical or not feasible for other reasons.



Here is a list of the information collected during the visit:

- \* The machinery uses yarns with fineness from the 18 (used for T-shirt) to the 3 (used for Norwegian jumper).
- \* Each one of the machineries uses one kind of yarn only, although it's possible, through a quite complex procedure, to use two finenesses for each of them.
- \* It's necessary, in a shop, to have at least four machineries, in order to use all the range of finenesses.
- \* The machineries have to be cleaned once a day.
- \* It's possible to use every kind of yarn, natural and artificial.
- \* It's possible to produce t-shirts, pullovers, cardigans, jackets, trousers, dresses, skirts, ties, gloves, scarves, caps and beachwear. There is a wide range of products.
- \* The use of cashmere is not recommended, since it has to be handled after the knitting process.
- \* It takes about thirty minutes/one hour to produce garments made of the thinnest finenesses.
- \* After the production of each garment, it's necessary to have a reassessment by a qualified operator, in order to verify the presence of flaws and to fix the last thread.
- \* A high level of personalization is possible, but the more the garment is personalized, the more the time of production increases. Average time for standard garment is one hour.
- \* It is possible to apply scanned pictures.
- \* The Wholegarment machinery only works with the program and the computer created by Shima Seiki.
- \* The program has a big range of models and sizes, and it is always possible to add new ones.
- \* The garment, after the knitting process, shrinks.
- \* Some kind of yarns require being washed after the production of the garment.
- \* The machinery can receive Wi-Fi inputs.
- \* The interface is not so easy to understand and it requires a qualified operator to use it. This means that a customer cannot use the program without any professional assistance.
- \* The desire of giving the customer the direct possibility of creating his garment requires the creation of a new and friendly interfaced program.
- \* The machineries make a very loud noise.
- \* After the ideation of the garment, the program tells the operator how to set up the machinery and the quantity of yarn that is required.
- \* Each Wholegarment machinery weighs about 8 quintals. It is important to keep in mind this weight during the design of the store.
- \* The machine cost is 10/15 euros per hour of continuous production

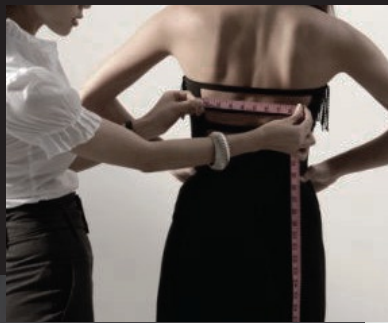


# Time frames

Hypothesis for time frames :

- 5' The client walks into the store and is received by the attendants.
- 15' Staff takes client's measurements.
- 30' Ideation and personalization of the garment.
- 5' Preparation of the loom.
- 1' Production of the garment.
- 10' Check of the garment and manual works.
- 20' Shrinking time.
- 5' The client tries on the garment.
- 5' Payment.

Total time for a light garment:  
2 hours and 35 minutes



# BasicNet

The visit to BasicNet headquarters has given us the opportunity to understand a particular model of business in the fashion world.

In fact, this group, which controls brands as Kappa, Robe di Kappa, Superga, Jesus Jeans and K-Way, does not own productive structures, but only commercial ones.

BasicNet offers business to the licensees, and the licensees become supplier of the top brands in their nations. In this way, every risk connected to the market is under the responsibility of the licensee: in case of bankruptcy of the licensee, BasicNet does not face any problems since it is not the owner of the licensee. In Italy, only the group owns the licensee for the Italian market, which is BasicItalia.

The entire production is made by a list of manufactures and has to be approved by BasicNet. In addition, the small part of local production that the group allows its licensees has to be accepted by the company before its introduction to the market.

Moreover, during the meeting it was possible to find out and analyze more comprehensively some of the data for this specific kind of business, that can be useful for our project.

First of all, we were informed that the margin of profit for a healthy company is about the 55%, while under the 30% there are losses and generally, the retail price is more or less six times higher than the cost price.

Moreover, the annual storehouse for a sound society does not have to exceed the 25% of the production.