



CTD 447 Group Project

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Company & Product Line

History:

Cozy Chic

- Modern women's clothing line.
- Combines luxury fashion with loungewear comfort.
- High-quality, organic fabrics used for reliability.
- Aim to empower women to feel confident and polished, without sacrificing comfort.
- Offering elevated loungewear with styles that flatter and embrace the body.
- We are a young startup selling clothes for around 6 months, always striving to improve ensure customer satisfaction

Company & Product Line

Product Line:

- Celebrates the body - comfortable, stylish loungewear.
- Polished and versatile.
- Tops/tees, sweatshirts, and pants.
- Elegant neutrals (white beige, crystal lake blue, platinum gray, soft shell pink).
- XS to XL, inclusive for all body types.
- Eco-friendly fabrics.
- Luxurious yet accessible, combining comfort with sophistication.

Company & Product Line

Target Market:

- Target Audience - Young adults (ages 18-34), Adults (ages 30-50), Mature adults (ages 50+).
- Modern designs that balance comfort and style.
- Cozy, versatile loungewear for relaxation and casual outings.
- Appeal to customers who value both comfort and fashion.
- Offer a wide range of stylish and functional pieces.



Company & Product Line

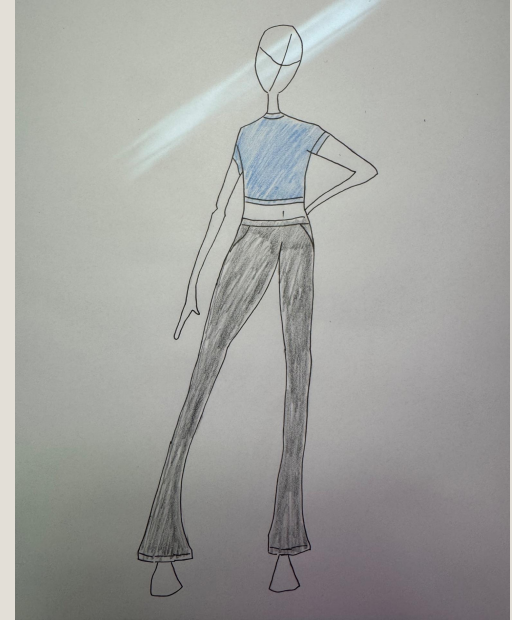
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Discussion:

- Color, style, and comfort.
- Size inclusivity: XS to XL.
- Sustainability - Use of sustainable fabrics, Limited use of chemicals, High-performance and eco-friendly materials.
- Prices reflect quality, sustainability, and eco-conscious manufacturing

Price Category:

- Tops/Tees: \$50-\$70
- Sweatshirts: \$80-\$120
- Pants: \$100-\$150



Sourcing Divisions / Area

1. Design
2. Production
3. Sales
4. Marketing
5. Merchandising

Sourcing Divisions/ Area



Design:

- Important at every stage of development.

Designers:

- Ensure products are visually appealing, practical, and cost-effective while consistent with our brand values.
- Consider sourcing locations, material availability, and pricing.

Sourcing Divisions/ Area



Production:

- Production turns designs into final products.
- Ensures quality, cost, and delivery deadlines are met.

Production Team:

- Works with sourcing country on pricing, timelines, facilities, and shipping.
- Ensures smooth supply chain from factory to delivery.

Sourcing Divisions/ Area



Sales:

- Provides data for product selection, pricing, and strategy.

Sales Team:

- Guides sourcing to align products with customer preferences and drive sales.

Responsibilities:

- Products meet market demand and customer needs.
- Verify products are ready for sale on time, collaborating with production and manufacturers.

Sourcing Divisions/ Area



Marketing:

- Right products reach the right market at the right time.

Marketing Team:

- consumer feedback, product positioning, and sustainability.
- Select optimal distribution channels.
- Product status for timely marketing.
- Work with manufacturers for smooth campaign launches.

Sourcing Divisions/ Area



Merchandising:

- Right products, prices, and positioning to meet demand.

Merchandisers:

- Focus on product presentation, availability, and competitive pricing.
- Work with designers to identify and promote trends.
- Coordinate with distributors on fabric and color.
- Inventory, lead times, and quality control.

Production Country: Indonesia

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Economic Conditions:

- GDP is estimated at 1.3 trillion
- 16th largest economy in the world
- Major exporter of natural resources (palm oil, gas, rubber, coal, and coffee)



Apparels & Textile Industry:

- Generates billions of dollars in revenue
- One of the leading countries in apparel exports
- Well established textile industry and focused on apparel production
- Exports to United States, Japan, Eu, and China

Production Country: Indonesia

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Government Policies:

- Focused on infrastructure development
- Reducing poverty
- Boosting indonesia's global economic standing

Labor Force:

- Relatively young workforce median age 30
- Most are unskilled, but there is an increasing number of graduates
- Minimum wage in IDR is 5.5 million = \$350 US
- Estimated to be over 140 million people working



Production Country: Indonesia

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Sustainability:

- Indonesia has embarked upon systemic reforms in 4 key areas:

1. National health system
2. Disaster resilience system
3. Industry recovery
4. Tourism & investment towards green economy

Trade Agreements:

- ASEAN Australia & New Zealand signed in 2010
- ASEAN-CANADA 2021
- ASEAN-EU 2007

Apparel Contractor #1

Option 1-

Name: Yogi & Boo

Location: Bali, Indonesia

Website: <https://www.yogiandboo.com/>



Description: Yogi and Boo follows 100% ethical and sustainable factory practices, prioritizes high-quality clothing manufacturing, and follows global industry standards for production. All of these factors align with Cozy Chic's core values as a company. We have selected them to be our exporter, manufacturer, and supplier. They are a reliable brand that delivers high-quality garments while remaining sustainable and coordinating with our scheduled production calendar.

Benefits: They value using sustainable practices while also offering high quality clothing.

Apparel Contractor #2

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Option 2-

Name: Sovana Bali

Location: Bali, Indonesia

Website: <https://www.sovanabali.com/>



Description: Sovana is a Balinese-owned and operated manufacturing facility. They value high-quality garments while also providing friendly and reliable customer service. They are perfect for smaller or startup businesses that don't have large orders.

Benefits: Great for smaller orders

Why we should choose #1: Our other option seems to value sustainability more than this company

Sourcing Contract

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We decided to select a **full package sourcing (FPS)** contract for Cozy Chic over a package sourcing (PS) or cut, make, trim (CMT) contract for many reasons

These reasons include:

- Allows Cozy Chic to focus on marketing and merchandising
- Our abilities to find trusted vendors that we know will carry out our creative vision in the most effective and ethical way possible
- Consistent quality throughout the production process
- Indonesia is more skilled in full package sourcing than other countries
- More beneficial for vendors and consumers to for vendors to source the fabrics used

Fabric Sourcing



Our fabric sourcing contract is with **fabriclore.com**.

They are located in Jaipur, Rajasthan, India but can ship internationally with ease.

They provide over **300 varieties** of cotton, cellulose sustainable silk, and polyester. These are all presourced by Fabriclore, however we mostly use the poly cotton blends they provide.

Fabriclore is known for their **transparency** within the fabric sourcing process, their values in sourcing **ethical** and **environmentally** friendly fabrics, offer samples, and discounts for higher quantity purchases.

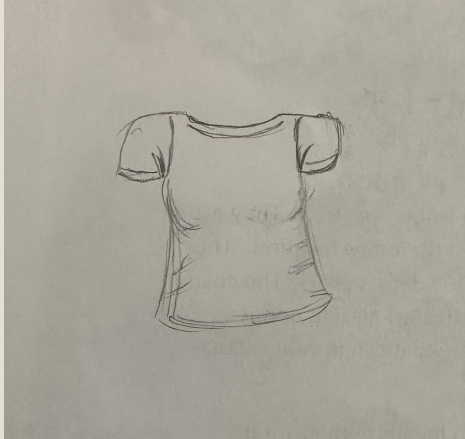


Cost Sheet: Tops

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Style #: 0124	Garment: Sculpt Ease Top	Manufacturing Cost: \$19.88
Category: Athleisure Apparel	Size Range: Womens XS-XL	Markup: 66%
Sample Size: Small	Delivered Date: July 14, 2025	Wholesale Price: \$33
Fabric Composition: 60% Cotton 40% Polyester	Colors Available: White Beige, Crystal Lake Blue, Platinum Gray, Soft Shell Pink	Retail Price: \$50

Final Costs	Cost
Fabric	\$0.76
Trims/ Extras	\$0.60
Labor	\$4.00
Shipping	\$1.00
Total	\$7.44
Manufacturing Cost with Margin for Unexpected Costs	\$8.00 per unit

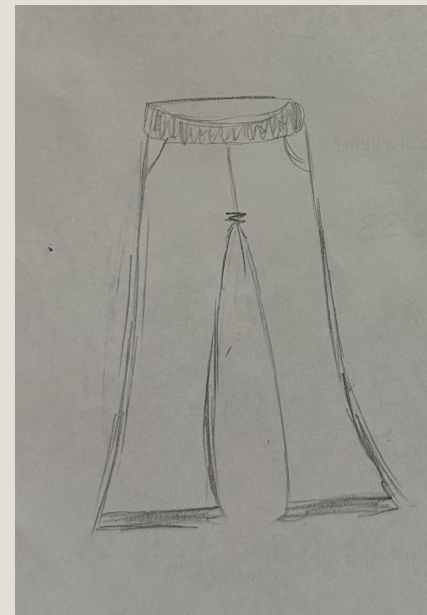


Cost Sheet: Pants

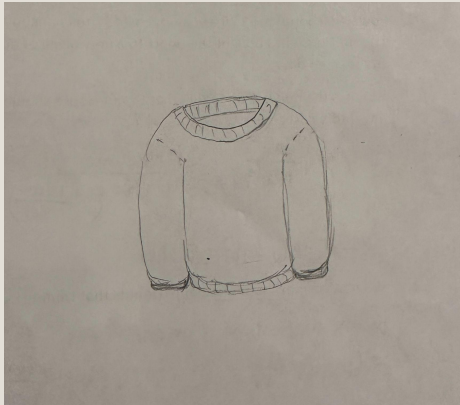
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Style #: 0125	Garment: Luxe Lounge Pants	Manufacturing Cost: \$36.14
Category: Athleisure Apparel	Size Range: Womens XS-XL	Markup: 66%
Sample Size: Small	Delivered Date: July 14, 2025	Wholesale Price: \$60
Fabric Composition: 60% Cotton 40% Polyester	Colors Available: White Beige, Crystal Lake Blue, Platinum Gray, Soft Shell Pink	Retail Price: \$100

Final Costs	Cost
Fabric	\$1.38
Trims/ Extras	\$0.60
Labor	\$8.00
Shipping	\$4.84
Total	\$14.82
Manufacturing Cost with Margin for Unexpected Costs	\$36.14 per unit



Style #: 0126	Garment: Heavenly Crewneck	Manufacturing Cost: \$19.20
Category: Athleisure Apparel	Size Range: Womens XS-XL	Markup: 66%
Sample Size: Small	Delivered Date: July 14, 2021	Wholesale Price: \$48
Fabric Composition: 60% Organic Cotton/ 40% Polyester	Colors Available: White Beige, Crystal Lake Blue, Platinum Gray, Soft Shell Pink	Retail Price: \$80



Cost Sheet: Sweatshirts

Final Costs	Cost
Fabric	\$1.38
Trims/ Extras	\$0.75
Labor	\$8.00
Shipping	\$2.50
Duty	\$1.92
Overhead	\$2.88
Total	\$17.43
Manufacturing Cost with Margin for Unexpected Costs	\$19.20

Labor Compliance

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Cozy Chic is committed to ensuring that its manufacturers strictly adhere to the labor compliance laws established for all factories involved in garment production. Vendors are required to treat employees ethically and with respect, ensuring humane working conditions, fair wages, and the overall dignity of all workers. Additionally, the environment must be treated with the same level of care and responsibility as the individuals contributing to the production process.

Examples:

- Manufacturers are required to follow all local, national, and international laws in place regarding operations. This includes but is not limited to, labor, environmental, and health and safety regulations.
- Waste is minimized and handled properly by implementing effective waste reduction strategies throughout the production process. Materials are reused and recycled whenever possible, and any waste produced is properly stored and disposed of in accordance with the laws of that country, adhering to ethical environmental standards.
- Manufacturers shall not employ workers below the legal minimum age in the country of operation or under the age of 16, whichever is higher. No one under 16 may be employed at the factory, and individuals under 18 will not be placed in hazardous conditions.
- Workers must be employed voluntarily and have the right to leave their employment or shifts freely, with reasonable notice. No employee can be forced to stay beyond their scheduled shift.

Production Calendar

Dates: March - July, 2025

Season: Spring/Summer

Production Calendar Breakdown:

Stages of Production

Pre-Production (Planning and Sampling): Weekly to Bi-Weekly.

Production (Manufacturing): 2-3 times per week (daily if urgent).

Mid-Production (Monitoring Quality Control): Every other week (weekly if needed).

Post-Production (Finishing, Packaging, and Shipment): Weekly, with increased frequency before shipment.

Pre - production

Pre-Production Calendar: Over the course of 1-2 months

Dates	Process of Production
March 3, 2025	Source all fabric, trims, notions, materials
March 10, 2025	Place order for materials, trims, fabrics
March 17, 2025	Brainstorm/plan production calendar
March 24, 2025	Production calendar approved
March 31, 2025	All materials received by manufacturer
April 7, 2025	Inspection completed on materials

Production

Production Calendar: Over the course of 2-4 months

Dates	Process of Production
April 14, 2025	Begin making sample garments
April 21, 2025	Sample production received
April 28, 2025	Sample accepted for mass production

Mid – production

Mid-Production Calendar: Over the course of 1-2 months

Dates	Process of Production
May 5, 2025	Designs and patterns approved
May 12, 2025	Cut and Sewing approved
May 19, 2025	Fabrics move to assembly
June 2, 2025	Sewing and assembly is finished
June 9, 2025	Garments inspected for quality and assurance purposes

Post – production

Post-Production: 1-2 months

Dates	Process of Production
June 16, 2025	Garments are prep for shipment
June 23, 2025	Items are counted and boxed
June 30, 2025	Labels are approved
July 7, 2025	Final inspection and shipment of packaging
July 14, 2025	Received by stores

Quality Assurance



- Cozy Chic is using Master Control to ensure proper production and testing best for consumers.
- 25+ years in life science, 1000+ Global Customers, 250,000+ products
- Master Control is designed to help us develop, manufacture and commercialize products.
- They take pride in innovative solutions, and love helping people bring products to life.

Shipping & Logistics

Cozy Chic will be using air freight because although it may be more expensive, it is a lot faster than ocean freight.

We initiated a partnership with **AP Express**, a logistics company that specializes in providing amazing support, efficient shipping & storage, and accurate, on-time deliveries. They recommended using **UPS Supply Chain** because they're educated and trustworthy to get your packages to consumers safely and timely.



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Thank you!

