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AGILE, GAME CHANGER & SEAMLESS

AZEMTRY GLOBAL SOURCING LLP  
Your Global Sourcing Partner

# INTRODUCTION

Co-Founded in Jan'2019 by Aarti Bartholomew & Rachna Singh - Azemtry is a world class Design & Sourcing company.

Rachna & Aarti have been in the retail & sourcing business for more than 3 decades.

They have represented in past, retailers like Pier1 Imports, Tuesday Morning, At Home, IMAX Worldwide Home in the US and The Pier, BHS in UK to name a few.

The logo for Pier1 imports, featuring the text "Pier1 imports" in a blue, sans-serif font.The logo for at home, featuring the text "at home" in a white, sans-serif font with a blue house icon, and "The Home Décor Superstore" in a smaller font below it.The logo for Commune, featuring the text "Commune" in a black, serif font.The logo for Tuesday Morning, featuring the text "Tuesday Morning" in a blue, cursive font.The logo for AZEMTRY, featuring a stylized "AZ" in green above the text "AZEMTRY" in a bold, green, sans-serif font, with "Global Sourcing LLP" in a smaller font below it.

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# Vision

**To be the best service provider globally...for any business that we represent.**



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# SOURCING EXPERTISE

Our benchmark is to be the best partner globally for our customers. We have built a vendor partner matrix of 90 active manufacturing facilities across India. 40 of them are considered the best in class across product categories.

## Our Current Customers

- World Market.
- Elk Home & Lighting
- Capital Lighting
- Sagebrook Home
- True Brands



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# Culture

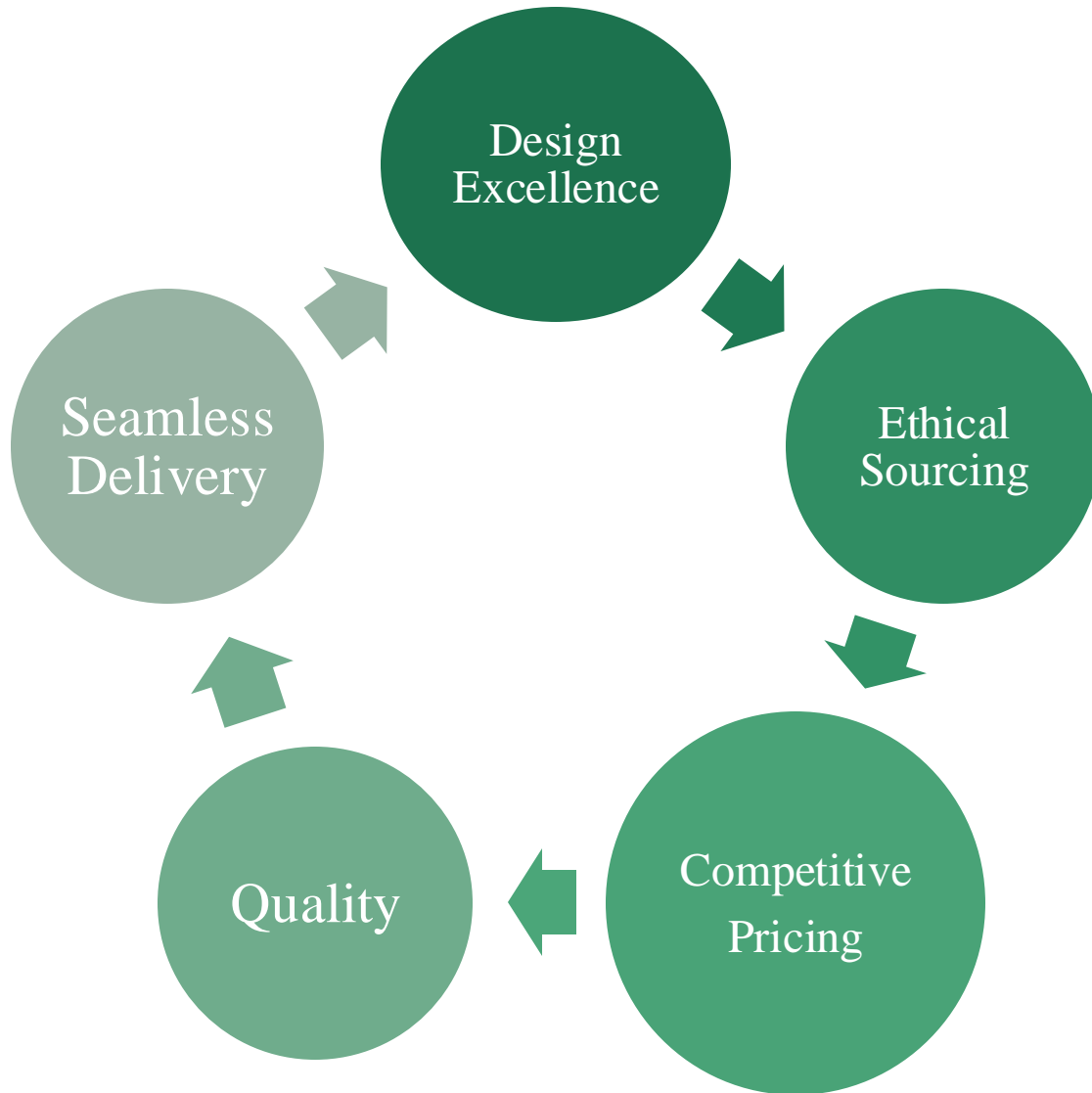
## SIX CORE VALUES THAT WE LIVE BY:

1. We - Deliver WOW through service
2. We are - Adventurous, Creative and Open-Minded
3. We - Pursue Growth and Learning
4. We - Build Open and Honest Relationships with our customers using factual communication of all business as it happens.
5. We - Do More with Less
6. We are - Passionate and Committed



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# WHY AZEMTRY !!



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# SERVICE MENU



DESIGN



MERCHANDISING



QUALITY



AUTOMATION



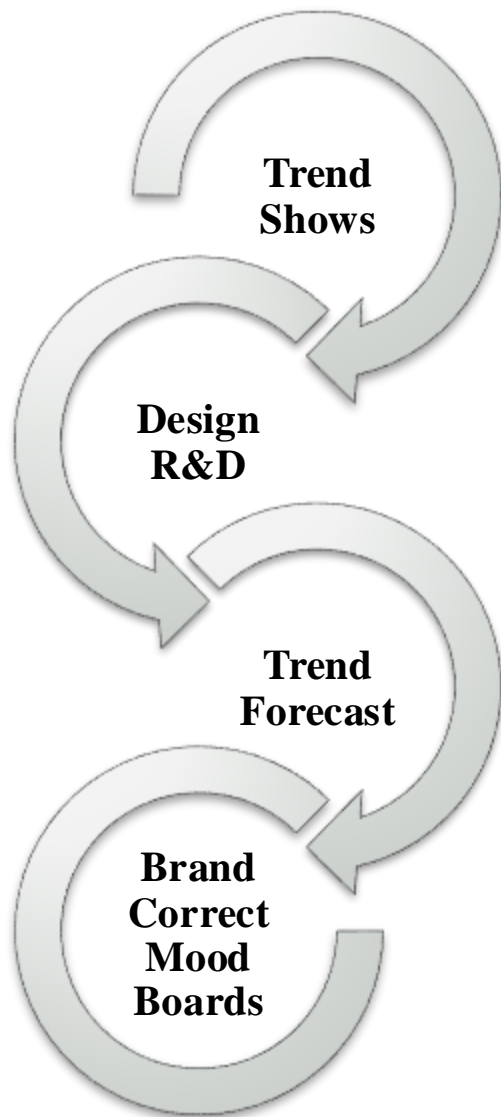
LOGISTICS



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# DESIGN

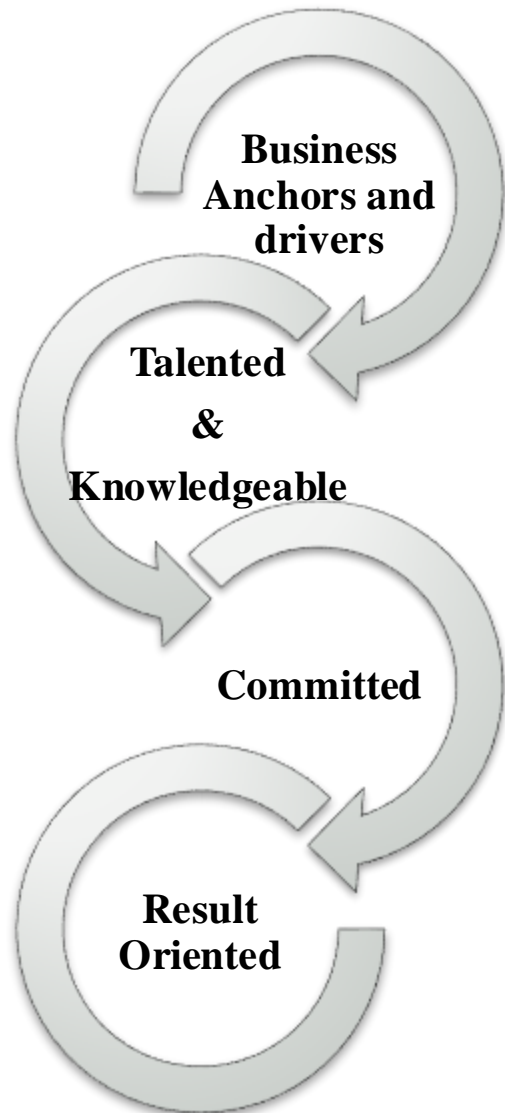


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# Merchandising



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# QUALITY



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# Step Wise Process:

## Risk assessment, Process Review & Quality Control .

### PRE ORDER STAGE

- CLIENT PD RECEIVED
- RISK ASSESSMENT
- BEST PRACTICE
- SETTING BENCHMARKS

- FACTORY CAD REVIEW
- FACTORY PROPOSED CONSTRUCTION
- GAP ANALYSIS AND CLOSURE WITH BUYER

- PRE-PRODUCTION MEETING
- FINALIZE QUALITY REQUIREMENTS
- PACKAGING PLAN

- IMPLEMENTATION OF PRODUCTION PROCESS
- AUDIT –PRODUCTION PROCESS VALIDATION

### POST ORDER STAGES

- INITIAL QUALITY CHECK (RAW GOODS =<50%, FINISHED GOODS -5-10% & PACKED GOODS 2-5 Pcs)
- REVIEW & CHECK PRODUCT CONFORMANCE, PACKAGING & LABELING

- FINAL INSPECTION (100% Packed Shipment As per AQL 2.5 ,General Level II)

- INSPECTION REPORT REVIEW TO ENSURE OVERALL BRAND INTEGRITY

- SHARING INSPECTION REPORT WITH BUYER & DO CLOSURES

# AUTOMATION

Global Accessibility

Visibility

Availability of instant and real time information

Commission Invoice is being generated through OMS

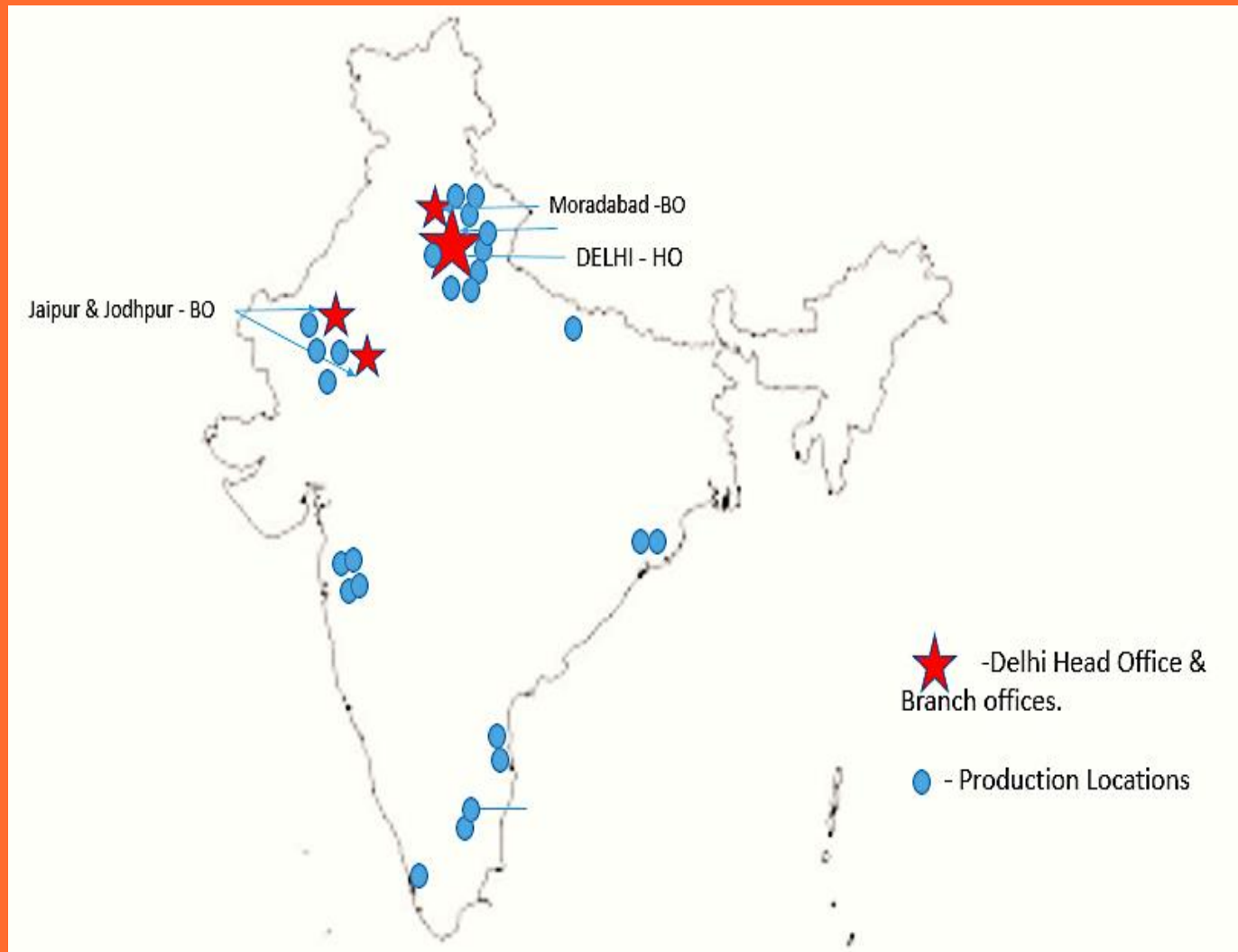
MIS Reports are being generated at different levels per user needs.

Alerts			
<input type="checkbox"/> Exceptions <input type="checkbox"/> Recently Done			
PO Tracking <input type="checkbox"/> PO+SKU level [Order-line]	Alert	Team	Total
LAB TEST - To Receive from Lab	0	2	2
LAB TEST - Internal Review	0	1	1
LABEL APPROVAL - To Receive from Vendor	4	1	5
PRE PRODUCTION SAMPLE - Internal Review	0	2	2
PRODUCT PACKAGING - To Receive from Vendor	5	1	6
PRODUCT PACKAGING - Internal Review	0	1	1
<b>Total:</b>	<b>9</b>	<b>8</b>	<b>17</b>



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# Logistics – Our reach



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## AARTI BARTHOLOMEW

### Co-Founder & Chief Design Officer

A dynamic leader and entrepreneur, Aarti grew the business beginning with categories like Pillows and bedding in 1989 followed by Hardlines added to the scope of work.

She went on to learn and manage other businesses like floor coverings and tabletop textiles within a few years. Furniture has been a big success out of India for our customers. Aarti was instrumental in establishing the very basis of it in the past decade.

Skilled at relationship management and creative problem solver Aarti established businesses that boast of a growth that is very satisfying and extremely challenging in its scope.

### OUR EXECUTIVES



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## RACHNA SINGH

### Co-Founder & Chief Strategist

Experienced Marketing Professional with a demonstrated history of more than 3 decades of working in retail industry across US, UK & European markets. Responsible for merchandising team, Rachna has been working as Head of Merchandising with major Buying Agencies for past 25 years.

Specialist in developing brand appropriate lines for all channels, client servicing and in depth understanding of supply chain.

Rachna's greatest strengths are cross cultural communication, strategy, trend analysis, negotiation, business expansion & sourcing for Home Lifestyle products.

Science Graduate from Delhi University. Holds MBA degree in International Business from IIFT.

**LinkedIn Profile: [linkedin.com/in/Rachna-singh-2965881](https://www.linkedin.com/in/Rachna-singh-2965881)**

## OUR EXECUTIVES



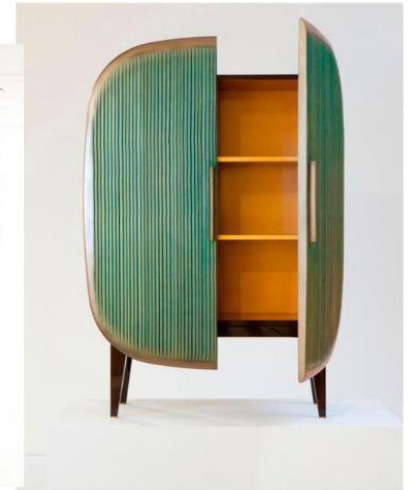
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# Product Categories

- ☐ Furniture
- ☐ Lighting
- ☐ Decorative Accessories
- ☐ Textiles
- ☐ Housewares
- ☐ Home Fragrance & Candles
- ☐ Bath & Bath Accessories
- ☐ Fashion Accessories
- ☐ Seasonal

# Furniture



# Furniture





# Decorative Accessories & Lighting



# Home Fragrance & Candle Lighting





# Garden





# Textiles – Floor Covering





# Textiles – Dec Pillows



# Seasonal





**THANK YOU**