



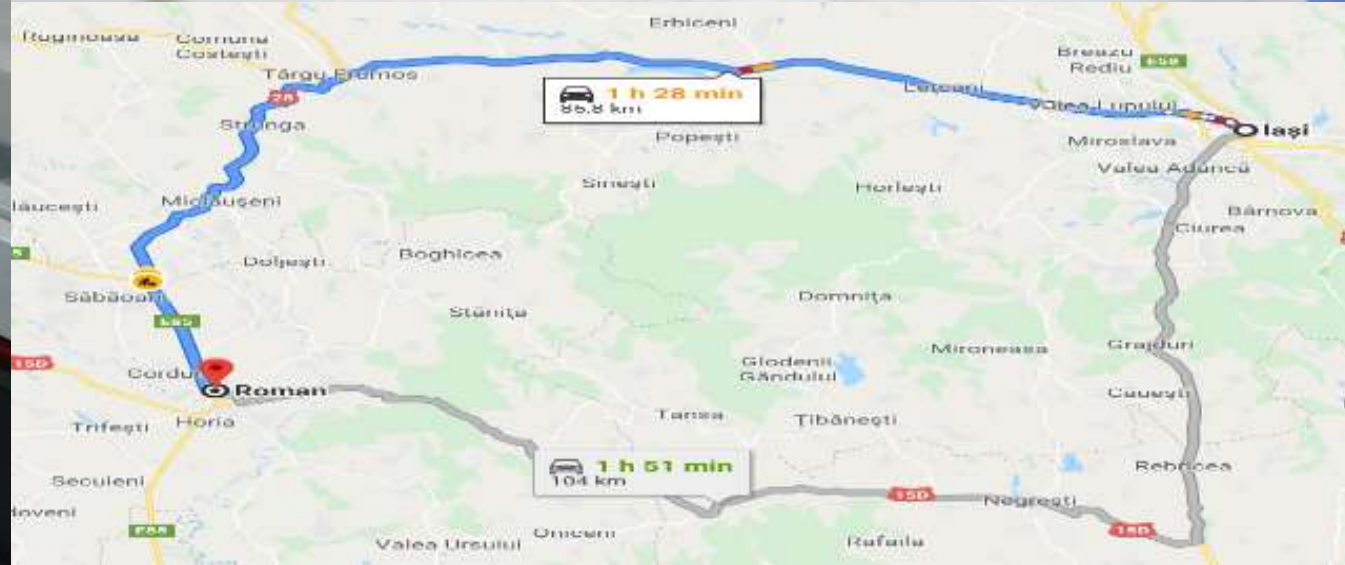
Roman, Romania

**Sense**

Sorin Chiriac



# Business Activity



- **Sense** : Makes history in knitwear from 1977 and a name in fashion since 1997.
- Starts from a small workshop of 40 people and today reaches an impressive number of 800 employees who make clothes every day, maybe even yours....



## Main pressures

- Prices
- Decreasing quantities per model
- Seasonal production
- Lack of links in the value chain (in Romania, accessories, fabrics, and special treatments are not being made)



# Innovation potentials



- Minimum waste
- 100% fully fashion knitwear
- The use of organic cotton in a higher percentage
- the purchase of machines that ease work of the operators and provide greater precision



# Value chain scenarios

- blended yarns and fabrics with special treatments
- high quality accessories
- investments in precision machinery
- investments in staff training





# Interaction with TCBL



- Grow and Glow



THANK YOU!



Sense  
Sorin Chiriac