

4004 Incorporated Draws Up Ambitious Plans to Become a Multinational Procurement Major – Plans to Add 8 More Categories to Its Profile Over the Next 2 Years

4004 Incorporated, a global procurement hub and strategic affiliate of America's fastest growing retail chain, Steve and Barry's University Sportswear, has drawn up ambitious growth plans. The company currently procures from 25 countries around the world, and is set to increase this base by 30% by December 2006. Since its inception in 2001, the company has been responsible for the sourcing and buying of all Steve & Barry's sellable and non-sellable merchandise. The latter was recently presented the popular 2005 'Hot Retailer' award by the International Council of Shopping Centers (ICSC) in the United States.

The current procurement portfolio of **4004 Incorporated** includes knits and woven apparel, for clothing like jeans, jackets, cargos, shorts, T-shirts, sweat-shirts, sweaters and shirts. In addition to these, the company is also responsible for sourcing footwear and accessories like bags, scarves and belts, etc.



*Avi Sonpal
MD, 4004 Incorporated*

In 2006, **4004 incorporated** showed a substantial number of additions in their procurement portfolio moving from apparel into footwear and other accessories. Over the next 2 years, the global procurement hub for one of the leading brands in the US, plans to add eight (8) new categories to its procurement portfolio – **Lingerie** - Basics (thongs, bottoms, brassieres); **Cold Weather Accessories** - sets of winter caps, scarves, mufflers, gloves, etc.; **Lifestyle**

Products- perfumed candles, aroma oils, fragrances; **Electronic Gadgets;** **Decorative Products** - Photo frames, figurines; **Cosmetics;** **Watches and Sunglasses.**

By announcing plans to diversify its portfolio in the next 2 years, 4004 Incorporated aims to become a one-stop-shop for all needs of the Steve & Barry's consumers and consumables of the Stores like light fittings, stationery, cleaning equipment, hangers, display racks and other furniture and fixtures for the stores.

Avi Sonpal, MD of **4004 Incorporated** says, "Though we had a humble beginning, the right business approach towards building solid vendor partnerships coupled with the finest talent has helped us a name to reckon with in the global procurement space. We have plans of adding 6 regional offices in Asia and Africa over the course of the next 6 months and are determined to become the best procurement company in the world in terms of supply chain systems, vendor relationships and product price and quality.

Product items that Steve & Barry's are interested to source from India

