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Beyond boundaries

The 30-year-old, **Avirat Sonpal** is the MD of 4004 Incorporated India, a global creative procurement hub and strategic affiliate of America's fastest growing retail chain, Steve and Barry's University Sportswear. Sonpal studied at the Fashion Institute of Technology, NY and comes from a family of garment exporters, so he understood the business of garment manufacturing, textile and international trade.

Sonpal says, "To compete in new age global markets, garment retail companies need to constantly increase efficiency and reach beyond corporate boundaries. Products need to be delivered worldwide to consumers, and the same need to be sourced in unfinished, semi-finished and finished stages from the world over."

Their strategy is to identify small manufacturing units in different parts of the world and develop them with productivity enhancement measures to increase productivity and standards but maintain lower prices.

Sonpal led the transformation of 4004 Inc. from a one-man office in Mumbai to a 500-people strong multinational company, providing global sourcing and retail solutions to the retail chain giant in the US. Their Indian office stands today as a nerve centre for procurement solutions and strategy operations for Steve & Barry's, USA.

The company operates several offices worldwide including India, Pakistan and China, to support procurement and supply chain activities. He envisions India as the next global destination for creative procurement and outsourcing.

◆ MOHINI SUCHANTI