



Market

Braiconf, one of the best known Romanian companies producing ready-to-wear clothes, sells its products predominantly on the external market, and, to a smaller extent, in Romania. On the European market, Braiconf is a significant supplier for the main brands and fashion houses, being able to compete with any other international company in terms of technology, staff, the design and style of its clothes.

Braiconf understands that the winning positions are usually dominated by those who find groundbreaking solutions. Hence, the company's strategy has been based on products and services that successfully distinguish themselves in this highly competitive sector. Today, Braiconf's creations are primarily distributed in the European Union and in Romania.

The external market is the one that soaks up the majority of Braiconf's collections. Braiconf's partners are first-class players on the international market, with diverse price ranges and a variety of distribution channels. In 2005, 45% of the exports were directed towards the English market.

Braiconf has supplied a huge range of clients, and has even supplied Formula 1 drivers with clothing.

Each year, Braiconf, located in the town of Brăila, sells around 4.5 million shirts to Italy, Germany, France, Belgium, The Netherlands, Greece, Denmark, and Sweden. The company is currently targeting the Russian market.

Its own-brand collections - Braiconf and Sergio - are also well known on the Romanian market. Braiconf and Sergio garments are distributed through the fifteen Braiconf shops, which can be found in the biggest cities in



Romania, as well as through other retailers, Cash & Carry stores and hypermarkets.

Achievements

Traditionally a shirts producer, Braiconf has made significant investments since 1992 in two new womenswear production lines. New technologies and next-generation equipment have helped Braiconf strengthen its leading place on the Romanian market and positioned the company as a key player on the European market.

With womenswear accounting 30% of garment sales, in 2004, Braiconf launched two new brands on the Romanian market: Braiconf - Lady B and Braiconf - Miss B.

Currently, Braiconf has fifteen own-brand shops in Romania, in cities like Iași, Bucharest, Bacău, Galați, Brăila, Constanța, Cluj, Brașov, Ploiești, Oradea, Timișoara, Buzău and Pitești.

Braiconf's professionalism, its products and the quality of its brands have always been acknowledged and honoured. Thus, the "Top 100 Romanian Public Companies" placed SC BRAICONF SA in 32nd position in 2005, up from 69th place held the previous year. After having analysed the performance indicators of all the companies from Brăila county, including more than 100 companies specialised in the production of ready-to-wear clothes, the Trade and Industry Chamber in Brăila ranked SC BRAICONF SA as the leader of the local industry.

Braiconf has also received Certificates of Appreciation at numerous specialist fairs and exhibitions, such as TINIMTEX 2004/05/06, Modexpo, TIBCO and the Gold Brand - the Excellence Award in the Romanian economy, granted by UGIR - 1903 (Uniunea Generală a Industriașilor din România - 1903, Romanian General Union of Manufacturers - 1903) in 2002.

In Paris, the Braiconf Garment Factory received the Europe Award in 1990.

History

Braiconf has an enviable and fascinating track record. Its history, which spans over 55 years, can neither be replicated nor copied but it is envied by many of its competitors.

In July 1950, the company started out with 287 employees, creating men's underwear. It subsequently started producing men's shirts.



The first garments were exported in 1961. The 1970s saw the significant development of the company through increasing its production capacity and number of employees to 3,600 in 1977. Consequently, at the end of 1980s, the Braiconf production enhanced to six million garments a year. 1990 brought about more changes: Braiconf became a public company, with a record number of employees, now totalling 5,800.

Since 1992, Braiconf's ability to exploit new opportunities and trends continued. New garments for women have been manufactured and the range of products has diversified.

Between 1995/2006, Braiconf's strategy continued to evolve, reflecting the market's needs. Considerable resources were invested in modern equipment, human resources, marketing and distribution, thus enhancing Braiconf's position within the Romanian economy.

Since 2001, more than 95% of the company's production has been exported.

Braiconf is also the owner of two brands, Braiconf and Sergio, which are registered in Romania and in the European Union. Braiconf's past successes provide both brands with an exciting and solid platform for future growth in the twenty-first century.

Product

Braiconf currently produces a full range of ready-to-wear clothes: shirts for men and children, blouses for women, dresses, attires, and trousers for women. The two brands held by Braiconf have several commercial ranges that target different categories of consumers.

Braiconf's product lines include Gold, Business, B Urban, City Life and Authentic for men's shirts and Lady B and Miss B for women's blouses. All these products are made from a variety of fabrics and are available in a large range of colours and designs. Each collection is designed with contemporary trends in mind, with every season bringing new fashions, fabrics and colours.

Whether they use luxurious yarns and fibres, such as twice-twisted Egyptian cotton, or fabrics with special features, such as non-iron items, Braiconf's collections have a distinguished character and are always stylish and contemporary.

Awareness to detail, attention to the client's wishes, the attentive selection of materials and

superior-quality accessories, all add up to fashionable, unique products.

Braiconf and Sergio are designed for clients who have already developed a personal style or have the curiosity to reinvent themselves. The classic elegance and innovation which define the Braiconf brand are combined with the originality and versatility of Sergio, thus allowing the brand to stake its claim over a complex market, boasting a product range that covers a wide variety of styles. Braiconf is a classic, traditional, yet always fashionable brand. It bears all the hallmarks of a classic, modern style. Sergio, on the other hand, concentrates on the youth market and captures a style full of refinement and originality, bursting with the curiosity of youth. Sergio's awareness when choosing fabrics and designs, always put together with comfort in mind, allow it to perfectly resonate with today's urban lifestyle.

The shirts produced by Braiconf Brăila are purchased by renowned companies from all over the world.

Recent Developments

The Gold and Lady B collections were launched in 2004, with an event organised at the World Trade Centre Bucharest, during the "Biz Days" celebrations.

Gold is an elite range of shirts, made from the most refined and luxurious yarns from twice-twisted cotton, first class fastenings and accessories. It is designed for the sophisticated businessman - refined, elegant and self-confident.

The qualities of the Gold line are also perfectly captured in the Lady B collection, which is intended for successful women who have a classic, elegant style - chic, sophisticated and luxurious.

In 2005, the extension of the own-brand network of shops continued. By the end of 2005, fifteen shops were operating in Bucharest and other major Romanian cities.

Promotion

Braiconf's strategy is to really deliver what it promises - to remain close to its clients by offering well-targeted products and consistent standards all through the year, through all its channels.



Along with the usual promotional activities, which include presence at national and international fairs, Braiconf gets a lot of valuable promotion through advertising in the mass media, brochures, catalogues and public relations using placements in editorials, using influential players in the fashion media to showcase its products.

Direct marketing is also a contact tool for Braiconf's brands, allowing it to communicate about the manner in which the company is supporting and encouraging strong and durable relationships with its consumers.

The company's website will be another important element in promoting the Braiconf brand.

Brand Values

Tradition, quality, and refinement at sensible prices represent the essence of the Braiconf brand. These are the core brand values built up through the devotion and creativity of the generations of individuals who worked for the company and invested in the Braiconf brands.

Everyone at Braiconf has a passion for fashion, putting the product that goes to the stores above everything else.

THINGS YOU DIDN'T KNOW ABOUT

Braiconf

- Braiconf produces and sells around four million ready-to-wear items of clothing every year
- Braiconf celebrated 50 years of activity in July 2000
- 86 production phases are needed to make a shirt
- Braiconf made shirts for the most famous Formula 1 teams
- Michael Schumacher himself has worn clothes made in Brăila