

JUKI in Bangladesh

Quality-Preference & High-Productivity Sewing Machines in Growing Demand for Production of Highly Fashionable and Value-Added Items Further Upgrading Before and After-Sales Service

Recently, JSN has visited Dhaka, Bangladesh. While JSN stayed in this city, an interview was made with Mr. Shamsul Alam (Jahangir), COO & general manager of Juki Bangladesh Ltd. and Mr. Toshihiko Kumagai, general manager of Dhaka Representative Office, Juki Singapore Pte Ltd. in late November. Juki Bangladesh has a workforce of 52 employees and has set up 3 business offices (in Dhaka, Chittagong, Narayanganj) from where they are selling products and providing user support through optimum teamwork. Mr. Kumagai was dispatched from Juki Singapore to Dhaka about 1 year ago. Juki Singapore has also dispatched Mr. Iwago to Chittagong. The following is the outline of the two managers' comments made in this interview.

Bangladeshi sewing industry has begun revival since around December 2009. At present, big-scale buyers in Europe, U.S.A., Japan, etc. are shifting some of the orders to Bangladesh that would otherwise be directed to China, so big-scale sewing factories in Bangladesh have been receiving large-scale orders. They are so busy that supply of sewing machines has become inadequate. Among different sewing items, production of bottoms (particularly, those of denim jeans) is requested more than before and investment for production equipment is active. Although there were no plans of factory expansion for woven shirts these two years, production of woven shirts has been becoming active since the beginning of 2010.

In Bangladesh, highly fashionable items have been manufactured. And, in this November, the minimum wage of operators was raised 80%. This has given rise to a tendency of changing from a labor-intensive method dependent on many operators to a method of reducing the number of employees and the production cost by adopting high-productivity sewing machines, automated sewing units, labor-saving machines, etc. This year, JUKI's sales in Bangladesh increased about 20%. This active state appears to continue into 2011 and after. Sales in 2011 are expected to be about 15% larger than in 2010. In 2011, particularly its second half, new expansions and new projects will be launched by local big-scale companies and foreign investors such as in India, Sri Lanka and Turkey. Along with this move, it is predicted that demand for sewing machines will increase.

JUKI is not just selling its sewing machines, but providing the best possible before and after-sales service for users. For example, JUKI offers factory diagnosis with regard to factory layout, productivity, etc. and holds about 30 seminars every year including technical seminar, production management seminar and top management seminar. JUKI will continue upgrading various supports.