

## BTV Trading Co. O/B Century Star International Ltd

A trading company with manufacturing capability, Hong Kong-invested BTV has been exporting knitwear, including T-shirts and polo shirts, and lighting products for almost a decade.

Shipments of T-shirts and polo shirts amounted to US\$1.5 million worth in 2006.

Models for men and women currently make up one-third of all polo and T-shirt exports. Designs for children and teenagers account for the rest.

All products are exported under OEM contracts, with 60 percent going to the EU.

Other markets include South Africa and Asia, which absorb 35 and 5 percent, respectively.

BTV operates a 170-worker manufacturing facility for knitwear in Huizhou, Guangdong province. Apart from sewing machines, the factory is equipped with facilities for printing and embroidery.

Knitting and dyeing are subcontracted.

The factory currently has a monthly capacity of 180,000 pieces.

Within the next two years, BTV will be hiring an additional 100 workers for the embroidery section.

Once they are all on board, the company will subcontract printing so that its workers can focus on sewing and embroidery.

### Products

T-shirts and polo shirts at BTV are made mainly of cotton, polyester and rayon. These are typically blended with materials that will allow for some stretch, including nylon, spandex and Lycra. In terms of knitted construction, jersey, interlock and tricot are adopted.

### Company background

|                                   |                          |
|-----------------------------------|--------------------------|
| Year established                  | 1998                     |
| Head office location              | Hong Kong                |
| Business type                     | Trading company          |
| Ownership                         | Hong Kong-owned/invested |
| Factory location(s)               | Huizhou (Guangdong)      |
| Total factory area                | 6,000sqm                 |
| Full-time employees               | 220                      |
| Total annual sales (all products) | US\$8.0mn                |
| Annual R&D spending               | US\$0.10mn               |
| ISO certified                     | No                       |

### Sales & output: T-shirts & polo shirts

|                         |                |
|-------------------------|----------------|
| Annual sales            | US\$1.5mn      |
| Share of total sales    | 19%            |
| Annual export sales     | US\$1.5mn      |
| Total monthly capacity  | 180,000 pieces |
| Average monthly output  | 100,000 pieces |
| Capacity utilized       | 56%            |
| Average monthly exports | 100,000 pieces |
| Export ratio            | 100%           |
| OEM % of exports        | 100%           |
| ODM % of exports        | —              |
| OBM % of exports        | —              |