

SUPPLIER PROFILE

Feidu Swim Suit Mfy Co. Ltd

Hong Kong-invested Feidu specializes in swimwear. The line accounts for 83 percent of total sales.

All output is exported, 90 percent of which is under OEM. The rest is divided equally between ODM and OBM orders.

Feidu's swimwear is made of 80 to 83 percent nylon blended with 17 to 20 percent spandex or Lycra. Designs in polyester blends are also offered. Prices start at US\$3 and can exceed US\$4 per piece or set, depending on the material, size, printing technique, trimmings and intricacy of design.

Women's swimwear comes in one-piece and bikini styles. Models with sarongs and miniskirts are available, and priced at about US\$4 per set. Designs with padded tops are US\$0.70 more expensive than unpadded versions.

The company also offers swimwear with functional treatments such as UV-resistance and quick-dry features.

Ninety percent of raw materials are sourced locally and the rest are purchased in Italy. Outsourced fabric is sent to Intertek for toxicity testing.

Feidu's QC inspectors carry out spot checks on incoming fabric according to the AQL 4.0 standard. All finished products are examined visually for defects such as broken stitches before packaging.

The company's R&D team, composed of six designers and two pattern and sample makers, releases 10 to 20 new designs each month and finishes countersamples in 10 days. The group currently focuses on patterns and styles. It plans to release more high-end models in coming months.

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Supplier Profile

Company background

Year established	2000
Head office location	Jiangmen (Guangdong)
Business type	Manufacturer: Direct exporter
Ownership	Hong Kong-owned/invested
Factory location(s)	Jiangmen (Guangdong)
Total factory area	6,000sqm
Full-time employees	200
Total annual sales (all products)	US\$6.0mn
Annual R&D spending	US\$0.05mn
ISO certified	No

Sales & output: Swimwear

Annual sales	US\$5.0mn
Share of total sales	83%
Annual export sales	US\$5.0mn
Total monthly capacity	180,000 pieces
Average monthly output	120,000 pieces
Capacity utilized	67%
Average monthly exports	120,000 pieces
Export ratio	100%
OEM % of exports	90%
ODM % of exports	5%
OBM % of exports	5%
Major OEM/ODM/OBM customers	Target, Disney, Wal-Mart, Kmart (US)