

Success story of RDM Apparels Ltd

RDM Apparels Ltd was established in the year of 2008 in Chaktai commercial area, Chittagong Bangladesh. We started with only 80 machines and 150 work force. Initially we have rented only 1 floor (13000 SQF) and started our operation as a 100% export oriented ready made garments factory. The factory location is prominent for commercial business but there was no RMG factory in that area. So from the starting it was very much challenging with lack of skill manpower and also to create working environment in surrounding area. But we took the challenge and created our motivated and skill work force to run the factory over the years.

Right now we covered 4 floor (52000 SQF), The work force is 1100 with 500 automated modern sewing machines. Our factory is equipped with centralize Compressor, CAD system, Laser cutter and also we are consistently adding updated and modern machines regularly with our efficient production system.

The merchandise team is now about 30 with energetic fresh people has been recruited form CBIFT and many expertise senior professionals were joined from few prominent company. The whole supply chain along with inventory, procurement and production management are ran and monitored by using award winning ERP system software with the impact “state of the art”.

Now we are exporting 7 million garments every year to various well known and reputed retailer around the globe, which include Wal mart, (USA, Canada, Mexico); Sams Club USA, Mark Workwear house, TJ MAX, Nord Storm etc.

In February 2009 we have started working with world leading company ‘Wal-Mart’. The purpose to start working for Wal-Mart is the step to enter the professional manufacturing of apparels with innovation and passion. But to start manufacturing for Wal-Mart we had to adapt with their compliance requirements initially but over the time in 2011 Wal Mart announce their policy to work only with non-sharing building policy along with other fire safety system, which came as demand of time and business. As we were committed to our business and to the standard of Wal mart, we started our work to re arrange and re structure our factory as per Wal mart requirement immediately. Hence in next year we had rented over complete building and also installed Hydrant system, latest smoke and fire detection and prevention system in our factory. At that time it was very costly but we had adapt with the requirements and met the challenge to survive in the business.

But after meeting the requirements for wal mart, in 2013 with unfortunate events in RANA Plaza and Tazrin fashion the scenario changed and we were put in to even bigger challenge to meet higher standard and also we faced immense challenge for our business survival with the formation of Accord and Alliance.

There was various challenge in the initial stage for the Accord and Alliance remediation and rectification work, as there was no such work carried out in Bangladesh and also not in that scale. We had to do complete make over and re structure RDM in every aspect possible. We had to do retrofitting work for whole building structurally and also had to do complete re arrangement of our electrical and fire safety system of the factory. It was a great challenge, more over it was question of survival for us. But with the motivated and dedicated team of Compliance and HR dept we took the challenge to complete these requirements and meet the Benchmark set by Buyers. This was not an easy way out for us, It was challenging for us to complete these work in running factory maintaining safety for all the worker but also to complete all the work in stipulated time frame. On top of that it was a matter of huge investment from the management, But management took the challenge and completed the required work within the timeframe from Alliance and Accord.

On 3rd December 2017 we have successfully achieved 100% completion certificate from Alliance and also currently RDM Apparels LTD is certified with Wal-Mart Green approval for ethical standard

Over the years we have taken all the challenge to meet the standard, break the barriers and set up new Benchmark, we have done it, we will continue to do it, But it would have not been possible by us if Wal Mart did not provide continuous support with running orders and also continuous support from their vigilant and dedicated on ground staff, They stood by us with open arms to embrace all the challenge side by side.