

Alfaro®

Designed for Fit - Loved for Style

One of The Leading Brands in the Malaysian Textile Industry



www.alfaro.com.my

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Fashion is Our Passion

Established in 2007, **Alfaro Sdn. Bhd.** has emerged as one of the leading brands within the Malaysian Textile Industry. Our leadership is dedicated to cultivating a renowned reputation for both efficiency and integrity.

Alfaro Sdn. Bhd. is a sizable and diversified trading and manufacturing company operating in the textile sector. We draw our strength from our innate flexibility, enabling us to remain responsive and adaptable to the dynamic market trends and technological advancements that continuously emerge.

Our organizational culture prioritizes the observance of evolving market trends and technological shifts, with a vigilant leadership always at the helm. We possess the unique ability to accommodate flexibility in roles and working practices, allowing us to play a more proactive role in today's ever-changing global landscape.

Continuous skill development and nurturing of our team members is a core part of our strategy. We are dedicated to seeking out, developing, and honing the talents within our workforce, ensuring that we can consistently deliver innovative, high-quality products to our valued customers.

OUR VISION

“ To attain the market leadership through premium quality, innovative products, diverse corporate culture, highly competitive team of professionals and with the help of world’s most advanced technological instruments.

We strive for the adaptation of best procedures in everything we do throughout the Enterprise. ”

OUR MISSION

We continually aim to:

- Provide quality products
- Focus our strategic development in target market
- Remain innovative
- Leverage our capabilities for efficiency
- Remain flexible in addressing changing market dynamics in order to utilize our resource in an efficient way

ALFARO ACHIEVEMENTS



TOP 500 CONSUMER CERTIFICATION TRUSTY BRAND AWARD 2022





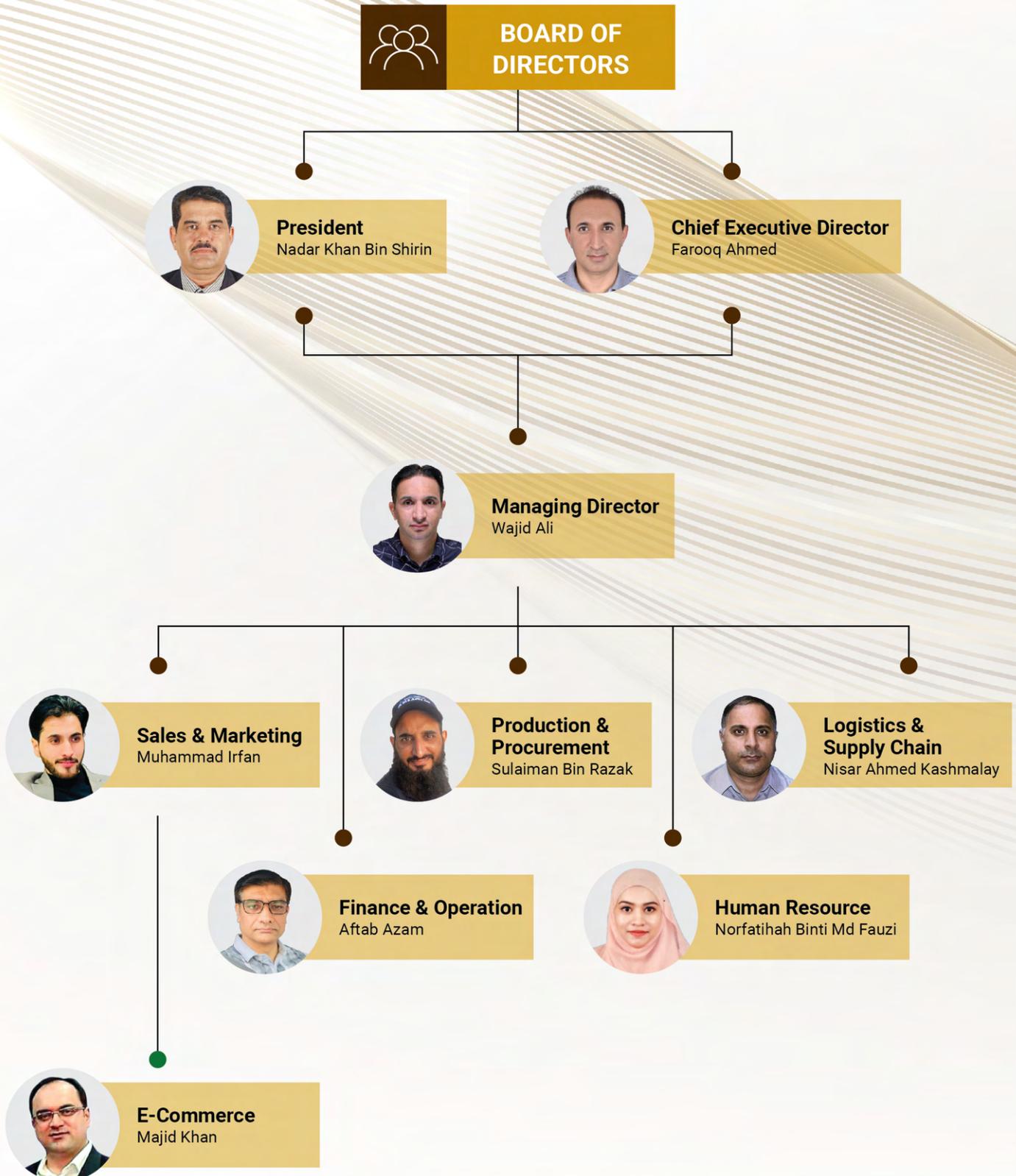
ASIA PACIFIC ENTERPRISE AWARDS 2023



FASHION & AWARDS DUBAI 2022



OUR TEAM



GLOBAL PRESENCE

Alfaro is embarking on an exciting journey to seize opportunities within the textile markets of the Middle East, Indonesia, Brunei, Singapore, Vietnam, the Philippines, and Thailand.

Our ambitions extend beyond horizons as we strive to extend our global footprint, fostering business continuity and propelling profits in collaboration with our esteemed business partners and valued franchisees. Our aim is to conquer new frontiers in the global textile industry.



BRUNEI

SINGAPORE



MALAYSIA

THAILAND

INDONESIA

PHILIPPINES



**MITI approved
manufacturing
facilities**

JTK approved hostels for workers

1914



Fashion is Attitude



JUBAH DUBAI

The abaya is a simple, loose over-garment, essentially a robe-like dress, worn by women most common in countries with large Muslim populations.

Traditional abayas are black and may be either a large square of fabric draped from the shoulders or head or a long kaftan. The abaya covers the whole body except the head, feet, and hands.

Alfaro's product "Jubah Dubai" is exclusively designed in featuring the concept of Arabic Jubah. The quality and innovative designs of this exclusive product contribute in maintaining an attractive market share for Alfaro.



Dress to Impress



TUDUNG

Tudung is an Indonesian and Malay word, literally meaning the noun "cover", which is commonly translated/referred to as veil or headscarf in English.

In the recent years this traditional Malaysian headscarf has gone through many evolutionary processes inline with the modern fashion industry trends.

Alfaro has introduced many cutting-edge designs in the tudung market including Tudung Chiffon Lace, Tudung Chiffon Contrast, Tudung Chiffon Batu Tabur, Tudung Chiffon Laser Cut Batu, Tudung Moscrepe Panel Print, Tudung Moscrepe Print, Tudung Moscrepe Plain and Tudung Cotton Plain.



Style is Eternal



BAJU KURUNG

Baju Kurung is a traditional costume of Malays and traditionally worn by women in Brunei, Indonesia, Malaysia, Singapore and southern Thailand. It is also the national dress of Brunei and Malaysia.

This traditional Malaysian attire has also undergone many changes complementing today's fashion needs.



Style Never Goes Out

BAJU MELAYU

Baju Melayu is a traditional Malay costume, originated from the court of Malacca Sultanate and is traditionally worn by men in Brunei, Malaysia, Singapore, parts of Indonesia (especially Sumatra and Kalimantan), southern Philippines, and southern Thailand.



It literally translates as Malay dress and consists of two main parts. The first being the baju (long-sleeved shirt) itself which has a raised stiff collar known as the cekak musang collar (literally fox's leash). The second part is the trousers called seluar.

Originally, the term baju kurung was used to refer to both the men's and women's outfits. However, in modern Malaysia, the men's outfit was renamed Baju Melayu as it was chosen to be the national costume of Malaysia. The older definition is still maintained in Singapore.

QUALITY ASSURANCE / QUALITY CONTROL

The core purpose of Quality Assurance is to prevent mistakes and defects in the development and production of products, Alfaro is committed to assure quality by avoiding problems and delays when delivering products to customers.

The management of Alfaro have implemented administrative and procedural activities quality system so that requirements and goals for a product, will be accomplished.

Our "quality assurance" and "quality control" department ensure that all our products meet the required quality standards.

QUALITY POLICY STATEMENT

Alfaro Sdn. Bhd. is dedicated to delivering top-notch Malaysian ready-made garments, imported Jubah and Abaya, and all kinds of hijab at fair prices. Our goal is to surpass our customers' expectations and constantly enhance our products, processes, and services. We comply with all relevant legal and regulatory requirements, as well as international quality standards. We promote a culture of quality awareness, teamwork, and innovation among our employees, suppliers, and partners.

We shall ensure the Quality Policy is communicated and understood by all employees. It shall be reviewed regularly during Management Review to ensure the effectiveness and suitability of the Quality Management System for continual improvement.

Our quality assurance system includes inspections, testing, and feedback at various stages. We also conduct regular customer surveys to gauge satisfaction and preferences. Customer suggestions and complaints are welcomed and addressed promptly.

Our imported products are sourced only from reputable suppliers who share our values and meet our quality standards. Defective products are not tolerated; they are immediately recalled and replaced, with the root cause investigated to prevent recurrence. We apologize for any inconvenience caused to our customers and provide appropriate compensation.

QUALITY OBJECTIVES

Outlined below are the quality objectives of Alfaro Sdn. Bhd., a textile wholesale and retail company specialized in garments and scarves:

1. Product Quality

Achieve a minimum of 95% compliance with industry standards for garment and scarf quality, as measured through regular quality inspections and audits.

2. Customer Satisfaction

Maintain a customer satisfaction rating of at least 4.5 out of 5, as determined through customer surveys and feedback.

3. Supplier Evaluation

Conduct supplier evaluations quarterly, assigning a performance rating based on criteria such as on-time delivery (95% adherence), material quality (minimum 90% acceptance rate), and adherence to ethical and sustainable manufacturing practices.

4. On-Time Delivery

Achieve a minimum of 98% on-time delivery rate for customer orders, measured by tracking the percentage of orders delivered within the agreed-upon timeframes.

5. Inventory Management

Maintain inventory accuracy of 99% or higher, as measured through regular cycle counts and reconciliation with system records.

6. Return and Exchange Management

Aim for a resolution time of 3 business days or less for return and exchange requests, as tracked through the average time taken to process and resolve such requests.

7. Continuous Improvement

Implement at least 3 process improvement initiatives per quarter, identified through employee suggestions, customer feedback, and internal reviews, resulting in measurable improvements in product quality and customer satisfaction.

By establishing these quality objectives, Alfaro Sdn. Bhd. can track and evaluate their performance, make data-driven decisions, and continuously strive for improvement in key areas of their operations.

COMPLIANCE

Compliance holds paramount significance in safeguarding a company from legal entanglements and fostering enhanced productivity. At Alfaro, it is not merely a requirement but a fundamental practice, underpinned by a meticulously crafted set of rules and policies aimed at preserving the company's reputation, security, and overall stability.

The primary objective of compliance is straightforward: it entails the identification and mitigation of potential risk factors within the business landscape. Non-compliance could lead to onerous financial penalties and fines.

Elevating compliance to a standard entails more than just adhering to established laws and policies. It necessitates a deep understanding of whether these regulations effectively address the genuine needs of the company.

HSE COMPLIANCE

Our company is dedicated to ensuring that, at the very least, all applicable legal requirements are met in the course of our activities. We are committed to taking all reasonably feasible steps to reduce risks for our employees and any individuals who may be impacted by our operations.

In all instances, we will relentlessly pursue the highest feasible level of health and safety standards.

CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility is deeply embedded in the ethos of Alfaro Sdn. Bhd. As a responsible corporate citizen, we recognize our duty to give back to the communities in which we operate.

Our commitment extends to environmental sustainability, ethical business practices, and social well-being. We actively engage in initiatives that reduce our ecological footprint, promote fair labor practices throughout our supply chain, and support local causes and charities.

Through partnerships and proactive efforts, we aim to make a positive impact on society while upholding the highest standards of integrity and accountability in all aspects of our operations.

Our corporate social responsibility is not just a commitment; it's a reflection of our dedication to contributing to a better, more sustainable world.

AL FARO SDN. BHD. (783837-M)

Corporate Office & Alfaro Mall

- No.171, Jalan Tuanku Abdul Rahman,
50100 Kuala Lumpur, Malaysia.
Tel: +603-2602 9250
Email: info@alfaro.com.my

Kuala Lumpur Outlets

- Lot G7, Plaza City One,
Jalan Munshi Abdullah,
50100 Kuala Lumpur, Malaysia.
Tel: +603-2202 7762
- No. 2.4, 2nd Floor, Plaza City One,
Jalan Munshi Abdullah,
50100 Kuala Lumpur, Malaysia.
Tel: +603-2602 2300
- Lot 2.34 & 2.35, Berjaya Times Square,
Jalan Imbi,
55100 Kuala Lumpur, Malaysia.
Tel: +603-2110 1663

Selangor Outlets

- No. 9 & 9A, Jalan Plumbum S7/S,
Pusat Komersial Seksyen 7, Seksyen 7,
40000 Shah Alam, Selangor, Malaysia.
Tel: +603-5524 5086
- No. 4, Jalan Plumbum Q7/Q,
Pusat Komersial Seksyen 7, Seksyen 7,
40000 Shah Alam, Selangor, Malaysia.
Tel: +603-5523 5062

Perak Outlets

- Lot G2, Lotus's Station 18, Medan Stesen 19/9,
Jalan Pengkalan, Station 18,
31650 Ipoh, Perak, Malaysia.
Tel: +605-322 8000
- Lot F01, Mydin Mall,
Meru Raya PT 229412, Meru Raya,
30020 Ipoh, Perak, Malaysia.
Tel: +605-526 4840

Johor Outlet

- No. 2 & 2-1, Jalan Padi Emas 1/5,
UDA Business Centre, Bandar Baru Uda,
81200 Skudai, Johor Bahru, Johor, Malaysia.
Tel: +607-232 8493



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