



Director : Mr. Z. Varghese

Established : In 1996, was established as a sole proprietorship company; became a private limited company from this financial year.

Product: We manufacture and supply Guest Room Amenities and F&B disposable items to Five Star Hotels, Resorts & Hospitals. The products include daily use items for the guests staying in Hotels or in-room patients in Hospitals. These items include product ranging from Razors, Sewing Kits, Pencils, Dental Kits, Shoe Shines, Soaps, Soaps Dispensers, Cleaning Items etc.

History: The Company was formed with the sole motto of servicing the hospitality industry, star hotels and deluxe hospitals. The co. is having its Head Office in New Delhi with full fledged branches in Bangalore, Goa and Cochin.

Achievements: Within a span of ten years of operations, the company grew to become the biggest in this field all over India. With branches in three main cities, we have distributors in Bhubaneswar, Varanasi and Jaipur. In the

year 2009, the company was awarded the ISO 9001:2008 certification for its products. Presently the staff strength is one hundred.

Market: The tremendous rise of tourism in India is giving a boost to the hospitality sector therefore the market for our products are huge and wide. The scope for future expansion is tremendous and we hope in achieving many milestones.

Recent Developments: We have recently started a soap packing and bottle filling unit in New Delhi. Keeping in view of the expansion plans the company has converted itself in to a Pvt. Ltd. Company. The accounts and stores are fully computerized and are connected online meeting international standards. The Director recently visited China, bringing in many innovations to boost the quality and standard of products. To maintain standard of products we have in house production.

Promotion: The Company is promoting its product as the best in the Industry meeting the environmental standards and international quality. Our products are used mostly by the international guests coming to the Hotels in India from all over the world. We have lived up to their expectation by offering them the best in the world. The products are regularly advertised in the Hospitality magazines and publications.



ZACK MARKETING CO



Brand Value: The Brand Zack is well known in the Hospitality Industry. Our brand boasts of superior quality and workmanship which is very difficult for the competitors to copy. The company ensures that the quality is maintained always. It also engages in research to bring future improvement to the brand quality and image.

Expansion Plans: We are at present operating from four cities i.e. New Delhi, Bangalore, Cochin and Goa. We are planning to open offices in Kolkata, Hyderabad and Dubai. We plan to upgrade the printing unit by installing a five colour offset machine and import a bag making machine for our unit in New Delhi. We are also planning to import one more soap packing unit to meet the ever increasing demands. The company's expansion plans includes increasing the staff strength and taking care of their welfare.

Facilities for staff: The welfare of members of the Zack team is given prime importance. The working environment is clean, well ventilated and air conditioned. All staff members are insured irrespective of their job nature. They are given annual bonuses and other benefits. The management and staff meet once a month to discuss problems and sort matters out. Parties, Get Together Annual Picnics



and outings are organised. The management and staff get together irrespective of their rank to organize New Year party every year.

Mantras to become a successful entrepreneur: Running a business is a creative, flexible and challenging way to become your own boss, charting your own future. It is about creating a life, as it is about making a living. It takes courage, determination and foresight to decide to become an entrepreneur.

Corporate Social Responsibility: The Company takes care that it meets the international environment standards and does not in any way destroy the ecological balance of the universe. It also takes care of the social responsibility by uplifting the poor section of the society. The management is very particular that the lower levels of staff are recruited from the economically weaker section of the society. About sixty percent of the staff is women. The company also sources products, made under strict quality control, from five / six small cottage industrial units, getting handicraft and handmade products like jute bags, slipper, oil based bathing soaps etc.

Salient features: We are proud that the company has achieved greater heights; it is also opening new doors for individuals to develop their personalities and character. The society also gains to improve, particularly those coming from the poor section of the society, their standard of also living improves.

