



COMPANY PROFILE;

Shafi (Pvt.) Limited has state-of-the-art equipment and technology from Germany and Italy, which enables it to produce round-about 4,000 pairs per day, a major part of which is exported to such sophisticated markets like European and Far Eastern countries.

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| Year of Establishment: | 1989 |
| Products: | Leather Footwear |
| No. of Export Countries: | 25 |
| Annual Production Capacity: | 1 Million Pairs |
| Number of Employees: | 500 |

Shafi (Pvt.) Limited has a vision and mission of attaining leadership position internationally by establishing its own brand name **urbansole**. As a team, we are dedicated to do things right the first time, conforming to all known requirements, and providing on-time defect-free products to our customers. We provide superior quality research and development that meet the highest standards of professional performance and satisfy client requirements.

VISION & VALUE:

We, at shafi (private) limited, think globally when we aim to achieve a leading position in manufacturing of distinguished and comfortable footwear and thus we follow some fundamental principles as business strategy in every aspect of our work life. Our core values are as below:

- We are customer focused and develop superior understanding for customers and their needs. We create and deliver products, packaging and concepts that build winning brand equities. We give high value to the feedback of our customers. We are good corporate citizens in fulfilling our social responsibility and thus obtain an image of highly respectable and trustable position in the market.
- We strategically focus in our work and seek to be the best. We believe that innovation is cornerstone of our success and thus keep passion for winning the markets by innovative ideas, distinguished products and best service through latest technologies. We encourage outstanding technical mastery and executional excellence.
- We act on conviction that employees are our most important asset. Therefore we attract, train and retain the best people. We build our organization from within promoting and rewarding people without any discrimination except performance. We inculcate in our people, the values of leadership, ownership, integrity, trust and engagement. We believe that growth of our employees is associated with growth of the organization.



- We show respect for all stake holders associated with us and believe that interests of the company and individuals are inseparable. We build relationship with all the parties who contribute to fulfilling our corporate purpose including customers, suppliers, employees, and communities we live and work in. We work together with confidence and trust and take pride in results from reapplying others' ideas.
- We meet the requirements of all relevant legislations and regulations related to safety, environment, controlling the levels of effluents and wastes. We contribute to safe and healthy environment of our country and work for improving the social level of our communities.

MISSION STATEMENT

"We, at Shafi (Private) Limited, want to excel in the business of Shoe manufacturing with sustained growth by providing products and services of superior quality that improve the lives of our customers who as a result reward us with leadership sales, profits and value creation, allowing us, our employees, suppliers and communities around us to prosper".



BUSINESS PHILOSOPHY

Shafi (Pvt.) Ltd. aims to become one of the leading and well-reputed suppliers of footwear in the local and export market by focusing on and continually improving the following aspects.

The Customer

We are customer-focused organization striving to meet customers' expectations. To better satisfy our customers, we continuously make all efforts to determine and understand their current and future needs, fulfill their requirements and provide them with the highest value.

The Products

Our strength lines in innovative, defect free and cost effective products designed on customers' requirements. We are committed to continuously strengthen our brands and products to improve our competitive position.

AREA OF INTEREST:

SHOES

CONTACT DETAILS:

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