



FIRCOS SHOES (PVT) LTD

Company Profile:

Its founder Mr. A. D. Bhutta (Late) Tamga-E-Imtiaz, (National Award) with the vision to lead sporting goods industry of Pakistan in the international market founded the Fircos Industries (Pvt) Ltd., in 1965, which was transferred into group of companies by his successors. The main focus was to improve the quality, craftsmanship and explore all possible avenues to introduce new cost-effective techniques in the field of manufacturing of the Sporting Goods, Motorbike Boots and Dress Shoes.

Fircos group has the honor not only in introducing new and state of the art techniques for the manufacturing of the above category of products but also in introducing new combination of materials to produce these items in most cost effective manners.

Scope of Activities

Fircos group is pioneered in the development of new products for the Sporting Goods Industry; however, the following are the major areas where Fircos has attained its international reputation.

- Motorbike Boots
- Dress Shoes

Quality Policy

Fircos is representing sporting goods industry of Pakistan at various international forums/organizations with the support of its high quality products. The quality concept is based on:

- Production of high quality products
- Customers Satisfactions
- Commitment to the promises
- Adoption of new trends and techniques
- Employing most cost efficient techniques without compromising on quality

Area of Interest/Sector:

Motor Bike Boots and Dress Shoes

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