

UZBEKISTAN: Case of Urban Style LLC

URBAN STYLE LLC was founded by a female entrepreneur under the trademark "LOOK AT ME". The company produces women's underwear and home-wear of 100% cotton and silk. Following the coaching mission, the SME skilfully planned an export strategy to access new markets, specifically the target market of the EU.

Ms. Alyona Golovanova, EMCI coach, ITC

SME Profile

Kamola Aliyeva founded URBAN STYLE in 2017 as a shop. Following the market and customer research, she launched her own production steadily growing it to 3 thousand units of ready products a day under the "Look At Me" brand.

High quality facilitates the SME's drive to enter neighbouring countries and start exports to the EU.

The company has experience of sales to Russia and Kazakhstan, while the main goal at this stage remains the EU market.

Interventions and Recommendations

URBAN STYLE manufactures underwear products made of 100% cotton and silk. The coach recommended applying for the OEKO Tex Standart 100 voluntary certification to support the SME's aspiration of increasing its exports to the EU.

She advised applying directly to the accredited representative office of the Hohenstein textile testing institute in Tashkent, as well as to state certification bodies, which can support the SME in the provision of benefits and preferences for certification.

Given that the company generates large volumes of waste textile, Ms Golovanova proposed to consider alternative packaging options, e.g. manufacturing packaging using materials for core production.



The coach also recommended using ITC tools for operations and market analysis.

Coaching mission outcomes and outputs

Overall, the introduction of ISO 9001 would assure partners and clients of high product quality whilst fostering further advancements and improvements in production by introducing modern best practices.

Following the R4TCA project, the company developed a clear export strategy for entering the European market and in pursuit thereof, has already commenced implementing its plans.

Having studied and reviewed all the recommendations on the main components of coaching: packaging and labelling, customs clearance, international logistics, and export planning, we intend to apply the tools and knowledge in our future daily operations and in building our export strategy.

Kamola Aliyeva, Founder and Head,
URBAN STYLE LLC