

## CASE STUDY TELENET MARKET RESEARCH



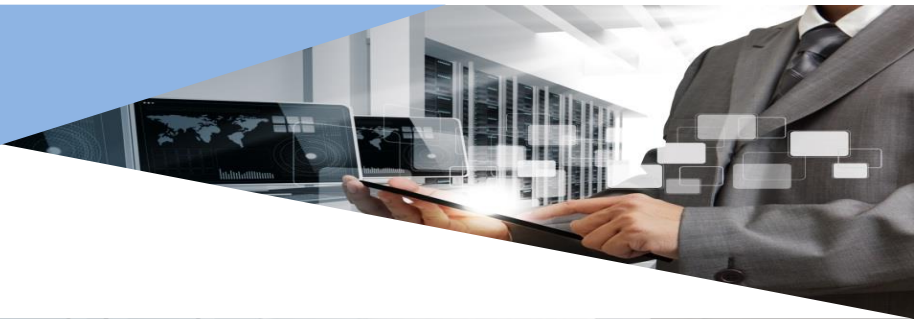
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## Client Profile

A large American sports apparel brand was planning to build a new operating group focused on innovating and expanding their specialty fabric and footwear business in a challenging market.

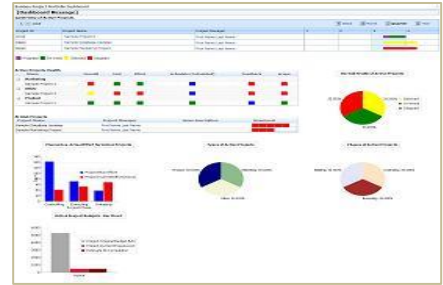
## The landscape:

With advancements in machinery, the talent market for cut and sewn fabrics was down since the last few years. The brand's business challenge was to uncover pockets of growth and establishing their R&D division and get its fair share of category sales compared to competitors. The cut and sew apparel workers in the US has been steadily declining each month and many sewers are immigrants. Posed with heavy talent shortages, the client recruiting and staffing teams engaged KGiSL to help.

## How KGiSL helped?

KGiSL helped them by conducting an extensive talent market research survey uncovering the following:

- The market and employment size for cut and sewn products industry
- Job market analysis - covering big data analysis of 1 year nationwide jobs
- Immigrant statistics - covering cut and sew talent
- Compensation analysis - covering the target positions to fill
- Innovations in the fabrics sector and opportunities
- Talent pools across the US from competing & non-competing firms
- Government opportunities - worked out community hiring plan with the Mayor's Office of Employment Development
- Identified sources and creative strategies to advertise and attract talent with prioritization for all recommendations
- Put together a well thought out plan, and set up an effective attraction marketing strategy, applicant processing & response management process



## The Result:

- Deep insights discovered from research added value to both the client recruiting and business teams
- Helped identify the localities where relevant talent is concentrated enabling business decision in establishing the client R&D unit
- Helped increase brand awareness, get quality leads and improved recruiting timelines through attraction marketing strategy

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