

AsiaTex Canada Inc.

Business Plan for ICT Executive Transfer



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Executive Summary



Company Overview



Industry Overview (Canadian Apparel & Textile Market)

4.1 Industry Snapshot

Canada's apparel and textile sector is a key component of the national manufacturing and retail economy, generating over CAD 30 billion annually in sales and employing approximately 90 000 people. The industry includes design, product development, sourcing, manufacturing, wholesale distribution, and retail. More than 70 % of all apparel sold in Canada is imported, with Asian producers—particularly Vietnam, Bangladesh, China, and India—dominating the supply chain.

Over the last five years, Canada has witnessed strong growth in private-label fashion, activewear, and sustainable textile categories, driven by e-commerce and independent brand launches. At the same time, Canadian buyers

Market Analysis

5.1 Target Market Overview

The Canadian apparel market is driven by importers, wholesalers, and private-label retailers.

AsiaTex Canada targets small-to-mid-size fashion enterprises (SMEs) and e-commerce brands seeking quality, flexibility, and traceability.

The company's three priority segments are:

1

Established Importers & Wholesalers

- Medium-scale distributors for retail chains, promotional clients, and uniforms.
- Require consistent quality, volume reliability, and rapid reorder.

Services & Business Model

6.1 Overview of Business Model

AsiaTex Canada Inc. acts as the North American marketing, sourcing, and liaison arm for AsiaTex Global Co., Ltd. (Vietnam). The Canadian subsidiary bridges Canadian buyers with the parent manufacturing facility, managing client relations, product development, order processing, and after-sales support.

The company's model combines:

- B2B sourcing for wholesalers, retailers, and corporate buyers;
- Private-label and small-batch programs for SME brands; and
- Value-added services: sampling, QA coordination, and logistics.

Direct ownership of the Vietnam facility ensures pricing consistency, production transparency, and quality control. The Canadian office focuses on relationship management, design translation, and growth enablement for North American clients.

Competitive Landscape

7.1 Overview

The Canadian apparel sourcing industry is highly fragmented and competitive. It includes import agents, trading houses, local workshops, and integrated brands with their own offshore manufacturing. Despite strong competition, a significant service-quality gap exists, especially for small buyers seeking flexible, ethical, and transparent sourcing. AsiaTex Canada differentiates itself by combining direct manufacturing ownership with local representation, offering a unique hybrid model.



Marketing & Sales Strategy



6. Marketing Objectives

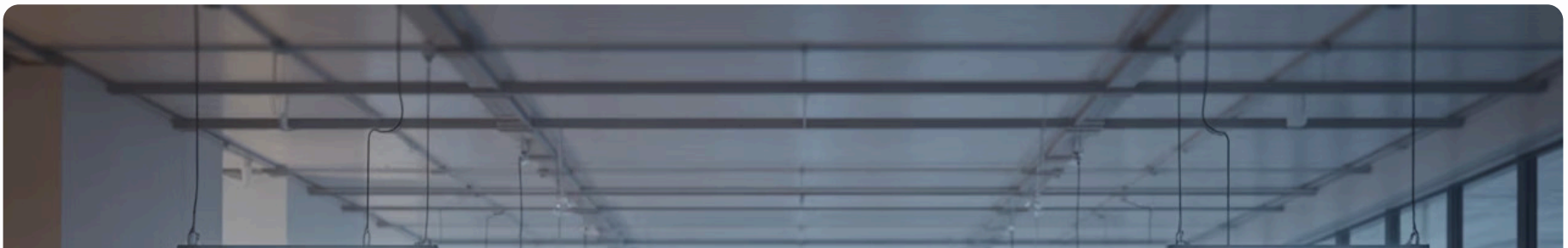
Operations Plan

9.1 Operational Objective

AsiaTex Canada aims to establish a Canadian sourcing and liaison office. It will manage client acquisition, sample development, order coordination, and quality assurance between Canadian buyers and the Vietnam manufacturing facility.

Operations will start in a Toronto co-working space (6-9 months), moving to a dedicated office/showroom once a stable client base is achieved. The focus is on lean, tech-enabled, service-oriented operations, emphasizing speed, transparency, and cross-border efficiency.

9.2 Office & Facility Setup



Management & Staffing Plan

10.1 Management Philosophy

AsiaTex Canada Inc. operates with a lean, adaptive management structure, combining centralized manufacturing control from Vietnam with decentralized client management in Canada. This approach ensures agility, accountability, and clear reporting, maintaining the parent company's production excellence and the subsidiary's localized responsiveness.

The management framework emphasizes:

- **Transparency:** Clear delegation and reporting between offices.
- **Efficiency:** Technology-enabled coordination to minimize communication lag.
- **Empowerment:** Training Canadian staff to handle key client and operational functions within two years.

10.2 Organizational Structure

Financial Plan (3-Year Projection)

11.1 Financial Objectives

AsiaTex Canada Inc.'s financial strategy targets stable, scalable operations through prudent investment, cost control, and gradual revenue growth from B2B sourcing. We maintain a low fixed-cost, high-efficiency model, leveraging parent company manufacturing to minimize capital risk.

Primary Objectives:

1. Maintain positive cash flow within 18 months.
2. Achieve break-even by end of Year 2.
3. Generate sustainable profit margins by Year 3.
4. Ensure tax contribution and job creation in Canada.

11.2 Initial Investment (Parent Company

SWOT & Risk Management

12.1 Overview

This section assesses AsiaTex Canada Inc.'s internal capabilities, external market conditions, and strategies to mitigate challenges. Early identification of advantages and risks demonstrates proactive governance, crucial for long-term viability and evaluation.

SWOT Analysis



Immigration Rationale (ICT Executive Transfer Justification)

13.1 Program Context

The Intra-Company Transfer (ICT) – Executive (C12) work permit allows multinational businesses to transfer key personnel to a Canadian entity without a Labour Market Impact Assessment (LMIA).

Under this policy, the transferee must:

1. Be employed by a qualifying foreign enterprise with a genuine relationship to the Canadian entity;
2. Occupy an executive, senior managerial, or specialized knowledge role;

Confidentiality & Disclaimer

Confidentiality Notice

This document contains proprietary business information for immigration and business establishment. All contents, financial projections, and strategic frameworks are the intellectual property of AsiaTex Inc. and its preparer. Unauthorized duplication, disclosure, or use is strictly prohibited.

Business concepts and structures are unique to the proposed Canadian operations, aligned with IRCC requirements for the ICT Work Permit.

Version & Purpose Statement

This plan serves as a sample to illustrate the professional standard, format, and analytical depth of actual IRCC-compliant business plans.

All financial models, staffing details, and market data are based on conservative, research-backed estimates. The full operational business plan for clients includes expanded sub-sections, market references, and detailed appendices.