

# Cotton On

## Access to New Markets

### About Cotton On

The Cotton On Group is a retail powerhouse renowned for its winning combination of globally relevant fashion at affordable prices. It all began back in 1991 with one store in Geelong, Victoria. From modest beginnings, Cotton On has quickly evolved into a bona fide fashion destination boasting 700 stores globally by November 2010 and 4500 employees. The original Cotton On offer has expanded to successfully branch into intimates, sleepwear and active-wear with Cotton On Body; children's fashion with Cotton On Kids, footwear with Rubi shoes; and gifts and stationary with Typo. With a significant presence in Australia, New Zealand, Singapore, Hong Kong, Malaysia and the US, and a vision to open stores into the thousands in the coming 5 years, Cotton On Group is taking the world by storm.

### Key Issues

- Partnerships / Joint Ventures to assist in providing people, infrastructure and systems to support Cotton On's aggressive growth strategy
- Access – establishing store locations in new geographic's outside of Australia & New Zealand
- Need for Critical Paths event management & visibility
- Previous Australian owned global forwarder was providing good service into Australia, however, lacked the presence and information systems for destination countries outside of Australia

### Proposed Solutions

- To provide infrastructure advice and distribution channels for new markets
- Lead time analysis and management reporting for all supply chain destinations
- Implement iCON, Toll's Information Control Platform, to facilitate global visibility from placement of international purchase order through to Cotton On's distribution centre / stores
- Design a separate supply chain for new store fit-out including fixtures and fittings

### Outcomes Achieved

Since March 2009, Cotton On has increased a number of stores from 430 to 610, as at 31 January 2010. A growth of 180 stores in 10 months. Store growth included store presence in two new markets, being Malaysia (3 stores) and the United States (6 stores). During this period, the number of stores in Singapore doubled to 22. Commenced phase 1 rollout of iCON, with completion due late 2010

