

Risks and Opportunities

The objectives of the management are well aligned and harmonized with the overall strategic objectives of the company. Following strategies were adopted by the management to achieve its objectives:

Risk

Technological Obsolescence

Mitigants

The company continuously invests in expansion, modernization, upgrading its manufacturing facilities and keeping pace with advancements in technology in order to remain competitive in future.

Business Risk

The company stays competitive and up to date to face this risk.

Foreign Exchange Risk

The company is shifting towards local buying. However, some raw material is not available locally due to which it has to be imported. In order to mitigate this risk, the company has shifted to on sight LC. Furthermore, the company is trying its level best to negotiate prices with customers to pass on these fluctuations.

Liquidity Risk

The company makes sure that it always has sufficient cash flows to meet its liabilities on time. The company working capital cycle is maintained through long term and short-term borrowings and equity to maintain a proper mix between different sources of finance to minimize risk.

Credit Risk

The company has robust procedures for credit approval and closely monitors the exposure of credit limits to access the financial viability of all counter parties in order to avoid risk.

Diversification Risk

The company is constantly investing in the diversification of its businesses and technical expertise.

Opportunities

Modern technology

RPL is using state of the art upgraded machinery in its operations giving it a competitive edge in the market.

Strong Relationships

RPL believes in maintaining long term business relationships with its customers, suppliers and business partners. RPL clientele majorly consists of blue chip companies and who have been working with RPL for many years.

Backward Integration

RPL is investing in Roshan Sun Tao Paper Mills (Pvt) Limited, Subsidiary of RPL, allowing backward integration. It will help

RPL solve its raw material constraints and provide uninterrupted supplies to its customers.

One stop for all packaging needs

RPL has the ability to deliver a wide range of packaging solution from primary packaging to secondary packaging. With this great strategic edge, the Company is in a tactical position to secure more local market share and enjoy benefits of economies of scale.

Production Capacity

The Company aggressively pursues local and international markets to fully utilize its potential capacity and earn higher return for its shareholders

E-commerce plat form

Roshan Packages Limited is the first packaging company of Pakistan that has introduced an ecommerce portal to meets the demand of individual and reached masses. Through Roshpack.com we will tap into the growing needs of startups as well as households.