



UNCLE SAM a.s. was founded in 1989

At present, our company presents itself under the UNCS brand which resulted in recent years from the need to create a new, young, vibrant and especially self-confident style with a modern design.

BRAND VALUES

The brand values are literally embodied in: timeless design, accent on detail, comfortable cuts combined with first-quality materials, precise processing and excellent ratio of price and the first-quality offered.

We achieve real uniqueness in casual street & sportswear fashion by offering ten men's sizes "S to 7XL."

People wear UNCS clothes in their free time or at workplaces without dress code policy and, naturally, for sports. Our products and cuts express life style, freedom and independence.

The UNCS brand is popular. We are pleased by a growing interest of both domestic and foreign business partners.

Positive responses of a growing number of customers in our stores are important for us. Our products are made by carefully chosen producers with long-standing experience, regardless of their geographical location. Keeping first-quality in production and having all processes up to the distribution itself co-ordinated, that is the key to success.

Twice a year, new collections, namely spring/summer and autumn/winter, are presented under the UNCS brand and these are offered for sale both in our own brand chain stores and in affiliate stores in several other countries. At present, customers can visit 13 stores in the Czech Republic, 3 stores in Slovakia,

3 stores in Russia and one store each in Australia, USA, Finland, Austria and Ukraine.

Since 2006, every customer is welcome to become a member of UNCS customer club and enjoy exceptional benefits for club members. The UNCS club represents for us another way how to thank our regular customers for their long-term support.

COMPANY PROFILE

In the field of casual street & sportswear fashion, the company Uncle Sam, a. s. is active as

- *producer*
- *wholesaler*
- *retailer*

In the field of marketing and creativity, we focus mainly on

- *designing and managing advertising campaigns*
- *presentation on Czech as well as world fairs*
- *organization of fashion shows at social events*
- *registration in Czech as well as world catalogues*
- *cooperation with popular celebrities*

Between 2001 and 2010, we cooperated with the store chains TESCO and AHOLD which we were supplying at first with our own collection (Shop in Shop). Following successful sales, we had been approached by both store chains with a request to manufacture goods for them according to their requirements; for the next three years, we were successfully satisfying this request. The cooperation was terminated in 2010 when the store chains started 100 % production and manufacturing of goods under their own labels.

COMPANY VALUES

Long-term profit:	it is prosperity rate and source of development of the company.
Development:	quantitative and especially qualitative development enables market share to grow and thus to ensure long-term stability and prosperity of the company and the employees.
Market orientation:	our business is based on recognizing, fulfilling and overcoming customer needs and wishes.
Human potential:	our employees are the fundamental source of our force; the company creates opportunities for their self-realization and for satisfying their needs.
Integrity:	the entire behaviour and conduct of individuals as well as company specialist departments is aimed at common goals; team strategy is an important means for their achievement.
Professionalism:	our goods as well as services are high-quality, both technically and technologically advanced and are subject to a permanent improvement process.
Positive attitude:	positive attitude, initiative, open communication and cooperation form necessary part of our everyday work.
Equal opportunities:	the company provides equal opportunities; the ability of an individual is always the fundamental criterion.
Honest conduct:	the company values honest conduct as a fundamental moral value.

STRATEGIC PLANS

During 25 years of practical experience gained on the market, our company has become a traditional brand. Therefore, we want to stick to our orientation on casual street & sportswear fashion segment. The aim of the company is to strengthen our current position based on the knowledge of the environment, expert authorities and quality with focus on providing products and services of higher added value and to branch to other countries and continents. The aim is to ideally establish cooperation with big partners on the relevant markets. We want to try to branch both via our affiliate stores and in the form of cooperation e. g. with store chains by shop in shop method, thus getting the UNCS brand among as many satisfied customers worldwide as possible.