

# Baikal Inc. Case Study

Apparel Manufacturing, Handbag, custom fabric....

## At a glance

Baikal Inc., is the leading U.S. handbag and accessories factory, working with emerging and established designers. Known for their commitment to quality, many of the top designer names in the industry started their journey with Baikal Inc., moving from their first sample to full production success.

## Key Outcomes and Impacts

Since joining Maker's Row, Baikal Inc. has:

- **Received numerous daily inquiries from new designers**
- **Increased their domestic client base**
- **Hired a full-time employee to handle incoming inquiries**

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Thanks to Maker's Row, we receive inquiries all day long from designers looking for domestic manufacturers. It has truly transformed our business

”

**-Nicole Levy, Vice President**

**BAIKAL**  
HANDBAG MANUFACTURING IN THE U.S.A

**Founded:** 1999

**Location:** New York, NY

**Specialization:** Handbags, embroidery, fabric,

**Factory Size:** 60 employees

**Website:** <https://unionwear.com/>

## CHALLENGES



Before partnering with Maker's Row, Baikal Inc. faced several challenges, including:

- **Limited marketing reach:** They struggled to promote their services to a broader audience of local designers.
- **Difficulty connecting with clients:** Baikal Inc. found it challenging to attract new business from designers looking for domestic production alternatives to overseas manufacturers.

## SOLUTIONS



Maker's Row provided Baikal Inc. with an ideal platform to showcase their services and connect with potential clients:



**Increased visibility**



**Steady stream of inquiries**



**Domestic connections**

## FUTURE PLANS



1

### Expanding their services:

With the increasing demand from U.S.-based designers, Baikal Inc. plans to broaden their offerings to meet client needs.

2

### Strengthening their position:

Baikal Inc. aims to solidify its reputation as a leading domestic apparel manufacturer, becoming the go-to choice for local designers.

**Looking to grow your manufacturing business and connect with top-tier clients?** Maker's Row can help you achieve your goals. Gain the visibility & connections you need to expand your business!

**Book a Demo now!!**