The MAS philosophy of customer-centric innovations and flexibility has served well in acquiring and sustaining a prestigious portfolio of customers. MAS Holdings implements a web based ERP system that offers all customers the visibility to check the progress of orders placed from anywhere in the world. The system is updated by the factory at the end of each manufacturing process, enabling the customer to keep close tabs on the order placed. The intellectual capital becomes a common problem for whole apparel industry, the working culture of MAS Holdings apparently is different. The employee empowerment is highlighting feature in its working culture, as a result of that the company enjoys a negligible rate of employee turnover.

MAS Holdings (Pvt) Ltd used diversification strategies also to their long term plans to achieve the vision and the mission of the company. Diversification can be applied in as related to the industry or else as unrelated to the industry where the company currently focusing on. They started BNK trading company to control the procurement process in the MAS Holdings. Here BNK supplies stationery to MAS Holdings as they could make a drastic reduction in their expenses. South Asia apparel conglomerate, MAS holdings took a significant step recently, as it sealed its commitment to become the first Sri Lankan company to commence manufacturing in the United States. MAS will achieve this through the acquisition of the Business operations of Acme McCrary Corporation, which is established in North Carolina.

The company has been reinvesting their profits in new technology and expansion programs. That is one major reason for their growth in a comparatively short period. They regularly look at cost cutting solutions; when the costs go up owing to recession or slowing down of export markets, they introduce cost reduction methods. IT is widely used and the employees ‘dealings with IT is given the latest equipment to work with. Most areas of the production line are semi-automated. The company has also taken measures to minimize the use of power by introducing green energy solutions such as skylights and solar power systems for manufacturing plants and the water is recycled and used for gardening and toilets in an effort to conserve water. The impressive building structure and the offices with a blend of natural and power generated lights are testimony to this. The company plan to go for total green concepts sooner.

MAS Holdings becomes the latest apparel and textile manufacturer to become a value chain affiliate of the Zero Discharge of Hazardous Chemicals (ZDHC) group, as it works to move the industry towards a goal of zero discharge of harmful chemicals to the environment by 2020.