

# Stratfix and Surbhi Group Join Forces to Enhance HR and Management

**Stratfix Consulting, a business management consulting firm is thrilled to announce a new partnership with Surbhi Group, India's leading textile brand.**

**Surat, Gujarat Nov 10, 2024 ([Issuewire.com](https://www.issuewire.com)) - [Stratfix Consulting](#)**, a business management consulting firm is thrilled to announce a new partnership with Surbhi Group, India's leading textile brand, with exceptional strength and capabilities in various manufacturing segments like yarn, weaving, knitting, embroidery, and garments in the textile industry.

As a traditional family business, Surbhi Group has had to undergo significant transition to adopt more structured processes and performance management systems in order to meet the evolving demands of the textile industry.

Mr. Ratibhai Patel and Mr. Ravjibhai Patel, the head of the family and first-generation entrepreneurs, are visionary leaders and skilled executors, their qualities are clearly evident in the second-generation stakeholders of the organization.

Second-generation entrepreneurs, who are the current face of Surbhi Group, demonstrate the commitment to carrying forward the legacy of the brand through continuous innovation and strategic decision-making.

This collaboration between Stratfix and Surbhi exemplifies the dedication of the second-generation entrepreneurs to drive overall business growth through transformative leadership and employee development initiatives across the group.

Stratfix Consulting aims to help tackle several critical challenges faced by Surbhi, aiming to enhance their Human Resource practices and overall organisational efficiency. The objective is to streamline operations, improve recruitment and employee engagement, and support Surbhi's future growth and expansion plans.

The aim behind this partnership is to address key issues such as an ineffective management structure, the absence of a dedicated HR department, and the need for better leadership training.

Stratfix Consulting would help Surbhi to implement a more organised management framework, establish a comprehensive HR department, and develop structured training programs across departments.

Mukul Goyal, Co-Founder of Stratfix Consulting, expressed his excitement about the partnership, stating, "We are delighted to partner with Surbhi and assist them in overcoming their organisational challenges. Our expertise in HR and management practices will help them enhance their operations and achieve their strategic goals. We are confident that this collaboration will lead to significant improvements and drive their success."

Ritesh Patel, Director of Surbhi Textile Mills, commented, "We are excited to partner with Stratfix Consulting to identify gaps and address our organisational challenges. Their expertise in HR and management will be invaluable as we work to streamline our operations, enhance employment recruiting and management practices, and develop our core leadership team. We are confident that this

collaboration will help us achieve our growth objectives and drive Surbhi's continued success".

This announcement marks an important milestone for both Stratefix Consulting and Surbhi Group. They are committed to delivering practical solutions that will make a real difference in Surbhi's organisational performance. We look forward to a successful partnership that will contribute to Surbhi's continued growth and success.

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