ABSTRACT

The textile and apparel industry is one of the leading segment of the global business and thus to Indian economy and the largest source of foreign exchange earnings for India. Global business is a term that describes all commercial transactions that take place between two or more regions beyond their geographical and political boundaries. The production of garment apparel in India was, until recently, reserved for the small scale industry with IT (Information Technology) exploration and system reinforcement in every part and step of its processes and functions. Although the apparel industry is one of the major contributor in today’s economy it has its own deficiencies in accessing unexplored global market due to lack of deployment of system application and thus without a systematic procedure to retain customers thereby affecting factor of time and profit maximization. The leading scope of this research study is to emphasize the importance of enabling system oriented global business with respect to Tirupur garment export industry and to analyze the developed effects of business performance. This study found out the opportunities available for Tirupur garment export industry in global business market
influencing market expansion with respect to the competition in the business environment globally.

The study follows descriptive research methodology and a self administered questionnaire is used to collect the response. A sample of 500 garment exporters who were registered under AEPC (Apparel Export Promotion Council) were chosen as sample and the sources of data include both primary and secondary. The data were exported into statistical software like SPSS (Statistical Package for Social Sciences) and VPLS (Visual Partial Least Square) for analyzing the data. In recent years the growth of IT enabled services take over many business and garment industry is also one such. India is known for both IT enabled services and also garment exports. When these two sectors are integrated together the benefits will be wholesome. From the analysis of the data it is found out that the management of the organization felt that the reinforcement of information technology enabled services is costly and also the employees are not aware of using updated technology. Because of these reasons the top management cannot work out on simple issues. So keeping these in mind the researcher has developed a customized tailor made Garment Export Management (GEM) Model to integrate and manage the overall function in a garment industry irrespective of small, medium or large scale industries.
This research enhances the evaluation of the influence of information technology on the business processes in Tirupur Garment Industry, Tamil Nadu, India, explaining the benefits of intranets and extranets, bringing the global business effectively and efficiently along with the review of some contemporary key issues on the process. Additionally, this research will enable suggestions for every garment industry of Tirupur to revamp their strategies for better global businesses. Indian manufacturing industry has all the qualities that can enhance economic development, increase the productivity and face competition from the global markets. This study revealed the penetration of IT infrastructure especially the usage of personal computer is high. Similarly, the availability of internet and use of email is also high. Therefore, the basic requirement is not a hindrance. However, the adoption of ERP (Enterprise Resource Planning) and SCM (Supply Chain Management) is not so prevalent initially because of the size of the organization. Indian industry mostly has small and medium enterprises and this is the major challenge of ERP and SCM adoption. The statistical analysis of data has given insight into several problems and prospects of garment industries and provides some solutions to solve those problems. Based on the research study, suggestions were given for textile industries at Tirupur to improve its performance and to run the garment industries in a successful manner with the application of IT in e-business and e-commerce.