PART - I : GENERAL INFORMATION

1. Name of the company :

2. Address :

3. Brand Name :

4. Established in _____________ Year.

5. Name/s of owner :

6. Nature of Business organization :
   a) Proprietership
   b) Partnership
   c) Private limited
   d) Public limited

7. Investment :
   a) Initial Investment Rs. _________________
   b) Total investment at present Rs. _________________
   c) Turn over Rs. _________________
8. Financial assistant & : How much Rs. ____________________
   a) Government aid
   b) Bank
   c) Personal
   d) Through shares

9. No. of benefits taken from Government.

10. Area :
    a) Total area __________ Sq.Mt.
    b) Build in area __________ Sq.Mt.

11. Types Of Garment Manufactured :
    a) Men’s wear :
    b) Women’s wear :
    c) Children’s wear :

12. No. of person’s employed : ________________

13. Production of shirts (per day) ________________

PART - II : SHIRTS :

1. Shirts of which sizes do you produce ?

2. Shirts of which sizes do you produce ?

3. Selection of pattern :
   (i) a) designer
   b) Proprietor
   c) Cutting master
   d) According to party's order
   e) Other
(ii) Use readymade blocks paper pattern?
   a) available in India by R.M.P.
   b) R.M.P. available in India abroad.

(iii) Prepare by computer.

4. Raw material information:

(i) Fabric:
   (a) Quantity __________________
   (b) Quality __________________
   (c) Amount in Rs. ______________
   (d) Purchased from ______________
   (e) How long it will last __________
   (f) Price range Rs. ______________

(ii) Sewing thread:
   (a) Quantity __________________
   (b) Quality __________________
   (c) Amount in Rs. ______________
   (d) Purchased from ______________
   (e) How long it will last __________
   (f) Price range Rs. ______________

(iii) Buttons
   (a) Quantity __________________
   (b) Quality __________________
   (c) Amount in Rs. ______________
   (d) Variety _____________________
(e) Sizes ______________
(f) Purchased from ______________
(g) How long it will last ______________
(h) Price range Rs. ______________

(iv) Collar:
(a) Quantity ______________
(b) Quality ______________
(c) Types ______________
(d) Amount of Rs. ______________
(e) Purchased from ______________
(f) How long it will last ______________
(g) Price range Rs. ______________

(v) Lining:
(a) Quantity ______________
(b) Quality ______________
(c) Amount in Rs. ______________
(d) Purchased from ______________
(e) How long it will last ______________
(f) Price range Rs. ______________

(vi) Zippers:
(a) Sizes ______________
(b) Quantity ______________
(c) Quality ______________
(d) Types __________________
(e) Amount in Rs. __________________
(f) How long it will last _____________
(g) Price range Rs. ________________

(vii) Labels :
--------
(a) Quantity _______________
(b) Quality _______________
(c) Types _______________
(d) Amount in Rs. _______________
(e) How long it will last _____________
(f) Price range Rs. ________________
(g) Types :
(1) Brand label
(2) Descriptive label
(3) Information label
(4) Guarantee label
(5) Trade label

(viii) Packing material :
----------------------
(a) Type __________________
(b) Quantity _______________
(c) Quality _______________
(d) Purchased from _______________
(e) Amount in Rs. _______________
(f) How long it will last _____________
(g) Price range Rs. ________________
5. What is the price range of shirts manufactured in your factory?

6. How do you determine price for your shirt?

7. Do you take any steps for controlling the cost of your product?

8. How much do you incur on the following:

i) Start up costs
   a) Business license annual Expense Rs. __________
   b) Other start-up costs Rs. ________________

ii) Cost of goods purchased Rs. ________________

iii) Cost of services provided Rs. ________________

iv) Operating Expenses:
   (a) Rent Rs. ________________
   (b) Taxes Rs. ________________
   (c) Employee Salaries Rs. ________________
   (d) Advertising Rs. ________________
   (e) Utilities Rs. ________________
   (f) Maintenance Rs. ________________
   (g) Insurance Rs. ________________
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>(h) Interest on loans</td>
<td>Rs.</td>
</tr>
<tr>
<td>Loan payment</td>
<td></td>
</tr>
<tr>
<td>(i) Office supplies</td>
<td>Rs.</td>
</tr>
<tr>
<td>(j) Stationary</td>
<td>Rs.</td>
</tr>
<tr>
<td>Business cards</td>
<td></td>
</tr>
<tr>
<td>(k) Shipping supplies</td>
<td>Rs.</td>
</tr>
<tr>
<td>(l) Dues and publication</td>
<td>Rs.</td>
</tr>
<tr>
<td>(m) Bank charges</td>
<td>Rs.</td>
</tr>
<tr>
<td>(n) Travel</td>
<td>Rs.</td>
</tr>
<tr>
<td>(o) Professional Expenses:</td>
<td></td>
</tr>
<tr>
<td>Lawyer</td>
<td>Rs.</td>
</tr>
<tr>
<td>Accountant</td>
<td>Rs.</td>
</tr>
<tr>
<td>(p) Other</td>
<td>Rs.</td>
</tr>
<tr>
<td>Total operating expenses</td>
<td>Rs.</td>
</tr>
<tr>
<td>Equipment</td>
<td>Rs.</td>
</tr>
</tbody>
</table>

9. No. of Sewing Machines used:
   (i) Local make ______________________
   (ii) Imported _______________________
   Total ____________________________

10. Types of machines used:
    a) Cutting machines:
       1) Vertical blade _____________
       2) Round blade _______________
b) Common training sewing Machines

c) Industrial (Heavy duty) electrical clothing manufacture Machines:

Yes ________ No ________

Which types ________

d) Threadover lock machines with motor.

e) Top fusing machines

f) Collar turning and pressing Machines

g) Electronic Button sewing & Buttonhole sewing Machines

h) Electronic and stitching Machines

i) Automatic pocket setter and packet sewing Machine

j) Embroider Machine

(1) Single Needle Machine

(2) Six Needle machine

k) Iron with vacuum:

(1) Hy - Steam Iron

(2) Twin chamber steam Iron.

(3) Vacuum table or vacuum table with iron.

(4) Portable steam Generator with iron.

(5) Electrical iron.

L) Shirt folding

m) Finishing machines

n) Any other
11. Do you face any problems with your machines?
   If Yes,
   What problems do you face?
12. What is the production method used:
   a) Total job by one person.
   b) Group system
13. What is the step technology used for production.
14. Do you number the different styles? So that the person who is sorting out and stitching the garments will know how the final garment will look like.
15. How do you maintain the quality:
   a) Inspection at each stage of production.
   b) Inspection at final production.
   c) Any special action taken.
16. Reasons for rejection:
   a) Rejection due to fabric defects.
   b) Rejection due to poor finishing of Garments.
   c) Rejection due to design defects.
d) Rejection due to staining.
e) Rejection due to high price.
f) Any other reasons.

17. If the good has some fault and consumer approaches you, what benefit do you give:
a) Pay back the money
b) Replace the good
c) Any other

18. How do you manage the surplus and the rejected garment:
a) Send it to the open market
b) Conduct sales (discount sales)

a) Local order
b) Without order
c) Expert through
d) Expert through outside order

20. Do you have seasonal demand
a) Seasonal oversize demand
b) Seasonal domestic demand
21. How do you meet the Seasonal demand.
   a) Local tailor
   b) Overtime labours

22. Where do you market your product.
   a) Domestic market
   b) Export market

23. Which channel do you use from manufacture to consumer:
   a) Manufacture — Whole saler — Retailer — Consumer.
   b) Manufacture — Whole saler — Commission agent —
       retailer — consumer.
   c) Manufacture — commission agent — retailer —
       consumer.
   d) Manufacture — retailer — consumer.
   e) Manufacture — Consumer

24. How much is the gap from buying the raw material to
    selling of the material to the ultimate consumer.
   a) How do you manage the money that is blocked.

25. Do you take help of any marketing agency to market
    your product?
26. How much money do you spend on advertising?

a) Which media is used:
   1) Radio
   2) T.V.
   3) Press
   4) Hoardings
   5) P.O.P. material
   6) Cinema slides
   7) Canvassing
   8) House to House
   9) Exhibition
   10) Fair
   11) Outdoor display

27. Do you use promotional techniques for selling garments.

a) For retailer
   i) Gift
   ii) Discount
   iii) Commission
   iv) Any other

b) Consumer
   i) Gift
   ii) Discount
   iii) Commission
   iv) Any other
28. How do you export garments:
   a) Through private agent
   b) Through export house (Govt)
   c) On your own
   d) Any others

29. To which countries are you exporting?

30. Do you find any problem in exporting garments.
   a) Procedural difficulties
   b) Time constraint
   c) Quota/order
   d) Any other

Part - III: OTHER INFORMATION

1. a) Do you use any computer in your industry? If yes, for what purpose?
   - How does it help you?

b) Have you employed people specially to deal with the work done on computers?
or

You have trained people who were already working.
If No __________ are you thinking of buying a computer why?

2. According to you, how does fashion & season influence your product.
   
a) How do you predict the fashion changes.

3. Do you wish to expend your business. Why?

4. According to you, is the scope of your business good?

5. Any advice for individual, who wants to start a ready-made shirt manufacturing business.