CHAPTER VI

FINDINGS, SUGGESTIONS AND CONCLUSION
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6.1 INTRODUCTION

This chapter focuses on probing the light on various factors determining the competitiveness of the garment merchandisers. The various factors considered for the study were:

1. Execution of orders
2. Dealing with a buyer
3. Market knowledge
4. Planning and control
5. Line development
6. Competitiveness
7. Importer’s attitude
8. The elements determining the production and quality

The various findings of the listed variables are nutshelled on justifying the competitiveness of garment merchandisers.

6.2 FINDINGS:

The following are the findings based on the analysis:

6.2.1 Demographic factors of the Garment Merchandisers are elaborated to have a significant light on the Efficiency

i. Seventy Five per cent of the exporters are carrying out Merchant export, 12.5 per cent of the exporters are performing Manufacturing exports and Third party buying houses by sharing the same 12.5 per cent respectively.

ii. Fifty Two per cent of the merchandisers are female and the remaining 48 per cent of the merchandisers are male.
iii. Forty per cent of the exporters are operating as firm, 30 per cent of the exporters are operating as company, 22 per cent of the exporters are sole proprietors and the least 8 per cent of the exporters are operating as Buying House agencies.

iv. Thirty Two per cent of the exporters are running their Units for a period of 7-10 years, 30 per cent of the exporters are running their Units for a period of 5-6 years. 24 per cent of the exporters are running their Units for a period of 10-20 years and the least 14 per cent of the exporters are running their Units for a period of above 20 years, less than 5 years having a share of 10 per cent respectively.

v. Forty Four per cent of the merchandisers have completed P.G. Diploma in Fashion Designing, 36 per cent of the merchandisers have completed Diploma in Fashion Designing and Knitting. 16 per cent of the merchandisers have completed B.Sc Fashion Designing and the least, 4 per cent of the merchandisers have completed Degree in Fashion Designing and Apparel.

vi. Thirty Eight per cent of the Garment Merchandisers knew Hindi, 36 per cent of the merchandisers are fluent with English and Hindi. 26 per cent of the merchandisers are conversant English.

vii. Forty per cent of the merchandisers work for 16 hours in a day, 34 per cent of the merchandisers work for 12 hours in a day, 20 per cent merchandisers work for 8 hours in a day and the least - 6 per cent of the merchandisers work according to the nature of work.

viii. Sixty Two per cent of the merchandisers are unmarried and the remaining 38 per cent of the merchandisers are married.
ix. Thirty Six per cent of the merchandisers earn a monthly income of Rs. 21,001 - 30,000, 30 per cent of the merchandisers earn a monthly income of Rs. 41,001 - 50,000, 20 per cent of the merchandisers earn a monthly income of Rs. 31,001 - 40,000 and the least of 14 per cent of the merchandisers earns an income between Rs. 12,000 to 20,000.

x. Seventy per cent of the exporters produces 1 lakh pieces per year, and the remaining of 30 per cent of the exporters produce 1 lakh and above 1 lakh pieces.

xi. Fifty per cent of the merchandisers are designated as Senior Merchandisers and the 50 per cent of the merchandisers are designated as Junior Merchandisers.

6.2.2 Execution of Orders

Execution of mass orders is the pragmatic problem of the garment merchandisers to prove their efficiency in a limited time.

i. Garment merchandisers are working with multiple segments viz, women, men and children.

ii. The garment merchandisers earn more than 1-5 lakh dollars in a given order.

iii. The garment merchandisers make a steneous scheduling for their production as because that will determine their efficiency.

iv. If the garment merchandiser’s fails to do scheduling for production, it leads them to mess-up in timely delivery.

v. The garment merchandiser’s have a proper check on quality control, if variation in quality results in the execution of orders, that will lead to cancellation of the sourced order.
vi. The garment merchandisers plan for daily wise, month wise inspections in the course of production.

vii. The garment merchandiser’s get process wise report and daily reports from the line staff in order to give on-time delivery to the importer.

viii. The garment merchandisers adopt themselves to tradition as well as fashion trends to source good orders from the buyers.

ix. The junior merchandisers and the line staff determines the work efficiency of any export order. Hence, the garment merchandisers have adequate number of workmen for the purpose of production.

6.2.3 Dealing with the Buyer

The relationship maintained by the garment merchandiser’s with the buyer promotes continuous sourcing of orders. Hence, the necessity of Customer Relationship Management becomes inevitable for the garment merchandisers.

i. The garment merchandisers maintain relationship with so many importers/buyers to get orders.

ii. The relationship maintained by the garment merchandisers ease the process of communications made on quality of follow-ups.

iii. Thirty Six per cent of the garment merchandisers communicate with the buyers on a routine basis in order to clarify doubts and get approval status for the order sourced.

iv. The knitted garment merchandisers prefer to work with the European and American buyers than with the Arab buyers.

v. The merchandisers communicate the modification given by the buyer to their line staff through main and order sheets for immediate action.
6.2.4 Market Knowledge

The knowledge on the market gives strong belief of efficiency and determines the functionality of the garment merchandisers.

i. The knitted garment merchandisers give prime importance to fabric, colour and fashion for the apparel production.

ii. The knitted garments have a thorough knowledge on men, women and children’s apparel as they could serve the multiple segments totally.

iii. The knitted garment merchandisers are strong in their opinion that the casual and fashion style of apparels are fast moving than the leisure apparels.

iv. The knitted merchandiser’s get orders on autumn and winter seasons and have to source order during spring and summer seasons.

6.2.5 Planning, Control and Line Development

Planning, control and line development determines the overall dimension of the functionality of the knitted garment merchandiser.

i. The knitted garment merchandiser’s give prime importance to designing a merchandising calendar, and design activities and followed by shelf stock plan, sales forecast and style focus.

ii. The knitted garment merchandisers conduct research for all consumer segments and specifically for multiple styles (men, women and children).

iii. The knitted garment merchandises plan heavily by putting their time and energy for pre-costing and final costing as it will affect the entire process of production.

iv. The senior knitted garment merchandisers rely upon stocking of raw materials for all the multiple segments of production as it could facilitate them in easy start up of production.
6.2.6 Competitiveness

i. UAE and Germany are the prime countries which supports Indian garments and the other countries to name are USA, European Union, Singapore, Sweden are the countries giving continuous orders for the Indian knitted garments.

ii. The knitted garment merchandisers forecast the trends of fashion to support their competitiveness in souring orders.

iii. A mandatory separate room has been building in the knitted garment units to facilitate the display of samples covering multiple segments.

iv. The knitted garment merchandisers efficiency and functionality is completely depended on going with quality parameters, presentation of styles on time delivery, and seasonal style, which are specified by the buyer.

v. The price promotion factors occupy the prime importance than the place and products as because the buyers mindset is on par with the quality and the quantity factors.

vi. The knitted garment merchandisers highly coordinate with the labour to maintain quality certification markets, trend and productivity with food quality as it is the major competitive factor to be adhered in the knitted garment production.

vii. Seasonal forecast and design selection are the essential strength factors of the merchandisers, mass orders and follow-ups leads to weakness, innovation price management and decision making are the conservative factors. Mass production and salary are the serious threat factors which affect the competitiveness of knitted garment merchandiser.
6.3 SUGGESTIONS

In order to sustain the competitiveness of knitted garment merchandising, the following suggestions were highlighted by the researcher

6.3.1 Field Knowledge

To have business acumen to keep abreast, the merchandiser should have a practical know-how relating to the nuances of his job. This can be applied to effectively forecast business trends and activities. This technical know-how combined with experience got over the years increases the merchandising expertise for problem handling.

6.3.2 Communication Skill

Communication is the fulcrum around which any business revolves. Hence the merchandiser should hone his communication skills to develop an effective rapport with the exporters and parties concerned. This will help the merchandiser to implement the principle of “management by exception” for better business management.

6.3.3 Computer Knowledge

Information technology has a resounding impact on every sphere of business activity, acquiring computer knowledge has become a necessity to aid decision making to combat market competition.

6.3.4 Education

Education is a compulsion in every field of business activity. To ease the communication block between the merchandiser and business associates, enhancing the academic qualification in the forthcoming years has become essential.
6.3.5 Technical Knowledge

Technical competence for the merchandiser is gained after long experience, enabling him to handle technical snags and ensure effective management traits.

6.3.6 Ability to evaluate

The merchandiser should pursue adequate managerial skill to lead peers, and subordinates and coordinate activities with related departments. In addition, the merchandiser should have the capacity to negotiate process, and place sample bulk orders. For discharging these functions, the merchandiser should be confident and capable of effective communication on an inter-organizational and intra-organizational basis.

6.3.7 Knowledge to expediting procedures

For expediting the orders, the merchandiser should be well-versed in the multi-dimensional aspects of production, which is possible only, when, the merchandiser:

a) has an adequate and appropriate product and market knowledge

b) fully understands operational processes and systems

c) keep abreast with the latest developments in the national and international apparel industry

d) has a comprehensive understanding of the customer/consumer

e) has full understanding of the 11 applications pertaining to the apparel industry

f) possess generic/cognitive skills
6.3.8 Decision making skill

It is basic quality which is highly essential in the case of merchandisers. Using this leadership skill, the merchandiser should be able to take timely decisions to ensure that the manufacturing and delivery of sample and bulk orders are executed in time. Decision making may be extended to cement a strong bond between the merchandiser and the customers. This is made possible when trendy CRM techniques are incorporated to add a personal touch with customers.

The merchandiser should tackle all the problems obstacles and difficult situations in the work place with the help of increased efficiency of the production line and workers. He should have an open mind to imbibe all the requirements to face the business challenges. For this, it is essential that he should have the ability to both learn and unlearn business techniques to sustain competition.

6.3.9 Initiative and adoptability

He should have initiative to venture into new avenues, which necessitate him to have a flexible attitude to adapt to the changing business scenario. Besides, the merchandiser should be creative and devise measures which are innovative to tackle complex business problems to ensure that a strong relationship is cemented between customers and employees simultaneously.

6.4 CONCLUSION

India is poised to emerge as one of the largest clothing producers in terms of number of units produced in the world if both domestic and export sectors are taken into consideration. The garment merchandiser has to concentrate on both domestic and export markets offer enormous potential growth in coming years. As a garment exporting country India has the potential to achieve remarkable growth in the coming
years. Moreover, with the up-to-date knowledge of cotton and synthetic fibers, hundreds of professionals will dedicate their service and business achievement to the growth of garment and fashion industry in India. Considering the growth in garment export in the past, India has a definite edge over competitors. However, the opportunity thus opening up cannot be made use of if the deficiencies are not brought down to control. The exporters and domestic manufacturers who move towards competitive advantage at a fast pace are bound to emerge successful. The supplier countries competing for export market share and growth can be left behind, if Indian garment exporters and fashion industry as a whole collectively formulate winning strategies for sustainable competitive advantage.

6.5 FUTURE EXTENSION OF THE STUDY

In the quota free regime the Tirupur knitted garment exporters have to face a cut throat competition from the Global Textile Giants. In order to survive in the competitive market the exporters have to be completely relied on the knitted garment merchandiser’s to source, survive and gain a share of profits in the exports.

The future researchers can extend the study by incorporating certain additional factors relating to the recent changes of Indian Textile and clothing industry as a whole as well as the status of Tirupur knit-wear exporters after quota free regime with the help of knitted garment merchandiser’s and buying offices.