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</tbody>
</table>
APPENDIX – I
INTERVIEW SCHEDULE

COMPETITIVENESS OF KNITTED GARMENT MERCHANDISERS
IN PROMOTING GARMENT EXPORTS
(with reference to knitted garment export units in Tirupur)

I. DEMOGRAPHIC/ SOCIO ECONOMIC STATUS

Name of the Merchandiser

Address of the merchandiser

<table>
<thead>
<tr>
<th></th>
<th>Name of the Concern</th>
<th>Nature of exports</th>
<th>Gender</th>
<th>Nature of the Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td></td>
<td></td>
<td>a. Male</td>
<td>a. Sole proprietor</td>
</tr>
<tr>
<td>1.2</td>
<td>Nature of exports</td>
<td></td>
<td>b. Female</td>
<td>b. Firm</td>
</tr>
<tr>
<td></td>
<td>a. Merchant exports</td>
<td></td>
<td></td>
<td>c. Company</td>
</tr>
<tr>
<td></td>
<td>b. Manufacturing exports</td>
<td></td>
<td></td>
<td>d. Buying house</td>
</tr>
<tr>
<td></td>
<td>c. Third party/buying house</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1.5 Age of the Concern
   a. Less than 5 Years □
   b. 5 Years – 6 years □
   c. 6 - 10 Years □
   d. 10 – 20 years □
   e. above 20 years □

1.6 Educational Level
   a. B,Sc Fashion Designing □
   b. P.G. Diploma in Fashion Designing □
   c. Diploma in Fashion Designing & Knitting □
   d. Degree in Fashion Designing & Apparel □

1.7 Languages known
   a. English □
   b. English & Hindi □
   c. Hindi □

1.8 Working hours in a day
   a. 8 hours □
   b. 12 hours □
   c. 16 hours □
   d. According to the nature of work □

1.9 Marital Status
   a. Married □
   b. Unmarried □
1.10 Monthly Income
   a. Rs. 12,000 to Rs. 20,000
   b. Rs. 21,001 to Rs. 30,000
   c. Rs. 31,001 to Rs. 40,000
   d. Rs. 41,001 to Rs. 50,000

1.11 Turnover
   a. Less than Rs. 1 crore
   b. More than Rs. 1 crore

1.12 Turnover in pieces per annum
   a. 1 lakh
   b. Above 1 lakh

1.13 Occupational status
   a. Senior merchandiser
   b. Junior merchandiser

2. EXECUTION OF ORDERS

2.1 State your primary target market
   a. Children
   b. Women
   c. Men
   d. Multiple
   e. All

2.2 State your approximate sales volume
   a. Less than 1 lakh dollars
   b. Between 1 lakh – 5 lakh dollars
   c. 5 lakh - 25 lakh dollars
   d. Over 25 lakh dollars
2.3 To whom you have to report?
   a. President (CEO) □
   b. Executive Vice President □
   c. Vice President (Marketing) □

2.4 Do you do the scheduling for production?
   a. Yes □
   b. No □

2.5 If yes, the production schedule will be
   a. For a week □
   b. For whole order □
   c. For a month □

2.6 Do you check and control the production?
   a. Every week □
   b. Daily □
   c. A month □

2.7 Do you do quality inspection & control?
   a. Yes □
   b. No □

2.8 If yes, state the period.
   a. Every week □
   b. Daily □
   c. A month □
   d. Whenever required □
   e. Stage wise □
2.9 State the kinds of reports are given
   a. Daily report ☐
   b. Process wise report ☐
   c. Order wise report ☐

2.10 Define your primary target market
   a. Children ☐
   b. Women ☐
   c. Men ☐
   d. Multiple ☐
   e. All ☐

2.11 State the size of the merchandising staff who reports to you
   a. 1 – 5 ☐
   b. 6 – 15 ☐
   c. 16 – 25 ☐

2.12 Are you a
   a. Fashion leader ☐
   b. Fashion follower ☐
   c. Traditional ☐
   d. Basic ☐

2.13 Whom do you prefer for inspection?
   a. By the suppliers merchandiser ☐
   b. Buyers representative ☐
   c. Inspection agencies ☐
   d. Phase indicate ☐
2.14 What appropriate AQL level do you prefer?
   a. Excellent  
   b. Good  
   c. Acceptable  
   d. No bother  

2.15 Which method do you prefer to carry out in-house production?
   a. Own labourers  
   b. Contract labourers  

2.16 Which type of production system do you prefer?
   a. Line production  
   b. Batch production  
   c. According to the style  
   d. Phase indicate  

2.17 How do you recruit your employees?
   a. Based on experience & qualification  
   b. Technically qualified & Talented youngsters  
   c. By recommendation  
   d. Both ‘a’ & c’  

2.18 What do you expect from employees?
   a. More commitment on work  
   b. More efficiency  
   c. Good workmanship  
   d. All the above  

2 DEALING WITH A BUYER

3.1 Do you deal with all buyers of the company?
   (a) Yes  
   (b) No
3.2 If yes, how many buyers are you dealing?
   (a) Less than 5 □
   (b) 6 – 10 □
   (c) 11 – 15 □
   (d) 16 – 20 □

3.3 State the Nature of follow up
   (a) Country wise □
   (b) Turnover wise □
   (c) Style wise □
   (d) Quality wise □
   (e) Department wise □
   (f) Follow upwise □

3.4 Do you communicate with buyer?
   (a) Daily □
   (b) Week □
   (c) Whenever required □
   (d) When there is any doubt/approval status □

3.5 If the buyer gives any modification in the ordered quantity how do you pass the information to various departments?
   (a) Through mail □
   (b) Routine communication □
   (c) Order sheet □

3.6 Which buyer do you prefer to work?
   a. American buyer □
   b. European buyer □
   c. Arab buyer □
4 MARKET KNOWLEDGE

4.1 State the nature of groups concentrated.
   a. Retail stores □
   b. Retail buyers □
   c. Store managers □

4.2 State the importance for your apparel on the following factors
   a. Color □
   b. Fabric □
   c. Fashion □
   d. Style □

4.3 State the important elements of fashion
   a. Color □
   b. Design □
   c. Flexibility □
   d. Style □

4.3 Rank the following factors based on importance
   a. Importance of designers in product □
   b. Importance of sampling department □
   c. Importance of fashion trends □
   d. Importance of exhibitions for new styles □
   e. Importance of modern technology □

4.5. State the importance of quality control in sourcing of sampling
   a. Very important □
   b. Important □
   c. Neutral □
   d. Not important □
   e. Least important □
4.6 Do you regularly participate in Fairs/show?
   a. Yes □
   b. No □

4.7 Knowledge on target market
   a. Children □
   b. Women □
   c. Men □
   d. Multiple □
   e. All □

4.8 State the nature of research on markets
   a. Shopping fabrics and trim markets □
   b. Participating in trade fairs and shows □
   c. Industry associations □
   d. Journals and periodicals □
   e. Internet sourcing □
   f. Styling consultants □

4.9 List fast moving category items
   a. Casual only □
   b. Casual and fashion □
   c. Casual and formal □
   d. Casual and leisure □

4.10 State the place of order on the season:
   a. Spring & Summer □
   b. Autumn & winter □
   c. Both □
4.11 How do you communicate to the importers?
   a. Phone/fax
   b. E-mail
   c. Voice-mail
   d. Couriers
   e. Direct contact

5. PLANNING AND CONTROL

5.1 Rank (1, 2, 3 etc.) the following factors on Planning & Control
   a. Developing a merchandising calendar
   b. Developing a line plan summary
   c. Developing a shelf stock plan
   d. Developing sales forecast
   e. Developing style status report

5.2 State the kind of samples you provide to get orders
   a. Samples from the collection
   b. Designed samples
   c. Photo samples

6. LINE DEVELOPMENT

6.1 Conduct Research
   a. Children
   b. Women
   c. Men
   d. Multiple
   e. All
6.2 Rank (1,2,3 etc.) the importance on direct designing activities

a. Fabric selection □
b. Silhouettes □
c. Line sheets □
d. Prototyping □
e. Precosting □
f. Final costing □

6.3 Coordinating design activities

a. Sole □
b. Major □
c. Equal □
d. Minor □

6.4 Selection of raw materials and purchase of raw materials

a. Children □
b. Women □
c. Men □
d. Multiple □
e. All □

7. COMPETITIVENESS

7.1 Define your target market

a. Children □
b. Women □
c. Men □
d. Multiple □
e. All □
7.2 State the preferred target market
   a. UAE □
   b. Singapore □
   c. Sweden □
   d. Saudi Arabia □
   e. USA □
   f. European union □
   g. Germany □

7.3 State your agreeability towards the following statements.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Statements (Preferences)</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Product</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td>Place</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>Promotion</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.4 State your agreeability towards the following statements.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Research of the target market</th>
<th>Strongly Degree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Children</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td>Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>Men</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>Multiple</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e.</td>
<td>All</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.5 Rate your involvement in the business.
   a. Highly involved □
   b. Moderately involved □
   c. Satisfactorily involved □
7.6 Do you forecast the trends for export season?
   a. Yes □
   b. No □

7.7 Do you have a separate sample room for the display of samples?
   a. Yes □
   b. No □

7.8 How far do you take care the eco-friendly instructions?
   a. Very strict □
   b. Strict □
   c. Moderately strict □
   d. Lenient □

7.9 How much do you involve with the supplier unit?
   a. In layout of production systems □
   b. Inducing the suppliers to create our designs □
   c. Keep interest on every stage of order execution □
   d. No interference □

7.10 State the following factors on the functionality of the merchandiser.
   a. Presentation of seasonal line □
   b. Participation in line presentation to customers □
   c. Monitor sales performance of styles in the current seasonal line □
   d. Establish quality parameters □
   e. Establish delivery schedules for specific styles □
   f. Authorise production for individual styles □
   g. Raw material for stock □
   h. Manufacturing contractors □
   i. Monitor manufacturing process □
7.11 Rank (as 1,2,3, etc.,) the factors determining the apparel

a. Durability □
b. Comfort □
c. Care □
d. Appearance □
e. Standard specifications □
f. Style and Design □

7.12 Rank (as 1,2,3 etc.,) the factors on quality procedures.

a. Consumers perception on quality □
b. Standards on quality □
c. Specifications on quality □
d. Quality determinants in product developments □
e. Quality procedures after line development □

7.13 Rank (as 1,2,3 etc.) the role of merchandiser.

a. Determining quality of the product □
b. Determining the cost of the product □
c. Determining the time of delivery □
d. Determining the style of designing □
8. IMPORTERS ATTITUDE

8.1 Rank (as 1, 2, 3 etc.) the factors influencing the sourcing decision of foreign buyers.

- a. Fashion
- b. Better quality fabrics & finishes
- c. Location preference
- d. Style
- e. Reliability
- f. Timely delivery
- g. Good value addition

8.2 Tick the following factors influencing the importer’s attitude

- a. Quality specified by the buyer
- b. Company standard quality
- c. Certification marks
- d. Market trend
- e. Productivity and cost effectiveness
- f. Flexibility
- g. Labour skills
- h. Good quality

8.3 Rank (as 1, 2, 3, etc., ) the following factors relating to strength, weakness, opportunities, threats in the qualities of the merchandiser.

<table>
<thead>
<tr>
<th>Strength</th>
<th>Ranking</th>
<th>Weakness</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Season forecast &amp; selection</td>
<td>a. Costing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Design selection</td>
<td>b. Programming</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Production planning</td>
<td>c. Communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Sales planning</td>
<td>d. Follow-up</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Line development</td>
<td>e. Mass order</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Opportunities Ranking Threats Ranking

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Ranking</th>
<th>Threats</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bringing up quality</td>
<td></td>
<td>a. Salary</td>
<td></td>
</tr>
<tr>
<td>Pricing</td>
<td></td>
<td>b. Culture</td>
<td></td>
</tr>
<tr>
<td>Innovation &amp; Price management</td>
<td></td>
<td>c. Mass production</td>
<td></td>
</tr>
<tr>
<td>Decision making</td>
<td></td>
<td>d. Failing on time delivery</td>
<td></td>
</tr>
<tr>
<td>Ability</td>
<td></td>
<td>e. Poor quality &amp; poor response</td>
<td></td>
</tr>
</tbody>
</table>

8.4 Rank (as 1,2,3 etc.) your role of effectiveness:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Statements</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Following buyer communication</td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td>Follow up of the order of inspection</td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>Adhere to strict delivery schedule</td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>Proper sourcing</td>
<td></td>
</tr>
<tr>
<td>e.</td>
<td>Adhering to quality standards</td>
<td></td>
</tr>
<tr>
<td>f.</td>
<td>Adhering timely of sample</td>
<td></td>
</tr>
<tr>
<td>g.</td>
<td>Adhering to accuracy of samples and styling</td>
<td></td>
</tr>
</tbody>
</table>

8.5 Rank (as 1,2,3 etc.) your major problems during merchandising:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Statements</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Delivery schedule</td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td>Improper communication</td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>Lack of professionalism</td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>Poor quality standards</td>
<td></td>
</tr>
<tr>
<td>e.</td>
<td>Lack of Technology</td>
<td></td>
</tr>
<tr>
<td>f.</td>
<td>Lack of Training</td>
<td></td>
</tr>
<tr>
<td>g.</td>
<td>Lack of Efficiency</td>
<td></td>
</tr>
<tr>
<td>h.</td>
<td>Lack of Responsibility</td>
<td></td>
</tr>
</tbody>
</table>

Thank you very much
## APPENDIX – II

### GLOSSARY

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Manufacture</td>
<td>Manufacturer of brands like Liz caliborne and Seiden sticker who use manufacturing facilities world wide and market the products through existing department stores, speciality chain, special corners or counters etc.</td>
</tr>
<tr>
<td>Buying House</td>
<td>An agency office that specializes in buying on a fee or commission basis, chiefly for retailers.</td>
</tr>
<tr>
<td>Buying Office</td>
<td>A service organisation located in a major market centre that provides market information and representation to non competing client sores. Buying offices are either independent (Salaried/fee/paid office) or store-owned (private office, associated co-operative office and corporate/syndicate office).</td>
</tr>
<tr>
<td>Designer label</td>
<td>A labeling of merchandise that associates itself with the name “designer”.</td>
</tr>
<tr>
<td>Fashion Merchandising</td>
<td>The sourcing, buying, selling and promoting of fashion goods to target customers.</td>
</tr>
<tr>
<td>Fashion Trend</td>
<td>The direction is which fashion is moving.</td>
</tr>
<tr>
<td>Fashion</td>
<td>A distinctive method of expression that has been accepted and adopted by a substantial number of people at a given time in particular consumer market.</td>
</tr>
<tr>
<td>Flexibility</td>
<td>A policy characterized by its ready capability to adopt to new, different or changing requirement.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>High Fashion</td>
<td>Merchandise designed for a small percentage of consumers who want to be fashion leaders and are first to accept fashion change. Characterised by innovative and often high priced designed.</td>
</tr>
<tr>
<td>Importer:</td>
<td>One who purchases foreign merchandise and offers it for sale in the domestic market.</td>
</tr>
<tr>
<td>Manufacturer Exporter</td>
<td>A person who manufacturers goods in his own manufacturing facility and exports or intends to export such goods. The manufacturer exporters has to meet certain conditions laid down by the government about the number of machines and workers.</td>
</tr>
<tr>
<td>Mass Merchandiser</td>
<td>A large volume retails who sells a wide variety of goods.</td>
</tr>
<tr>
<td>Merchant Exporter</td>
<td>A person engaged in tending activity and exporting or intending to export goods.</td>
</tr>
<tr>
<td>Order Quantity</td>
<td>It is the amount to be ordered each time an order is placed. The order quantity decision involves the determination of the most economical order quantity.</td>
</tr>
<tr>
<td>Sample</td>
<td>The model or trial garment shown to the trade.</td>
</tr>
<tr>
<td>Sourcing</td>
<td>The process where a retailer, manufacturer or jobber seeks a vendor to produce goods to specifications.</td>
</tr>
</tbody>
</table>