

A Study on Improving Merchandising Operation with Respect of Production in Tirupur Garment Industry

Mrs. T. Sreerekha

Assistant Professor

NIFT - Tea College of Knitwear Fashion, East of TEKIC, Mudalipalayam, Tirupur - 641606, India

Abstract— Effective planning and control are viable to the success of today's garment industry. The function of development execution and delivery of garment industry product lines is becoming increasing time critical to be consistency successful season after season garment merchandiser must utilize powerful planning and control tools the merchandiser preparing a time and action plan including all the activities in the merchandiser process. The procedure for time and action plan. It should be noted that china the competitor of India use reduced lead time as a competitive advantage. This problem should be taken with great care and necessary steps to reduce the excess time of dispatch and supply goods at agreed time. To overcome this problem the organization should implement steps. This study reveals that root cause and its dimension which actually lead the delayed dispatch. Export merchandising is all about having the right goods at right time to the buyer .In this study the efficiency merchandising planning of pre-production activity is less. The delay in the buyer in the pre-production activity affect overall efficiency of merchandising planning. The approval from the buyer and the delay in trim sourcing are affect the efficiency of pre-production planning. Most of production processes are finished within the planned time.

Key words: Merchandiser, Competitive Advantage, Export Merchandising

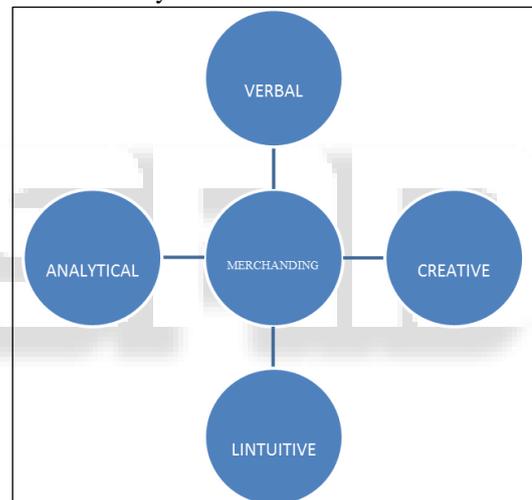
I. INTRODUCTION

The Indian textile industry is one of the best trades in the world. At the same time, there is a huge competition among the exporters around the world. In the textile business merchandiser have particular strong because of the intensive nature of product range. The process buying and selling goods and services are termed as merchandising. In order words the area of a company that develops strategies to have the right merchandise. At right place at time and right location to meet the needs and wants of the target customer. Effective merchandising saves times money. Co-ordinate various department is the organization. Merchandising forms an effective liaison with the buyer. It defies and develops potential new buyers. It builds good relationship with the buying house. And merchandiser at tender to queries order processing and evaluation of garment products. So merchandising is of greater importance garment industry. Merchandising is a set of idea and techniques for relaying goods from suppliers to customer while marketing a profit. Merchandising usually consists of market analysis capitalization development production sourcing, pricing, product to be sold display and deliver the product to customer. In addition promotion of the products in done in such a way that it attracts the customer. The needs and wands of the customer are fund and the products are given according to satisfy the customer. The study of

merchandising procedure is important in every aspect. No matter what strategies are used the bottom line is customer satisfaction with the product and the timely availability. If the customer is not satisfied (usually because of poor product quality).The other strategies will not make much more important on the success. Types of product quality and product concept depend upon the merchandiser plan activities.

A. Merchandising

The role of merchandising varies depending upon in retail or manufacturing involves the conceptualization development, Procurement of raw material sourcing of production and delivery of product to buyer. The merchandiser must combine logical and analytical thinking with initiative and expressive creativity as shown



B. Merchandising Planning

Effective planning and control are viable to the success of today's garment industry. The function of development execution and delivery of garment industry product lines is becoming increasing time critical to be consistency successful season after season garment merchandiser must utilized powerful planning and control tools the merchandiser preparing a time and action plan including all the activities in the merchandiser process. The procedure for time and action plan

- Time and action plan shall be prepared on stage by merchandiser on the first day of receipt of order.
- Time and action based on the lead time for the order.
- Merchandiser shall ensure that the following items are entered in the stage of time and action plan.

C. Objectives of the Study

- To study the active process flow of export order in garments manufacturing unit.
- To find the efficiency of the merchandising planning analyzing the time and action plan.

- To find the time variation in each merchandising operation.
- To provide probable solution to the identified merchandising problems.

D. Need for the Study

The problem faced by the Indian textile exports can be running behind the schedule caused by poor time management. Almost all companies are developing their own merchandising planning, but they face the real trouble while executing this plan effectively. With this study different merchandising schedules thoroughly observed and find out the time lagging area. By going to the depth of this problem different solutions could be acquired. So that we can at least keep away them without coming in future ventures. Moreover the manufacturing activates in garment manufacturing are primarily human driven. Furthermore some of the critical path characteristics have commodes with garment preproduction activities like multi-tasking and task dependence .As these activities are occurring more than once in a working day it felt rewarding to develop .standardized activates with sufficient safety buffers hidden within so the people can work without worries of the tight schedules and can deliver good quality garment. To meet the requirement time lag to produce good garments intimae will create risk of write downs and low profitability .So this project has a wider scope in time management within the sampling development.

E. Research Methodology

The research design used for the study is a descriptive research design. The main characteristic of this method is that the researcher has no control over the variables. It is only record of the feeling of employees towards their work life.

In this study non-probability sampling procedure is used, in this project 20 sample orders are taken from among those executed between and for which complete data are immediately available. The primary data was collected by visiting various departments and direct interaction with the merchandiser, planning manager, various departments' heads.

Data source	Primary data
Research Approach	Survey
Research Instrument	Interview Schedule cum Questionnaire
Method of Conduct	Personal

F. Tools for Analysis

To find out the efficiency of merchandising plan and developing a new time management system for a standard product and done using the following analysis. Descriptive analysis and Correlation.

G. Review of Literature

- As per Myers (1998) the merchandiser must have the capability the integrate activity of right brain and left brain function that result in creation development execution and delivery of products line such as material management planning and control ,marker knowledge, Product development, production authorization

interface with manufacturing .A merchandising must be able to plan and control the function involved in developing productive sourcing it and getting to the customer on time.In other words merchandiser must be able to involve in all company functions that result in creation development execution and delivery of products line such as material management planning and control marker knowledge product development production authorization .Interface with sales sourcing and interface with manufacturing .A manufacturing must be process a rare blend traits skills and experience .A merchandiser must part design ,part engineer. Part computer CORRELATION, past marker part of business management.

- According to P.H.N.Y storm 1932 he defines merchandising as careful planning styling and production or selecting and buying and effective .By this definition the primary mission today's merchandiser seem uncharged they continue to play an important role is the exchange process by providing products for consumption. Merchandiser must still understand customer demands analysis sales trends and present stable products. However due to the competitive pressure in the industry and the innovations required under business system. Demands placed on merchandiser are changing.
- R.C. Kean (1987) recognized these pressure when she explored the definition of merchandising has usually been defined by function % rather by concept from which a theory could ultimately be developed merchandising in the analysis and response to the change and process which occur in the planning, negotiation, acquisition and response to the change and process which occur in the planning of the negotiation acquisition and selling products or services from this and use by the target customer. As Kean foresaw merchandiser are becoming more acceptable for managing bottom line profitability in contract to the rational measure of gross margin .This merchandiser maybe responsible for inventory turns caring costs in the stock position and distributions expenses. To traditional function. Therefore ensuring as in stock position for the customer
- While reducing average inventory in key as is tailoring merchandising assortments to meet local demand (Solomon 1993 truer Denny 1992).
- Kean saw merchandising as a subpart of marketing where Kuntz (1995) saw merchandising and marketing interactive yet equivalent function Kuntz. Used the clack Kuntz (1990) definition of merchandising is the behavioural theory "The planning development and presentation of product line for target market with regards to prices assortments styling and timing.
- Merchandising was recognize as a key business function early as 1924 (Copland).In firms with high rate product change merchandising in the function that co-ordinator the planning development and presentation of product lines (Gluck and Kuntz 1990)

H. Data Analysis and Findings

ORDER NO:SU001	PLAN DAYS	ACTUAL DAYS
DEVELOPMENT	4	4
SIZE SET	4	4
FIT SAMPLE	6	6
STRIKE OFF	5	5
LICENCE	6	7
PRE PRODUCTION	4	4
PRODUCTION	4	4
TOTAL	33	34

Table 1: Planned and Actual days for Order No: SU001

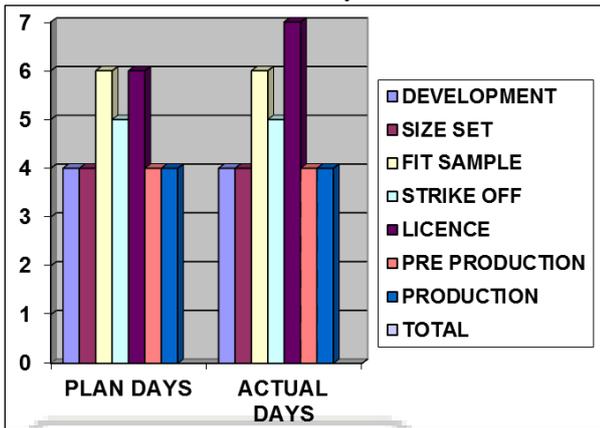


Chart 1: Source: Primary data

COORELATION ANALYSIS FOR ORDER FOR: SU001

Process	X	X ²	Y	Y ²	XY
Development	4	16	4	16	16
Size set	4	16	4	16	16
Fit sample	6	36	6	36	36
Strike off	5	25	5	25	25
Licence sample	6	36	7	49	42
Pre-production	4	16	4	16	16
Production	4	16	4	16	16
Total		161		174	167

$$r = \frac{N\sum XY - ((\sum X)(\sum Y))}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

$$N=7, \sum XY=167, \sum X=33, \sum Y=34, \sum X^2=161, \sum Y^2=174$$

$$r = \frac{7 \times 167 - (33)(34)}{\sqrt{7 \times 161 - (33)^2} \sqrt{7 \times 174 - (34)^2}}$$

$$r = \frac{1169 - 1122}{\sqrt{1127 - 1089} \sqrt{1218 - 1156}}$$

$$r = \frac{47}{\sqrt{38 \times 62}}$$

$$= 0.98$$

I. Interpretation

Referring to the CORRELATION chart in table and interpolating for intermediate values, Corresponding probability measure = 98. According to the TABLE 1, they planned 33 days but the completion of work was extended 2 days. The CORRELATION analyze shows, in planned days the probability of complete the work 98%, but they were taken 2 days for complete work.

Similarly 20 orders are analyzed in the systematic way and interpreted. Based on that the following suggestions were made.

J. Findings

- From this 20 orders the Starting Delay, In- process delay and Early finish stages have been found out.
- When analysed the starting delay- process wise; in 5 orders there are a huge delay in Development, in 4 orders there are a huge delay in Size set, in 2 orders there are a huge delay in Fit sample, in 4 orders are a huge delay in accessories in-housing, in 3 orders there are a huge delay in preparation of Strike off, in 4 orders there are a huge delay in Licence, in 9 orders there are a huge delay in Pre-production, in 7 orders there are a huge delay in production.
- In process delay – process wise, in 1 order there is a huge delay in fit sample, in 2 orders there are a huge delay in Pre-production, in 3 orders there are a huge delay in production.
- The earliest finished stage against the plan days is in all orders.
- In recruiting staff from rural areas, so there is lack of training among the workers to execute their order.
- Process contributes highest to the delay among other activities. Production, Licence and Fit sample also contribute significantly for the delay.
- There is a wide gap between the plan and actual days in processes like and packing when the overall 20 orders are considered.
- A proper planning is not done by the merchandiser and that is the reason behind this wide gap.

K. Suggestions

- The planning has to be done at an early stage and it has to be to send each department for their confirmation. If some department is showing the delay, according to that plan, it has to be changed to meet the shipment sample.
- Supply chain problems & availability problems in accessories in-housing and fit sample, so as a merchandiser have to looks into matter and provide timely alternatives for the problems. Then only they may be avoiding starting delays in accessories & fit sample.
- Recruit more checkers for checking final presentation before packing. Then only they may be avoid starting delays in packing.
- Because of contract basis, the skilled labours are always available. So the management may have to recruit the skilled labours for production, then only they may avoid production in-process delays.
- The company may concentrate on the process like, yarn, Development, where there is large scale mismatch between planned and actual days.
- Clear communication is necessary among the merchandisers and other departments.
- Daily update of time and action plan and regular monitoring will help to know where the things go wrong so that they can make sure that the next

department will work little hard to compensate this delay.

- Machineries should be checked often and serviced before starting for big projects.

II. CONCLUSION

Effective planning and control are viable to the success of today's garment industry. The function of development execution and delivery of garment industry product lines is becoming increasing time critical to be consistency successful season after season garment merchandiser must utilize powerful planning and control tools the merchandiser preparing a time and action plan including all the activities in the merchandiser process. Thus by proper co-ordination with other dept. and proper utilization of the time the orders can be completed on time without any delay in the shipment and the target can be achieved surely. The study helped to bridge the gap between the plan and the actual happening in fit sample, licence, Pre production & packing and helped to find the reasons for the delay. Thus Timely delivery will help the company to retain their customers.

III. BIBLIOGRAPHY BOOKS

- [1] Grace Kunz., Merchandising (theory principles and practises).
- [2] Jermemy A.Rosenan, David, L.Wilson (Apparel Mercendising).
- [3] Leslie Davir Burns, Nancy.o.Bryant, The business of fashion (designing and merchandising).

Web sites

- [4] www.Scribd.com
- [5] www.wikipedia.org
- [6] www.studymode.com
- [7] www.academicjournals.com

Electronic Library Sources

- [8] DELNET
- [9] J-GATE