

**A STUDY ON THE IMPLEMENTATION OF MERCHANDISING MONITORING  
TEMPLATE WITH SPECIAL REFERENCE TO VICTORIAN CLOTHING PRIVATE  
LIMITED AND WISE GARMENTS PRIVATE LIMITED, TIRUPUR.**

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**A PROJECT REPORT**

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*of*

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**CENTRE FOR DISTANCE EDUCATION**

**ANNA UNIVERSITY CHENNAI**

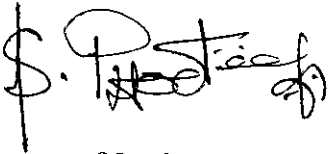
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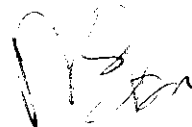


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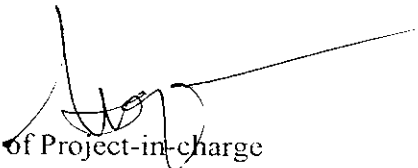


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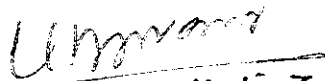
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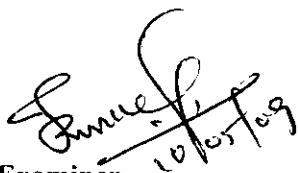
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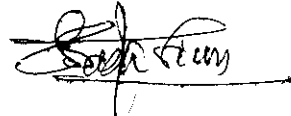
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*Abstract*

## ABSTRACT

Merchandising is an important activity in the knitwear export industry. Merchandising involves all the processes right from the sampling to production in the knitwear exports. Hence it is essential that the merchandise should be properly done in the knitwear exports.

This project implements the merchandising templates by which the merchandising activities of the organization Victorian Clothing Pvt. Ltd and Wise Garments Private Ltd are systematized.

A case study research is where five cases are studied with the implementation of the merchandising template and five cases are studied without the implementation of the merchandising template.

The data collected were primary and secondary data. The primary data were collected from five respondents in Victorian Clothing Pvt. Ltd and five respondents Wise Garments Private Ltd who were involved in the merchandising activities by using a questionnaire. The secondary data were collected from the company records. The data collected were analyzed by comparative statement analysis; commonsize statement analysis and percentage statement analysis methods for research purpose.

The data collected were compiled, tabulated and analyzed. From the study it is found that the implementation of merchandizing template has given the organization a lot of cost benefits.

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# *Introduction*

# CHAPTER 1

## INTRODUCTION

### 1.1 BACK GROUND OF THE STUDY

#### **KNITWEAR INDUSTRY:**

Textiles is one of the largest and oldest industries with huge employment potential. India is progressing fast in the field of textiles and knitwears. There are a huge number of knitwear manufacturers, ladies knitwear manufacturers and knitwear exporters in India. The knitwear and textile industry consists of organized sectors; i.e. composite yarn and fabric mills, ready made garment making and fibre manufacturing industry of all types of natural and synthetic textiles. There is also unorganized sectors comprising of yarn, knitwear, garment and carpet / home furnishing manufacturing industry. The traditional knitwear sector (i.e. the knitwears manufacturers and suppliers) of the industry is located in and around the City of Ludhiana, which is in northern India. More than 90 % of woolen knitwear production of the country is from this city. This sector comprises of some big organized composite manufacturers like Oswal Woolen Mills, Oswal Knit India (Pringle) Great way, R.N.Oswal, Peejay International (Park Avenue) etc. having a capacity of 0.5 - 1.0 million pieces each. The most popular wool used for knitwear is Merino which accounts for nearly 80 per cent of knitwear production. The balance 20 per cent is divided amongst various types of wool like Mohair, Angora and Rabbit. Hand knitting wool is almost always 100 per cent Australian and there is a tremendous market for hand knitted garments for export all over the world. In the local market, knitwear has its major sales in north India because of the weather. India's woolen products range largely consists of woolen fabrics in wool worsted and blended; knitwear such as Cardigans, Pullovers, Socks, Gloves and Mufflers in pure Merino, Botany, Lambswool, Shetland, Angora and Mohair; blankets; shawls in fine textures, pure wool, embellished with metallic yarns and hand embroidered; carpets - hand-knotted and machine-made. The ambit of the knitwear industry also includes woollen tops/noils and readymade garments made from the finest wool and woolen woven blends.

The organized sector of the knitwear sector consists of very big, modern spinning and fabric mills producing medium, fine and superfine worsted fabrics in pure wool and blends with polyester and other novelty fibres.

### **knitwear industry in India:**

The textile and garment industry is booming in India, especially after elimination of the global quota system. Presently India is exporting garments to more than 100 countries including US, EU, Latin America, and Middle East. Last year, garment export was nearly \$5000 million and about 1200 million pieces. The main competitors of India are countries like China, Korea, Pakistan, Bangladesh, Malaysia, and Sri-Lanka.

The Indian garment industry is gaining ground in the world market at breakneck speed, but still not flourished at its fullest extent. Although the resources are available plentiful with a powerful foundation of fabric and spinning sector to support. The key factors behind this are low technological development, lower output, cut throat competition, high raw material cost, inadequate infrastructure, traditional productivity, unfavorable regulatory policies, and globalization impact. However, there is a fair list of the producers, suppliers, and exporters that are fully acknowledged with regulatory policies and formalities, international marketing policies and procedures. The only concern is in executing their productivity initiatives, and meeting with order deadlines.

### **The organizations:**

Victorian Clothing Private Limited established in the year 2004 is Located in K.N.P. colony, Dharapuram road, Tirupur which is close to Government Hospital and old bus Stand of Tirupur. The company is spread over an area of one acre and it houses nearly 12,000 square feet of RC building. The Production capacity of the company is 100 seats of sewing machines with varied operational functions. The annual turn over of the company is around Rs.10 Crores to Rs.15 Crores.

Wise Garments private Limited established in the year 2003 is Located in 60 feet road, Dharapuram road. Tirupur which is close to Government Hospital and old bus Stand of Tirupur. The company is spread over an area of half acre and it houses nearly 7000 square feet of RC building. The Production capacity of the company is 55 seats of sewing machines with varied operational functions. The annual turn over of the company is around Rs.3 Crores to Rs.5 Crore

### **Merchandising:**

Now days, major companies are adopting merchandising concepts, which comply with all procedures to execute and dispatch the shipment on time, considering quality, cost and time. Merchandisers are serious in the success of any garment retail business. They provide the right products at the right time, enabling a company to match with latest market trends and meet the market demand. In the merchandising concept, time management is a gig to manage one's time properly, so he can focus on value adding actions.

Today's garment merchandisers have to move with frequent changes in demand and the developing technologies utilized in manufacturing and production. To find out customer requirements, they regularly visit retail outlets, and come up with latest updates from frontline staff. In order to keep an eye on developments in sourcing, site visits are made every week to mainland factories to meet suppliers and study production.

In garment merchandising, there is no specific rule, so it's important to be able to think on one's feet.

## **1.2 PROBLEM IDENTIFIED FOR THE STUDY**

In the garment Industry there exists a delay in the submission of Lab dips, Strike Offs and Samples to the buyer for getting an overall approval to proceed with the production process. The delay leads to airlift of the goods. The airlift of goods will increase the transport cost by 20-25% and leads to heavy losses. The delay in the submission of the samples is due to an unstructured procedure of sampling followed by the garment manufacturers.

Hence a study that focuses to systematize the sampling procedure by implementing a merchandising template is taken as a research problem.

## **1.3 NEED FOR THE STUDY**

The need for the study is to systematize the merchandising activities in order to submit the samples on time which helps in shipping the goods on time.

The systematized merchandise helps in a clear follow up of the sampling activity which helps in completing the bulk production on time.

## **1.4 OBJECTIVE OF THE PROJECT**

### **Primary Objective:**

To derive a merchandise monitoring template that can be used for on-time completion of export orders.

### **Secondary Objectives:**

To minimize the current costs.

To find the cost benefits of merchandising template.

**SCOPE OF THE PROJECT:**

The study is sets its scope towards the merchandise activities with respect to the on-time delivery that spans through the fit and red seals, pre-production samples and Gold seals/ production samples.

**1.5 DELIVERABLES**

This study helps the organizations to submit the samples on time and hence complete the orders on time and ship the goods as per the schedule.

*Literature Survey*

## CHAPTER 2

### LITERATURE SURVEY

#### 2.1 REVIEW OF LITERATURE

##### 2.1.1 THE MERCHANDISER'S WORK:

The merchandiser's work is one of coordination. The job can be broken down into the several functions. Merchandisers understand buying trends and the buyer's needs. They collect specifications from buyers, prepare samples approved by the buyer, they price the samples. From procurement of raw materials to production management it is the responsibility of merchandisers. They oversee quality and ensure timely delivery to the buyers.

Merchandising can be divided into the following stages :

**Product development** – Merchandisers along with fashion designers develop a product which is market specific. In export houses merchandisers gear the company's production line to meet customer requirements. Merchandisers require specifications/measurements from buyers to translate the sample requirements to fashion designers first and then to the production team.

**Sampling stage** – Merchandisers give buyers samples for their opinion and advise. On approval, costs are negotiated. Modifications to the sample may be suggested.

**Production stage** – Raw materials are procured by the merchandising department, quality check is carried out for proper materials supply and finally the production process is monitored. On line inspection has to be carried out to ensure specifications of the buyers are met. Final approval is given by the buyer on the on-line inspection after which garments are packaged and dispatched to the buyers.

##### 2.1.2 COQ

Cost of Quality (COQ) in the apparel sector is still a widely understood misconception. The term often gets associated incorrectly with the price of creating quality merchandise. Actually, it is the other way round i.e. the amount of money incurred because the product was not manufactured right at the first time. Thus, the concept of quality costs in the



garment industry is a means to quantify the total cost involved in quality-related efforts and deficiencies pertains to a manufactured apparel product.

Although it is not very easy to calculate COQ for any industry, research shows that the costs of poor quality can range from 15%-40% of business costs (e.g. rework, returns or complaints, reduced service levels, lost revenue). Most of the apparel units do not know what their quality costs are because they do not keep records on a daily basis. A large portion of resources is consumed in finding and correcting mistakes in the merchandise or related processes. Typically, the cost to eliminate a failure in the customer phase is five times greater than it is at the merchandise development or manufacturing phase. Every time work is redone, the cost of quality increases.

### **2.1.3 SUPPLY CHAIN CONTROL:**

Traditionally, the raw materials purchasing, manufacturing, and finished products retailing divisions of the supply chain operated independently. The objectives of these organizational divisions have always been different and therefore, in conflict with each other. While one of these focused on maximizing profits, the others emphasized on high customer service.

Many manufacturing operations were designed to maximize throughput and lower costs with little consideration for the impact on inventory levels and distribution capabilities. Purchasing contracts were often negotiated with very little information beyond historical buying patterns.

Clearly, these kinks in the supply chain demanded a mechanism through which these different functions can be integrated together. It created a necessity for the development of advanced Merchandising Systems capable of integrating individual supply chain modules from dirt to doorstep.

A **Merchandising System** streamlines business systems and unifies business practices across the organization's supply chain for increased profitability and improved customer service.

### 2.1.4 VISUAL MERCHANDISING:

Lets start at the beginning. An important element in any store design is the look of the storefront. Accomplished successfully, the entrance reflects the personality of the store and gives a glimpse of the merchandise available inside.

Design a distinctive store logo that communicates your mission. Not only will you use this as a storefront sign, but it could also be painted or applied with special graphics film on the floor as a welcome mat or maybe on the wall behind the cash wrap. And you'll want it printed on merchandise, hangtags, and point of sale signage. The way merchandise is displayed in show windows also has a lot to do with enticing the guests into the store. Whether you have a store in the mall or on the street, the customer has only a few seconds to view and be attracted by your displays. Your visual philosophy should replicate a billboard: make it bold, colorful, and simple. Baby shops often put one of everything into the window . . . and customer miss it all because they can't focus.

### 2.1.5 CONSUMER PACKAGED GOODS:

Merchandising is not just about the quick sales hit any longer, according to a new study from analytics and insights leader Information Resources, Inc. (IRI). Looking at today's consumer packaged goods (CPG) landscape, life has become increasingly challenging for most manufacturers and retailers. Mass media marketing is diminishing in effectiveness, and consumers are demanding more value for their purchases. In this backdrop, merchandising has become one of the most powerful consumer behavior influencers in manufacturers' and retailers' toolkits.

The role of merchandising, historically used to drive short-term sales, has since expanded to effectively help shape consumers' value perceptions of a brand or store, reach specific consumer segments, drive brand and product awareness and increase store traffic.

IRI, the leading provider of enterprise market information solutions for the CPG, retail and healthcare industries, released a study that analyzes the merchandising phenomenon and the proper levels and mixes of such activity for manufacturers and retailers. The report, entitled "CPG Merchandising Trends: Activity, Effectiveness and Optimization,"

evaluates the effectiveness of merchandising across various categories to highlight potential improvement opportunities.

"To effectively reach today's savvy consumer, it's critical that manufacturers implement the right merchandising level and mix and that retailers effectively allocate limited feature ad and display space," said Janet Eden-Harris, executive vice president and global chief marketing officer, IRI. "This report will effectively enable CPG marketers to improve their performance by benchmarking their merchandising practices."

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2.1.3 Pavneet Singh-An Article on Merchandising Systems: Increasing Your Control over the Supply Chain published in [www.shiksha.com](http://www.shiksha.com) in February 2009.

2.1.4 Jerry Gelsomino-An Article on Basic Tips for Better Visual Merchandising. [www.fibre2fashion.com](http://www.fibre2fashion.com).

2.1.5 Properly Executed Merchandising Activities Increase More Than Just Short-Term Sales

Business Wire , Sept 27, 2005

*Methodologies*

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 TYPE OF PROJECT

Case study research.

5 cases are studied with a merchandising template

5 cases are studied without a merchandising template.

The cases are brands of knitwear that belong to the BHS chain stores in the UK which are manufactured in India. They are namely:

- 1) Flipback a brand wear for boys that is suited to age group of 8-16years.
- 2) Tammy a brand wear for girls that is suited to age group of 8-16years.
- 3) Scruff a brand wear for boys that is suited to age group of 2-7years.
- 4) Millie a brand wear for boys that is suited to age group of 2-7years.

The cases along with the respective factories are given below:

CASE NO.	BRAND	STYLE NO.	STATUS	FACTORY
1	TAMMY	TA 1347	WITH TEMPLATE	VICTORIAN
2	TAMMY	TA 1388	WITHOUT TEMPLATE	CLOTHING.
3	SCRUFF	BHS 2062	WITH TEMPLATE	WISE
4	SCRUFF	BHS 2061	WITHOUT TEMPLATE	GARMENTS.
5	FLIPBACK	BHS 2108	WITH TEMPLATE	VICTORIAN
6	FLIPBACK	BHS 1649	WITHOUT TEMPLATE	CLOTHING.
7	SCRUFF	BHS 2415	WITH TEMPLATE	VICTORIAN
8	SCRUFF	BHS 1967	WITHOUT TEMPLATE	CLOTHING.
9	MILLIE	BHS 2065	WITH TEMPLATE	WISE
10	MILLIE	BHS 2085	WITHOUT TEMPLATE	GARMENTS.

### 3.2 TARGET RESPONDENTS

The Target Respondents for this study are the

Managing Director

Merchandiser

Junior Merchandiser

Head QC

Production Manager

of Victorian Clothing Private Limited and Wise Garments Private Limited.

### 3.3 ASSUMPTIONS, CONSTRAINTS AND LIMITATIONS

- The employees will disclose all the information honestly and correctly without any bias.
- The study is limited to the organizations Victorian Clothing Private Limited & Wise Garments Private Limited.
- The study is limited only to the sample-related merchandising activities and do not cover the production-related activities.

### 3.4 SAMPLING METHODS

**Sampling method:** Non-Probabilistic method.

**Sampling technique:** Convenient Sampling.

**Sample size:**

**Primary Data:** 10 respondents.

**Secondary Data:** 10 export orders.

### 3.5 DATA PROCESSING

**Type of Data:** Primary & Secondary Data.

**Method Of Data Collection:** Observation method.

**Data collection instrument:**

**Primary Source:** Interview through structured questionnaire.

**Secondary Source:** Company records.

### **3.6 TOOLS FOR ANALYSIS**

1. Percentage analysis.
2. Comparative statement analysis.
3. Commonsize statement analysis.

*Data Analysis &  
Interpretation*



## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 PROPOSED ANALYSIS AND INTERPRETATION METHODOLOGIES

All that have been presented in this chapter are Comparative statement analysis, Commonsize statement analysis and percentage analysis. In Comparative statement analysis and Commonsize statement analysis the secondary data are analyzed and interpreted and in the percentage analysis the primary data are analyzed and interpreted and explained.

TABLE No. 4.1.a

COMPARATIVE STATEMENT ANALYSIS OF THE STYLES TA 1347  
(WITHOUT MERCHANDISING TEMPLATE) & TA 1388 (WITH  
MERCHANDISING TEMPLATE) IN VICTORIAN CLOTHING.

S.No	PARTICULARS	WITHOUT TEMPLATE		WITH TEMPLATE		CHANGE IN VALUE	
		Rs.	Ps.	Rs.	Ps.	In Rupees.	In %
1	SAMPLE SECTION COSTS	1,250		850		400↓	32%↓
2	CUTTING COSTS	5,780		5,390		390↓	6.75%↓
3	PRINTING & EMBROIDERY COSTS	8,650		8,400		250↓	2.30%↓
4	SEWING COSTS	32,250		31,500		750↓	2.33%↓
5	CHECKING COSTS	3,225		3,150		75↓	2.33%↓
6	PACKING COSTS	7,525		7,350		175↓	2.33%↓
7	SAMPLE SECTION OT COSTS	1,250		380		870↓	69.6%↓
8	CUTTING OT COSTS	150		90		60↓	40%↓
9	PRINTING & EMBROIDERY OT COSTS	240		110		130↓	54.17↓
10	SEWING OT COSTS	1,220		380		840↓	68.85%↓
11	CHECKING OT COSTS	540		380		160↓	29.63%↓
12	PACKING OT COSTS	1,420		580		840↓	59.15%↓
13	REJECTION COSTS	750		360		390↓	52%↓
14	COURIER COST	10,522		6,447		4,075↓	38.73%↓
15	AIR LIFT COSTS	60,854		0		60,854↓	100%↓
16	LAB COSTS	9,500		6,880		2,620↓	27.58%↓
17	TOTAL	1,45,126		72,247		72,879↓	50.22%↓

**INTERPRETATION:**

The above table shows that the sample section costs have reduced by Rs.400 that is by 32%. The above table shows that the cutting costs have reduced by Rs.390 that is by 6.75%.The above table shows that the printing & embroidery costs have reduced by Rs.250 that is by 2.30%.The above table shows that the sewing costs have reduced by Rs.750 that is by 2.33%.The above table shows that the checking costs have reduced by Rs.75 that is by 2.33%.The above table shows that the packing costs have reduced by Rs.175 that is by 2.33%.The above table shows that the sample section over time costs have reduced by Rs.870 that is by 69.6%.The above table shows that the cutting over time costs has reduced by Rs.60 that is by 40%.The above table shows that the printing & embroidery over time costs have reduced by Rs.130 that is by 54.17%.The above table shows that the sewing over time costs has reduced by Rs.840 that is by 68.85%.The above table shows that the checking over time costs has reduced by Rs.160 that are by 29.63%.The above table shows that the packing over time costs has reduced by Rs.840 that is by 59.15%.The above table shows that the rejection costs have reduced by Rs.390 that is by 52%.The above table shows that the courier costs have reduced by Rs.4075 that is by 38.73%.The above table shows that the airfreight costs have reduced by Rs.60854 that is by 100%.The above table shows that the lab costs have reduced by Rs.2620 that is by 27.58%.

**INFERENCE:**

The above table clearly infers that while using the template the air lift cost has reduced by 100%.The sample section overtime cost has reduced by 69.60%.The sewing overtime cost has reduced by 59.15%.the printing and embroidery overtime cost has reduced by 54.17%.The rejection cost has reduced by 52%.The packing overtime cost has reduced by 59.15%.The courier cost has reduced by 38.73%.The sample section cost has reduced by 32%.The checking overtime cost has reduced by 29.65%.The lab cost has reduced by 27.55%.The total cost has reduced by 50.22%.

TABLE No. 4.1.b.

COMMONSIZE STATEMENT ANALYSIS OF THE STYLES TA 1347  
(WITHOUT MERCHANDISING TEMPLATE) & TA 1388 (WITH  
MERCHANDISING TEMPLATE) IN VICTORIAN CLOTHING.

S.No	PARTICULARS	WITHOUT TEMPLATE		COMMONSIZE IN %	WITH TEMPLATE		COMMONSIZE IN %
		Rs.	Ps.		Rs.	Ps.	
1	SAMPLE SECTION COSTS	1,250		0.86%	850		1.18%
2	CUTTING COSTS	5,780		3.98%	5,390		7.46%
3	PRINTING & EMBROIDERY COSTS	8,650		5.96%	8,400		11.63%
4	SEWING COSTS	32,250		22.22%	31,500		43.60%
5	CHECKING COSTS	3,225		2.22%	3,150		4.36%
6	PACKING COSTS	7,525		5.19%	7,350		10.17%
7	SAMPLE SECTION OT COSTS	1,250		0.86%	380		0.53%
8	CUTTING OT COSTS	150		0.10%	90		0.12%
9	PRINTING & EMBROIDERY OT COSTS	240		0.17%	110		0.15%
10	SEWING OT COSTS	1,220		0.84%	380		0.53%
11	CHECKING OT COSTS	540		0.37%	380		0.53%
12	PACKING OT COSTS	1,420		0.98%	580		0.80%
13	REJECTION COST	750		0.52%	360		0.50%
14	COURIER COST	10,522		7.25%	6,447		8.92%
15	AIR LIFT COSTS	60,854		41.93%	0		0%
16	LAB COSTS	9,500		6.55%	6,880		9.52%
17	TOTAL	1,45,126		100%	72,247		100%

**INTERPRETATION:**

The above table shows that in the absence of the template the airlift cost is 41.93% of the total cost and the sewing cost is 22.22% of the total cost. Similarly while using the template the sewing cost is 43.60% of the total cost.

**INFERENCE:**

The above table clearly infers that while using the merchandising template the airlift cost is 0% of the total cost whereas in the absence of the template the airlift cost occupies 49.13% of the total cost.

TABLE No. 4.2.a

**COMPARATIVE STATEMENT ANALYSIS OF THE STYLES BHS 2062  
(WITHOUT MERCHANDISING TEMPLATE) & BHS 2061 (WITH  
MERCHANDISING TEMPLATE) IN WISE GARMENTS.**

S.No	PARTICULARS	WITHOUT TEMPLATE		WITH TEMPLATE		CHANGE IN VALUE	
		Rs.	Ps.	Rs.	Ps.	In Rupees.	In %
1	SAMPLE SECTION COSTS	2,000		1,560		440↓	22%↓
2	CUTTING COSTS	4,320		4,210		110↓	2.55%↓
3	PRINTING & EMBROIDERY COSTS	49,680		48,415		1,265↓	2.55%↓
4	SEWING COSTS	19,440		18,645		795↓	4.01%↓
5	CHECKING COSTS	3,240		3,160		80↓	2.47%↓
6	PACKING COSTS	8,640		8,420		220↓	2.55%↓
7	SAMPLE SECTION OT COSTS	1,140		460		680↓	59.65%↓
8	CUTTING OT COSTS	100		60		40↓	40%↓
9	PRINTING & EMBROIDERY OT COSTS	650		190		460↓	70.77%↓
10	SEWING OT COSTS	960		300		660↓	68.75%↓
11	CHECKING OT COSTS	440		250		190↓	43.18%↓
12	PACKING OT COSTS	1,540		750		790↓	51.30%↓
13	REJECTION COST	885		390		495↓	55.93%↓
14	COURIER COST	11,452		5,984		5,468↓	47.75%↓
15	AIR LIFT COSTS	55,046		0		55,046↓	100%↓
16	LAB COSTS	11,547		9,145		2,402↓	20.80%↓
17	TOTAL	1,71,080		1,01,939		69,141↓	40.41%↓

**INTERPRETATION:**

The above table shows that the sample section costs have reduced by Rs.440 that is by 22%. The above table shows that the cutting costs have reduced by Rs.110 that is by 2.55%. The above table shows that the printing & embroidery costs have reduced by Rs.1265 that is by 2.55%. The above table shows that the sewing costs have reduced by Rs.795 that is by 4.01%. The above table shows that the checking costs have reduced by Rs.80 that is by 2.47%. The above table shows that the packing costs have reduced by Rs.220 that is by 2.55%. The above table shows that the sample section over time costs have reduced by Rs.680 that is by 56.95%. The above table shows that the cutting over time costs has reduced by Rs.40 that is by 40%. The above table shows that the printing & embroidery over time costs have reduced by Rs.460 that is by 70.77%. The above table shows that the sewing over time costs has reduced by Rs.660 that is by 68.75%. The above table shows that the checking over time costs has reduced by Rs.190 that are by 43.18%. The above table shows that the packing over time costs has reduced by Rs.790 that is by 51.30%. The above table shows that the rejection costs have reduced by Rs.495 that is by 55.93%. The above table shows that the courier costs have reduced by Rs.5468 that is by 47.75%. The above table shows that the airfreight costs have reduced by Rs.55046 that is by 100%. The above table shows that the lab costs have reduced by Rs.2402 that is by 20.80%.

**INFERENCE:**

The above table clearly infers that while using the template the air lift cost has reduced by 100%. The printing and embroidery overtime cost has reduced by 70.77%. The sewing overtime cost has reduced by 68.75%. The sample section overtime cost has reduced by 59.65%. The rejection cost has reduced by 55.93%. The packing overtime cost has reduced by 51.30%. The courier cost has reduced by 47.75%. The checking overtime cost has reduced by 29.65%. The sample section cost has reduced by 22%. The lab cost has reduced by 20.80%. The total cost has reduced by 40.41%.

TABLE No. 4.2.b.

COMMONSIZE STATEMENT ANALYSIS OF THE STYLES BHS 2062  
(WITHOUT MERCHANDISING TEMPLATE) & BHS 2061 (WITH  
MERCHANDISING TEMPLATE) IN WISE GARMENTS.

S.No	PARTICULARS	WITHOUT TEMPLATE		COMMONSIZE IN %	WITH TEMPLATE		COMMONSIZE IN %
		Rs.	Ps.		Rs.	Ps.	
1	SAMPLE SECTION COSTS	2,000		1.17%	1,560		1.53%
2	CUTTING COSTS	4,320		2.53%	4,210		4.12%
3	PRINTING & EMBROIDERY COSTS	49,680		29.04%	48,415		47.49%
4	SEWING COSTS	19,440		11.36%	18,645		18.29%
5	CHECKING COSTS	3,240		1.89%	3,160		3.10%
6	PACKING COSTS	8,640		5.05%	8,420		8.26%
7	SAMPLE SECTION OT COSTS	1,140		0.67%	460		0.45%
8	CUTTING OT COSTS	100		0.06%	60		0.06%
9	PRINTING & EMBROIDERY OT COSTS	650		0.38%	190		0.19%
10	SEWING OT COSTS	960		0.56%	300		0.29%
11	CHECKING OT COSTS	440		0.26%	250		0.25%
12	PACKING OT COSTS	1,540		0.90%	750		0.74%
13	REJECTION COST	885		0.51%	390		0.38%
14	COURIER COST	11,452		6.69%	5,984		5.87%
15	AIR LIFT COSTS	55,046		32.18%	0		0%
16	LAB COSTS	11,547		6.75%	9,145		8.97%
17	TOTAL	1,71,080		100%	1,01,939		100%



**INTERPRETATION:**

The above table shows that in the absence of the template the airlift cost is 32.18% of the total cost, the printing & embroidery cost is 29.04% of the total cost and the sewing cost is 11.36% of the total cost. Similarly while using the template the printing & embroidery cost is 47.49% and the sewing cost is 18.29% of the total cost.

**INFERENCE:**

The above table clearly *infers* that while using the merchandising template the airlift cost is 0% of the total cost whereas in the absence of the template the airlift cost occupies 32.18% of the total cost.

TABLE No. 4.3.a

**COMPARATIVE STATEMENT ANALYSIS OF THE STYLES BHS 2108 (WITHOUT MERCHANDISING TEMPLATE) & BHS 1649 (WITH MERCHANDISING TEMPLATE) IN VICTORIAN CLOTHING.**

S.No	PARTICULARS	WITHOUT TEMPLATE		WITH TEMPLATE		CHANGE IN VALUE	
		Rs.	Ps.	Rs.	Ps.	In Rupees.	In %
1	SAMPLE SECTION COSTS	1,800		1,600		200↓	11.11%↓
2	CUTTING COSTS	4,300		4,200		100↓	2.33%↓
3	PRINTING & EMBROIDERY COSTS	15,080		14,300		780↓	5.17%↓
4	SEWING COSTS	25,800		24,950		850↓	3.29%↓
5	CHECKING COSTS	2,150		2,100		50↓	2.33%↓
6	PACKING COSTS	5,375		5,250		125↓	2.33%↓
7	SAMPLE SECTION OT COSTS	950		140		810↓	85.26%↓
8	CUTTING OT COSTS	75		50		25↓	33.33%↓
9	PRINTING & EMBROIDERY OT COSTS	140		20		120↓	85.71%↓
10	SEWING OT COSTS	1,100		200		900↓	81.82%↓
11	CHECKING OT COSTS	300		200		100↓	33.33%↓
12	PACKING OT COSTS	1,200		500		700↓	58.33%↓
13	REJECTION COSTS	650		200		450↓	69.23%↓
14	COURIER COST	12,456		6,885		5,571↓	44.73%↓
15	AIR LIFT COSTS	15,088		0		15,088↓	100%↓
16	LAB COSTS	10,251		7,542		2,709↓	26.43%↓
17	TOTAL	96,715		68,137		28,578↓	29.55%↓

**INTERPRETATION:**

The above table shows that the sample section costs have Reduced by Rs.200 that is by 11.11%. The above table shows that the cutting costs have reduced by Rs.100 that is by 2.33%. The above table shows that the printing & embroidery costs have reduced by Rs.780 that is by 5.17%. The above table shows that the sewing costs have reduced by Rs.850 that is by 3.29%. The above table shows that the checking costs have reduced by Rs.50 that is by 2.33%. The above table shows that the packing costs have reduced by Rs.125 that is by 2.33%. The above table shows that the sample section over time costs have reduced by Rs.810 that is by 85.26%. The above table shows that the cutting over time costs has reduced by Rs.25 that is by 33.33%. The above table shows that the printing & embroidery over time costs have reduced by Rs.120 that is by 85.71%. The above table shows that the sewing over time costs has reduced by Rs.900 that is by 81.82%. The above table shows that the checking over time costs has reduced by Rs.100 that is by 33.33%. The above table shows that the packing over time costs has reduced by Rs.700 that is by 58.33%. The above table shows that the rejection costs have reduced by Rs.450 that is by 69.23%. The above table shows that the courier costs have reduced by Rs.5571 that is by 44.73%. The above table shows that the airfreight costs have reduced by Rs.15088 that is by 100%. The above table shows that the lab costs have reduced by Rs.2709 that is by 26.43%.

**INFERENCE:**

The above table clearly infers that while using the template the air lift cost has reduced by 100%. The sample section overtime cost has reduced by 85.26%. The printing and embroidery overtime cost has reduced by 85.71%. The sewing overtime cost has reduced by 81.82%. The rejection cost has reduced by 69.23%. The packing overtime cost has reduced by 58.33%. The courier cost has reduced by 44.73%. The checking & cutting overtime cost has reduced by 33.33%. The lab cost has reduced by 26.43%. The sample section cost has reduced by 11.11%. The total cost has reduced by 29.55%.

TABLE No. 4.3.b.

COMMONSIZE STATEMENT ANALYSIS OF THE STYLES BHS 2108  
(WITHOUT MERCHANDISING TEMPLATE) & BHS 1649 (WITH  
MERCHANDISING TEMPLATE) IN VICTORIAN CLOTHING.

S.No	PARTICULARS	WITHOUT TEMPLATE		COMMONSIZE IN %	WITH TEMPLATE		COMMONSIZE IN %
		Rs.	Ps.		Rs.	Ps.	
1	SAMPLE SECTION COSTS	1,800		1.86%	1,600		2.35%
2	CUTTING COSTS	4,300		4.45%	4,200		6.16%
3	PRINTING & EMBROIDERY COSTS	15,080		15.59%	14,300		20.99%
4	SEWING COSTS	25,800		26.68%	24,950		36.62%
5	CHECKING COSTS	2,150		0.22%	2,100		3.08%
6	PACKING COSTS	5,375		5.56%	5,250		7.71%
7	SAMPLE SECTION OT COSTS	950		0.98%	140		0.21%
8	CUTTING OT COSTS	75		0.08%	50		0.07%
9	PRINTING & EMBROIDERY OT COSTS	140		0.14%	20		0.03%
10	SEWING OT COSTS	1,100		1.14%	200		0.29%
11	CHECKING OT COSTS	300		0.31%	200		0.29%
12	PACKING OT COSTS	1,200		1.24%	500		0.73%
13	REJECTION COST	650		0.67%	200		0.29%
14	COURIER COST	12,456		12.88%	6,885		10.10%
15	AIR LIFT COSTS	15,088		15.60%	0		0%
16	LAB COSTS	10,251		10.60%	7,542		11.07%
17	TOTAL	96,715		100%	68,137		100%

**INTERPRETATION:**

The above table shows that in the absence of the template the airlift cost is 15.60% of the total cost, the printing & embroidery cost is 15.59% of the total cost and the sewing cost is 26.68% of the total cost. Similarly while using the template the printing & embroidery cost is 20.99% and the sewing cost is 36.62% of the total cost.

**INFERENCE:**

The above table clearly infers that while using the merchandising template the airlift cost is 0% of the total cost whereas in the absence of the template the airlift cost occupies 15.60% of the total cost.

TABLE No. 4.4.a

**COMPARATIVE STATEMENT ANALYSIS OF THE STYLES BHS 2415  
(WITHOUT MERCHANDISING TEMPLATE) & BHS 1967 (WITH  
MERCHANDISING TEMPLATE) IN VICTORIAN CLOTHING.**

S.No	PARTICULARS	WITHOUT TEMPLATE		WITH TEMPLATE		CHANGE IN VALUE	
		Rs.	Ps.	Rs.	Ps.	In Rupees.	In %
1	SAMPLE SECTION COSTS	1,960		1,210		750↓	38.26%↓
2	CUTTING COSTS	5,200		5,080		120↓	2.31%↓
3	PRINTING & EMBROIDERY COSTS	46,800		45,720		1,080↓	2.31%↓
4	SEWING COSTS	23,400		22,860		540↓	2.31%↓
5	CHECKING COSTS	3,250		3,175		75↓	2.31%↓
6	PACKING COSTS	10,400		10,160		240↓	2.31%↓
7	SAMPLE SECTION OT COSTS	1,190		450		650↓	54.62%↓
8	CUTTING OT COSTS	70		45		25↓	35.71%↓
9	PRINTING & EMBROIDERY OT COSTS	700		190		510↓	72.86%↓
10	SEWING OT COSTS	1,550		300		1,250↓	80.65%↓
11	CHECKING OT COSTS	340		165		175↓	51.47%↓
12	PACKING OT COSTS	1,180		560		620↓	52.54%↓
13	REJECTION COSTS	780		190		590↓	75.64%↓
14	COURIER COST	13,554		6,756		6,798↓	50.15%↓
15	AIR LIFT COSTS	25,075		0		25,075↓	100%↓
16	LAB COSTS	11,542		8,463		3,079↓	26.68%↓
17	TOTAL	1,46,991		1,05,504		41,487↓	28.22%↓

**INTERPRETATION:**

The above table shows that the sample section costs have reduced by Rs.750 that is by 38.26%. The above table shows that the cutting costs have reduced by Rs.120 that is by 2.31%. The above table shows that the printing & embroidery costs have reduced by Rs.1080 that is by 2.31%. The above table shows that the sewing costs have reduced by Rs.540 that is by 2.31%. The above table shows that the checking costs have reduced by Rs.75 that is by 2.31%. The above table shows that the packing costs have reduced by Rs.240 that is by 2.31%. The above table shows that the sample section over time costs have reduced by Rs.650 that is by 54.62%. The above table shows that the cutting over time costs has reduced by Rs.25 that is by 35.71%. The above table shows that the printing & embroidery over time costs have reduced by Rs.510 that is by 72.86%. The above table shows that the sewing over time costs have reduced by Rs.1250 that is by 80.65%. The above table shows that the checking over time costs has reduced by Rs.175 that is by 51.47%. The above table shows that the packing over time costs has reduced by Rs.620 that is by 52.54%. The above table shows that the rejection costs have reduced by Rs.590 that is by 75.64%. The above table shows that the courier costs have reduced by Rs.6798 that is by 50.15%. The above table shows that the airfreight costs have reduced by Rs.25075 that is by 100%. The above table shows that the lab costs have reduced by Rs.3079 that is by 26.68%.

**INFERENCE:**

The above table clearly infers that while using the template the air lift cost has reduced by 100%. The sewing overtime cost has reduced by 80.65%. The rejection cost has reduced by 75.64%. The printing and embroidery overtime cost has reduced by 72.86%. The sample section overtime cost has reduced by 54.62%. The packing overtime cost has reduced by 52.54%. The checking overtime cost has reduced by 51.47%. The courier cost has reduced by 50.15%. The sample section cost has reduced by 38.26%. The cutting overtime cost has reduced by 35.71%. The lab cost has reduced by 26.68%. The total cost has reduced by 28.22%.

TABLE No. 4.4.b.

COMMONSIZE STATEMENT ANALYSIS OF THE STYLES BHS 2415  
(WITHOUT MERCHANDISING TEMPLATE) & BHS 1967 (WITH  
MERCHANDISING TEMPLATE) IN VICTORIAN CLOTHING.

S.No	PARTICULARS	WITHOUT TEMPLATE		COMMONSIZE IN %	WITH TEMPLATE		COMMONSIZE IN %
		Rs.	Ps.		Rs.	Ps.	
1	SAMPLE SECTION COSTS	1,960		1.33%	1,210		1.15%
2	CUTTING COSTS	5,200		3.54%	5,080		4.81%
3	PRINTING & EMBROIDERY COSTS	46,800		31.84%	45,720		43.33%
4	SEWING COSTS	23,400		15.92%	22,860		21.67%
5	CHECKING COSTS	3,250		2.21%	3,175		3.01%
6	PACKING COSTS	10,400		7.08%	10,160		9.63%
7	SAMPLE SECTION OT COSTS	1,190		0.81%	450		0.43%
8	CUTTING OT COSTS	70		0.05%	45		0.04%
9	PRINTING & EMBROIDERY OT COSTS	700		0.45%	190		0.18%
10	SEWING OT COSTS	1,550		1.05%	300		0.28%
11	CHECKING OT COSTS	340		0.23%	165		0.16%
12	PACKING OT COSTS	1,180		0.80%	560		0.53%
13	REJECTION COST	780		0.53%	190		0.18
14	COURIER COST	13,554		9.22%	6,756		6.40%
15	AIR LIFT COSTS	25,075		17.06%	0		0%
16	LAB COSTS	11,542		7.85%	8,463		8.19%
17	TOTAL	1,46,991		100%	1,05,504		100%



**INTERPRETATION:**

The above table shows that in the absence of the template the airlift cost is 17.06% of the total cost, the printing & embroidery cost is 31.84% of the total cost and the sewing cost is 15.92% of the total cost. Similarly while using the template the printing & embroidery cost is 43.33% and the sewing cost is 21.67% of the total cost.

**INFERENCE:**

The above table clearly *infers* that while using the merchandising template the airlift cost is 0% of the total cost whereas in the absence of the template the airlift cost occupies 17.06% of the total cost.

TABLE No. 4.5.a

**COMPARITIVE STATEMENT ANALYSIS OF THE STYLES BHS 2065 (WITHOUT MERCHANDISING TEMPLATE) & BHS 2085 (WITH MERCHANDISING TEMPLATE) IN WISE GARMENTS.**

S.No	PARTICULARS	WITHOUT TEMPLATE		WITH TEMPLATE		CHANGE IN VALUE	
		Rs.	Ps.	Rs.	Ps.	In Rupees.	In %
1	SAMPLE SECTION COSTS	2,200		1,590		610↓	27.72%↓
2	CUTTING COSTS	5,880		5,744		136↓	2.31%↓
3	PRINTING & EMBROIDERY COSTS	41,160		40,208		952↓	2.31%↓
4	SEWING COSTS	24,990		24,412		578↓	2.31%↓
5	CHECKING COSTS	4,410		4,308		102↓	2.31%↓
6	PACKING COSTS	11,760		11,488		272↓	2.31%↓
7	SAMPLE SECTION OT COSTS	2,200		580		1,620↓	73.64%↓
8	CUTTING OT COSTS	160		70		90↓	56.25%↓
9	PRINTING & EMBROIDERY OT COSTS	670		210		460↓	68.66%↓
10	SEWING OT COSTS	1,140		490		650↓	57.02%↓
11	CHECKING OT COSTS	640		290		350↓	54.69%↓
12	PACKING OT COSTS	1,600		840		760↓	47.5%↓
13	REJECTION COSTS	900		410		490↓	54.44%↓
14	COURIER COST	10,452		6,014		4,438↓	42.46%↓
15	AIR LIFT COSTS	68,045		0		68,045↓	100%↓
16	LAB COSTS	10,750		6,450		4,300↓	40%↓
17	TOTAL	1,86,957		1,03,104		83,853↓	44.85%↓

**INTERPRETATION:**

The above table shows that the sample section costs have Reduced by Rs.610 that is by 27.2%.The above table shows that the cutting costs have reduced by Rs.136 that is by 2.31%.The above table shows that the printing & embroidery costs have reduced by Rs.952 that is by 2.31%.The above table shows that the sewing costs have reduced by Rs.578 that is by 2.31%.The above table shows that the checking costs have reduced by Rs.102 that is by 2.31%.The above table shows that the packing costs have reduced by Rs.272 that is by 2.31%.The above table shows that the sample section over time costs have reduced by Rs.1620 that is by 73.64%.The above table shows that the cutting over time costs has reduced by Rs.90 that is by 56.25%.The above table shows that the printing & embroidery over time costs have reduced by Rs.460 that is by 68.66%.The above table shows that the sewing over time costs have reduced by Rs.650 that is by 57.02%.The above table shows that the checking over time costs has reduced by Rs.350 that is by 54.69%.The above table shows that the packing over time costs has reduced by Rs.760 that is by 47.50%.The above table shows that the rejection costs have reduced by Rs.490 that is by 54.44%.The above table shows that the courier costs have reduced by Rs.4438 that is by 42.46%.The above table shows that the airfreight costs have reduced by Rs.68045 that is by 100%.The above table shows that the lab costs have reduced by Rs.4300 that is by 40%.

**INFERENCE:**

The above table clearly infers that while using the template the air lift cost has reduced by 100%.The sample section overtime cost has reduced by 73.64%.The printing and embroidery overtime cost has reduced by 68.66%. The sewing overtime cost has reduced by 57.02%.The cutting overtime cost has reduced by 56.25%. The checking overtime cost has reduced by 54.69%.The rejection cost has reduced by 54.44%.The packing overtime cost has reduced by 47.50%.The courier cost has reduced by 42.46%. The lab cost has reduced by 40.00%. The sample section cost has reduced by 27.72%. The total cost has reduced by 44.85%.

TABLE No. 4.5.b.

COMMONSIZE STATEMENT ANALYSIS OF THE STYLES BHS 2065 (WITHOUT MERCHANDISING TEMPLATE) & BHS 2085 (WITH MERCHANDISING TEMPLATE) IN WISE GARMENTS.

S.No	PARTICULARS	WITHOUT TEMPLATE		COMMONSIZE IN %	WITH TEMPLATE		COMMONSIZE IN %
		Rs.	Ps.		Rs.	Ps.	
1	SAMPLE SECTION COSTS	2,200		1.18%	1,590		1.54%
2	CUTTING COSTS	5,880		3.15%	5,744		5.57%
3	PRINTING & EMBROIDERY COSTS	41,160		22.02%	40,208		39%
4	SEWING COSTS	24,990		13.37%	24,412		23.68%
5	CHECKING COSTS	4,410		2.36%	4,308		4.18%
6	PACKING COSTS	11,760		6.29%	11,488		11.14%
7	SAMPLE SECTION OT COSTS	2,200		1.18%	580		0.56%
8	CUTTING OT COSTS	160		0.09%	70		0.07%
9	PRINTING & EMBROIDERY OT COSTS	670		0.36%	210		0.20%
10	SEWING OT COSTS	1,140		0.61%	490		0.46%
11	CHECKING OT COSTS	640		0.34%	290		0.28%
12	PACKING OT COSTS	1,600		0.86%	840		0.81%
13	REJECTION COST	900		0.48%	410		0.40%
14	COURIER COST	10,452		5.59%	6,014		5.83%
15	AIR LIFT COSTS	68,045		36.40%	0		0%
16	LAB COSTS	10,750		5.75%	6,450		6.26%
17	TOTAL	1,86,957		100%	1,03,104		100%

**INTERPRETATION:**

The above table shows that in the absence of the template the airlift cost is 36.40% of the total cost, the printing & embroidery cost is 22.02% of the total cost and the sewing cost is 15.92% of the total cost. Similarly while using the template the printing & embroidery cost is 39.30% and the sewing cost is 23.68% of the total cost.

**INFERENCE:**

The above table clearly infers that while using the merchandising template the airlift cost is 0% of the total cost whereas in the absence of the template the airlift cost occupies 36.40% of the total cost.

TABLE No. 4.6.a

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN SUBMITTING THE SAMPLES ON TIME.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	4	40%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree and 40% of the respondents agree that the merchandising template helps in submitting the samples on time.

CHART No. 4.1

**MERCHANDISING TEMPLATE SYSTEM HELPS IN SUBMITTING THE SAMPLES ON TIME.**

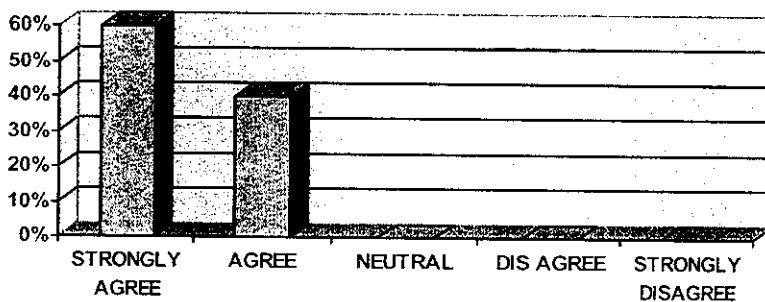


TABLE No. 4.6.b

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE SAMPLE CUTTING ON TIME.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	2	20%
NEUTRAL	2	20%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree, 20% of the respondents agree and 20% of the respondents are neutral that the merchandising template helps in starting the sample cutting on time.

CHART No. 4.2

**MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE SAMPLE CUTTING ON TIME.**

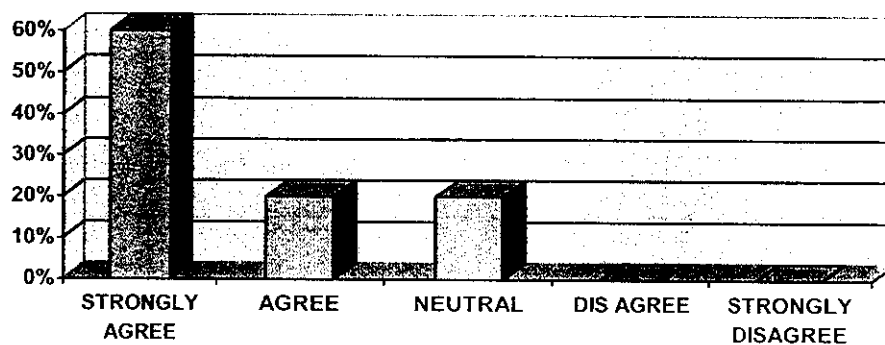


TABLE NO 4.6.c

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN STARING THE SAMPLE PRINT/EMBROIDERY ON TIME.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	3	30%
NEUTRAL	0	0%
DIS AGREE	1	10%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree, 30% Of the respondents agree and 10% of the respondents disagree that the merchandising template helps in starting the sample print/embroidery on time.

CHART No. 4.3

**MERCHANDISING TEMPLATE SYSTEM HELPS IN STARING THE SAMPLE PRINT/EMBROIDERY ON TIME.**

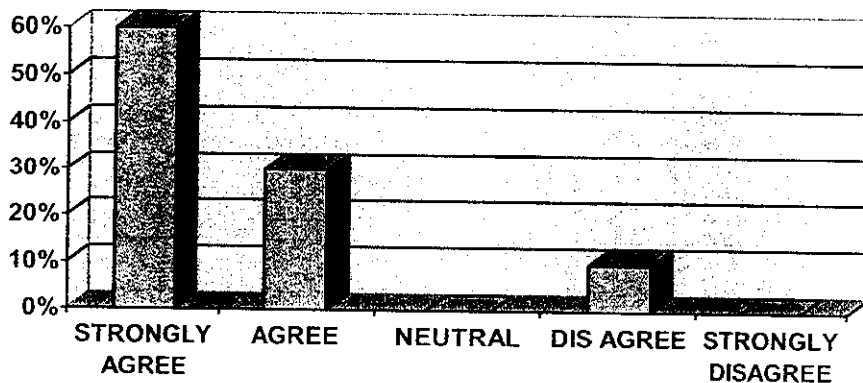




TABLE No.4.6.d

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE SAMPLE SEWING ON TIME.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	3	30%
NEUTRAL	1	10%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree, 30% of the respondents agree and 10% of the respondents are neutral that the merchandising template helps in starting the sample sewing on time.

CHART No. 4.4

**MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE SAMPLE SEWING ON TIME.**

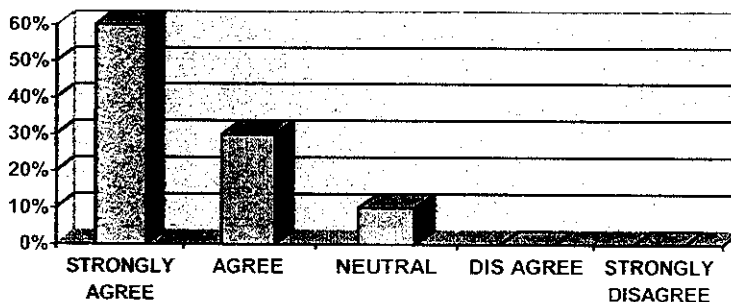


TABLE NOo.4.6.e

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE SAMPLE CHECKING ON TIME.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	3	30%
NEUTRAL	1	10%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree, 30% Of the respondents agree and 10% of the respondents are neutral that the merchandising template helps in starting the sample checking on time.

CHART No. 4.5

**MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE SAMPLE CHECKING ON TIME.**

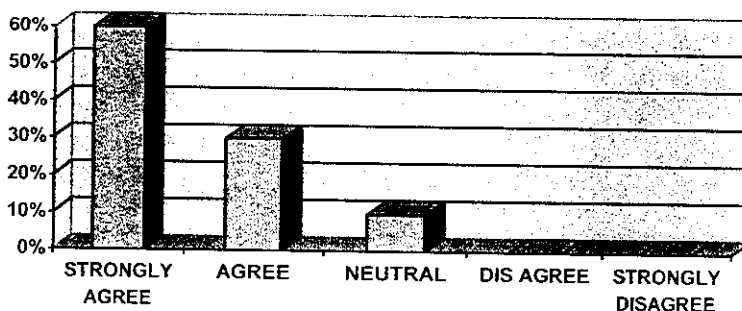


TABLE No. 4.6.f

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN COORDINATING BETWEEN THE VARIOUS DEPARTMENTS THAT INVOLVE THE SAMPLE PROCEDURE DURING THE PROCESS.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	4	40%
AGREE	4	40%
NEUTRAL	2	20%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 40% of the respondents strongly agree, 40% of the respondents agree and 20% of the respondents are neutral that the merchandising template helps in coordinating between the various departments that involve the sample procedure during the process.

CHART No 4.6

**MERCHANDISING TEMPLATE SYSTEM HELPS IN COORDINATING BETWEEN THE VARIOUS DEPARTMENTS THAT INVOLVE THE SAMPLE PROCEDURE DURING THE PROCESS.**

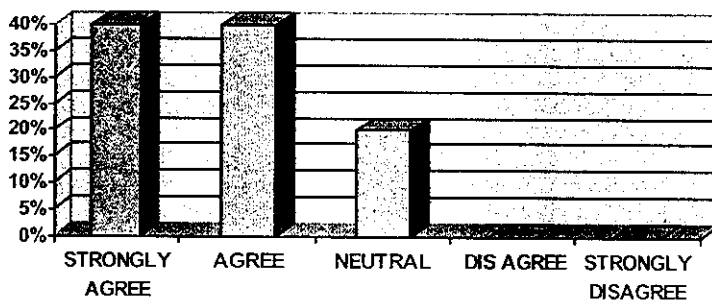


TABLE No. 4.6.g

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN MAKING A CLEAR FOLLOW UP OF THE SAMPLING ACTIVITIES.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	0	0%
AGREE	10	100%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 100% Of the respondents agree that the merchandising template helps in making a clear follow up of the sampling activities.

CHART No. 4.7

**MERCHANDISING TEMPLATE SYSTEM HELPS IN MAKING A CLEAR FOLLOW UP OF THE SAMPLING ACTIVITIES.**

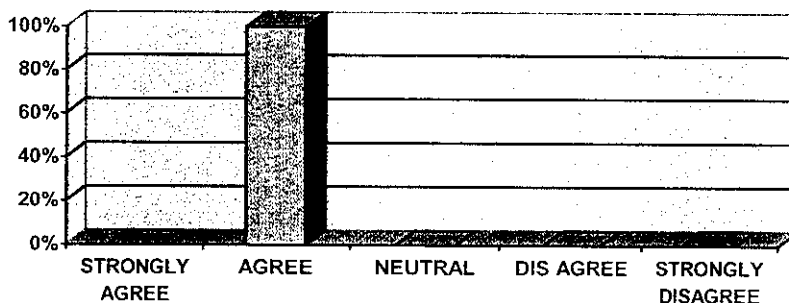


TABLE No. 4.6.h

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN REDUCING SAMPLE REJECTIONS.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	2	20%
AGREE	8	80%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 20% of the respondents strongly agree and 80% of the respondents agree that the merchandising template helps in reducing sample rejections.

CHART No. 4.8

**MERCHANDISING TEMPLATE SYSTEM HELPS IN REDUCING SAMPLE REJECTIONS.**

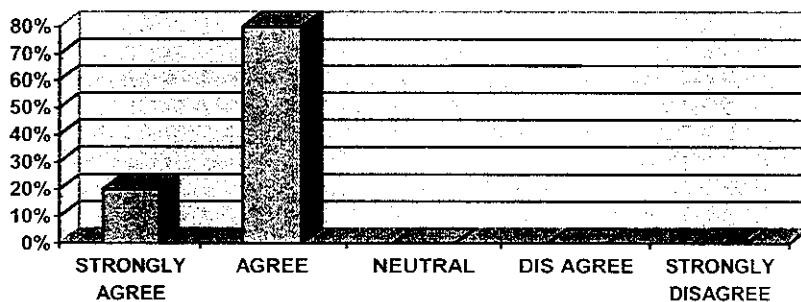


TABLE No. 4.6.i

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN REDUCING THE LEAD-TIME IN SAMPLE PROCEDURE.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	0	0%
AGREE	6	60%
NEUTRAL	4	40%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% Of the respondents agree and 40% of the respondents are neutral that the merchandising template helps in reducing the lead-time in sample procedure.

CHART No. 4.9

**MERCHANDISING TEMPLATE SYSTEM HELPS IN REDUCING THE LEAD-TIME IN SAMPLE PROCEDURE.**

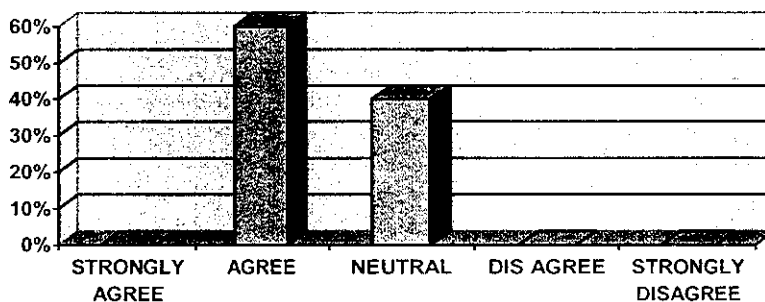


TABLE No. 4.6.j

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS TO START PRODUCTION AS PER SCHEDULE.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	4	40%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree and 40% Of the respondents agree that the merchandising template helps to start production as per schedule.

CHART No. 4.10

**MERCHANDISING TEMPLATE SYSTEM HELPS TO START PRODUCTION AS PER SCHEDULE.**

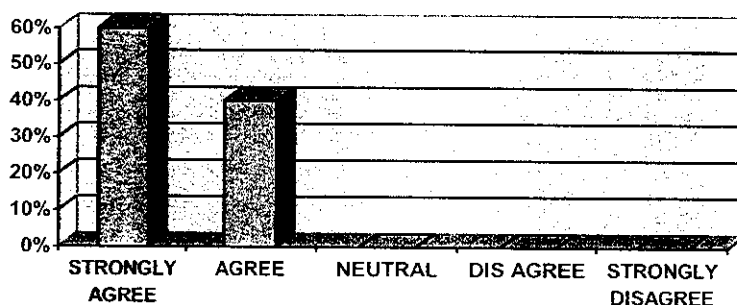


TABLE No. 4.6.k

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE BULK CUTTING ON TIME.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	4	40%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree and 40% Of the respondents agree that the merchandising template helps to start bulk cutting on time.

CHART No. 4.11

**MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE BULK CUTTING ON TIME.**

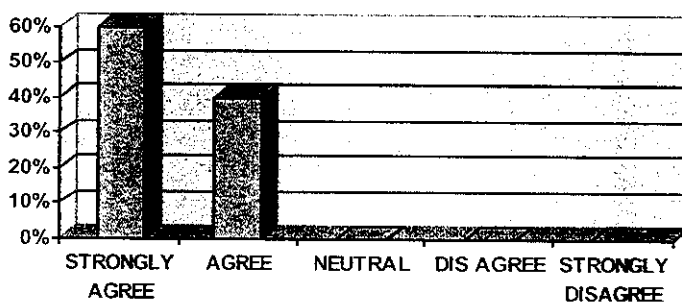




TABLE No. 4.6.I

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN STARING THE BULK PRINT/EMBROIDERY ON TIME.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	0	0%
NEUTRAL	4	40%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree and 40% Of the respondents are neutral that the merchandising template helps in starring the bulk print/embroidery on time.

CHART No. 4.12

**MERCHANDISING TEMPLATE SYSTEM HELPS IN STARING THE BULK PRINT/EMBROIDERY ON TIME.**

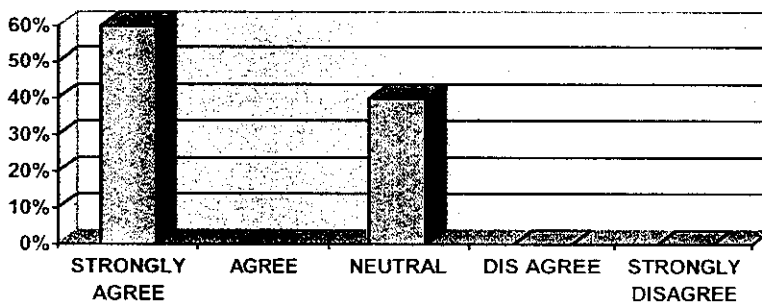


TABLE No. 4.6.m

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE BULK SEWING ON TIME.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	4	40%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree and 40% of the respondents agree that the merchandising template helps in starting the bulk sewing on time.

CHART No. 4.13

**MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE BULK SEWING ON TIME.**

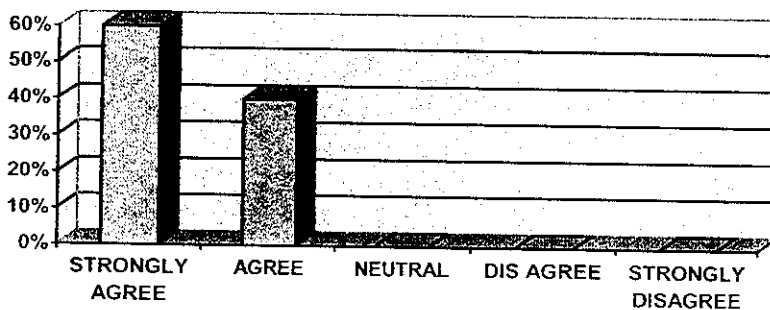


TABLE No. 4.6.n

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE BULK CHECKING ON TIME.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	4	40%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree and 40% Of the respondents agree that the merchandising template helps in starting the bulk checking on time.

CHART No. 4.14

**MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE BULK CHECKING ON TIME.**

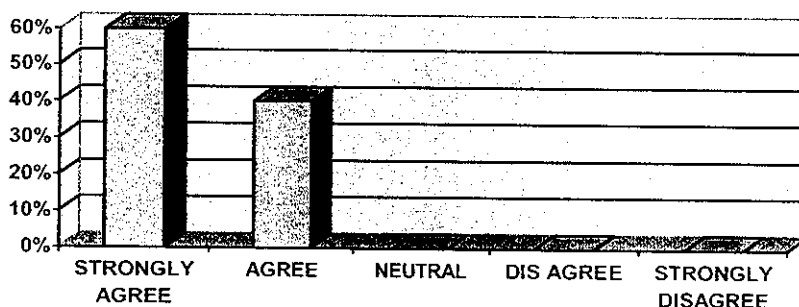


TABLE No. 4.6.0

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE BULK PACKING ON TIME.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	4	40%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree and 40% of the respondents agree that the merchandising template helps in starting the bulk packing on time.

CHART No. 4.15

**MERCHANDISING TEMPLATE SYSTEM HELPS IN STARTING THE BULK PACKING ON TIME.**

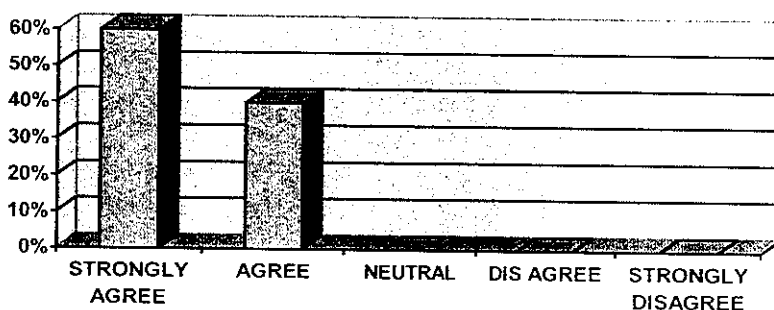


TABLE No. 4.6.p

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN COORDINATING BETWEEN THE VARIOUS DEPARTMENTS THAT INVOLVE THE BULK PRODUCTION DURING THE PROCESS.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	2	20%
AGREE	4	40%
NEUTRAL	4	40%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 20% of the respondents strongly agree, 40% Of the respondents agree and 40% of the respondents are neutral that the merchandising template helps in coordinating between the various departments that involve the bulk production during the process.

CHART No. 4.16

**MERCHANDISING TEMPLATE SYSTEM HELPS IN COORDINATING BETWEEN THE VARIOUS DEPARTMENTS THAT INVOLVE THE BULK PRODUCTION DURING THE PROCESS.**

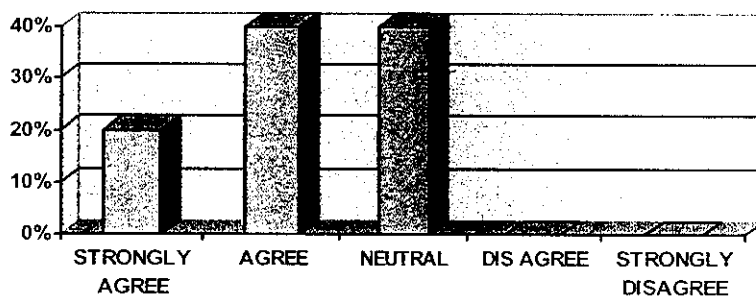


TABLE No. 4.6.q

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN REDUCING THE LEAD-TIME IN BULK PRODUCTION.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	8	80%
AGREE	0	0%
NEUTRAL	2	20%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 80% of the respondents strongly agree and 20% of the respondents are neutral that the merchandising template helps in reducing the lead-time in bulk production.

CHART No. 4.17

**MERCHANDISING TEMPLATE SYSTEM HELPS IN REDUCING THE LEAD-TIME IN BULK PRODUCTION.**

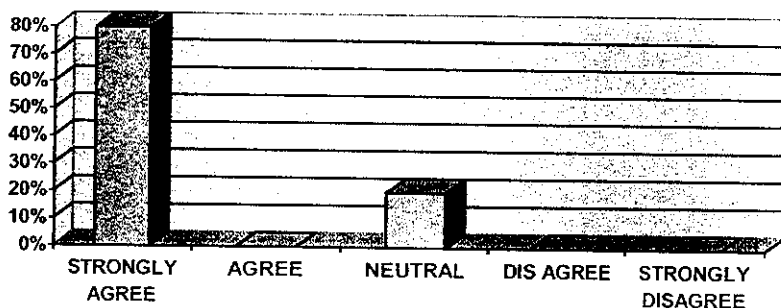


TABLE No. 4.6.r

PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM IS EFFECTIVE IN REDUCING UNWANTED TRANSPORT COSTS.

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	4	40%
AGREE	4	40%
NEUTRAL	2	20%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

#### INFERENCE:

The above table clearly infers that 40% of the respondents strongly agree, 40% of the respondents agree and 20% of the respondents are neutral that the merchandising template system is effective in reducing unwanted transport costs.

CHART No. 4.18

MERCHANDISING TEMPLATE SYSTEM IS EFFECTIVE IN REDUCING UNWANTED TRANSPORT COSTS.

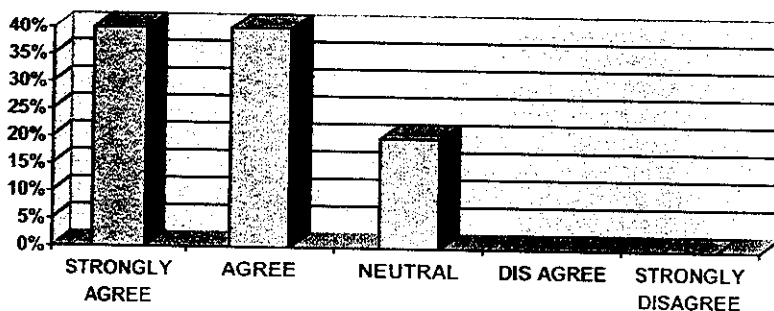


TABLE No 4.6.s

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM IS EFFECTIVE IN REDUCING UNWANTED COURIER COSTS.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	9	90%
AGREE	1	10%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 90% of the respondents strongly agree and 10% Of the respondents agree that the merchandising template is effective in reducing unwanted courier costs.

CHART No. 4.19

**MERCHANDISING TEMPLATE SYSTEM IS EFFECTIVE IN REDUCING UNWANTED COURIER COSTS.**

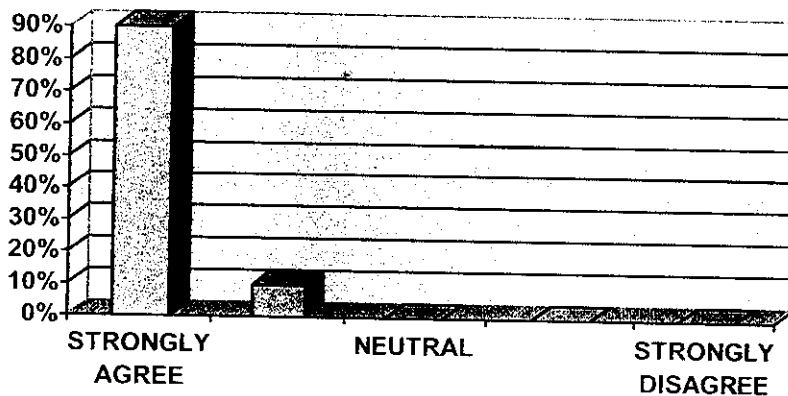




TABLE No. 4.6.t

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM IS EFFECTIVE IN PREVENTING THE AIRLIFT OF GOODS.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	1	100%
AGREE	0	0%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 100% of the respondents strongly agree that the merchandising template is effective in preventing the airlift of goods.

CHART No. 4.20

**MERCHANDISING TEMPLATE SYSTEM IS EFFECTIVE IN PREVENTING THE AIRLIFT OF GOODS.**

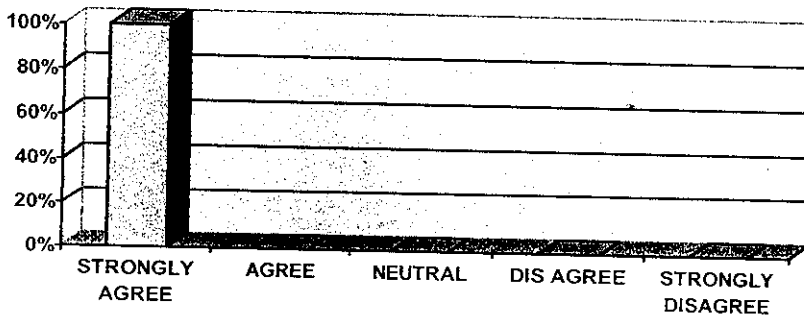


TABLE No. 4.6.u

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE SYSTEM HELPS IN MAINTAINING THE ORDER STATUS CORRECTLY.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	1	10%
AGREE	7	70%
NEUTRAL	2	20%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 10% of the respondents strongly agree, 70% of the respondents agree and 20% of the respondents are neutral that the merchandising template system helps in maintaining the order status correctly.

CHART No. 4.21

**MERCHANDISING TEMPLATE SYSTEM HELPS IN MAINTAINING THE ORDER STATUS CORRECTLY.**

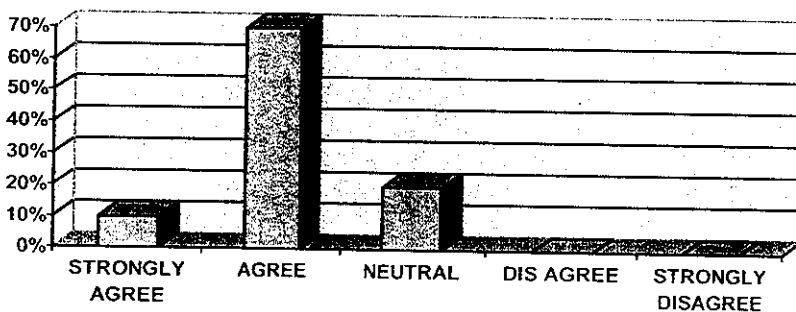


TABLE No. 4.6.v

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE IS A USER FRIENDLY ONE.**

PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	0	0%
AGREE	5	50%
NEUTRAL	4	40%
DIS AGREE	1	10%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 50% of the respondents agree, 40% of the respondents are neutral, 10% Of the respondents disagree that the Merchandising Template is a user friendly one.

CHART No. 4.22

**THE MERCHANDISING TEMPLATE IS A USER FRIENDLY ONE.**

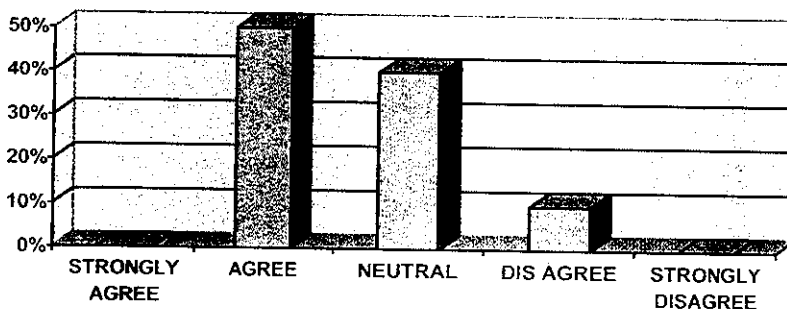


TABLE No. 4.6.w

**PERCENTAGE ANALYSIS FOR THE MERCHANDISING TEMPLATE BRIDGES THE COMMUNICATION GAP BETWEEN THE EXPORT AGENCY & THE ORGANIZATION.**

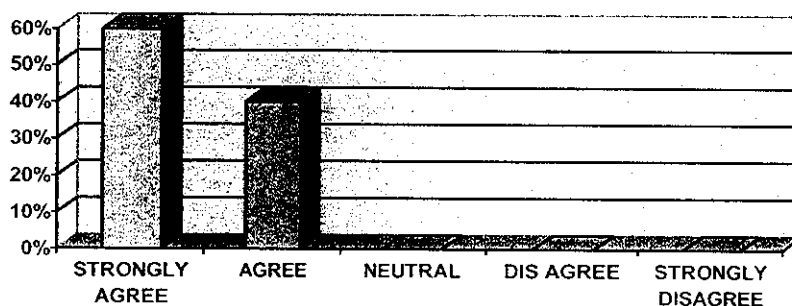
PARTICULARS	No. OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	6	60%
AGREE	4	40%
NEUTRAL	0	0%
DIS AGREE	0	0%
STRONGLY DISAGREE	0	0%
TOTAL	10	100%

**INFERENCE:**

The above table clearly infers that 60% of the respondents strongly agree and 40% Of the respondents agree that the merchandising template bridges the communication gap between the export agency & the organization.

CHART No. 4.23

**MERCHANDISING TEMPLATE SYSTEM BRIDGES THE COMMUNICATION GAP BETWEEN THE EXPORT AGENCY & THE ORGANIZATION.**



*Conclusion*

## CHAPTER 5

### CONCLUSIONS

#### 5.1 SUMMARY OF FINDINGS

- It is found that the airlift cost can be reduced to NIL by using the merchandising Template.
- The study infers that the courier, lab and rejection costs can be reduced to a large extent by making use of the merchandising template.
- The implementation of the merchandising template helps to minimize the over time costs of the sample section, sewing, checking, packing & print/embroidery sections.
- The study clearly infers that 60% of the respondents strongly agree and 40% of the respondents agree that the merchandising template helps in submitting the samples on time.
- The study clearly infers that 60% of the respondents strongly agree, 20% of the respondents agree and 20% of the respondents are neutral that the merchandising template helps in starting the sample cutting on time.
- The study clearly infers that 60% of the respondents strongly agree, 30% of the respondents agree and 10% of the respondents disagree that the merchandising template helps in starting the sample print/embroidery on time.
- The study clearly infers that 60% of the respondents strongly agree, 30% of the respondents agree and 10% of the respondents are neutral that the merchandising template helps in starting the sample sewing on time.
- The study clearly infers that 60% of the respondents strongly agree, 30% of the respondents agree and 10% of the respondents are neutral that the merchandising template helps in starting the sample checking on time.
- The study clearly infers that 40% of the respondents strongly agree, 40% of the respondents agree and 20% of the respondents are neutral that the merchandising

template helps in coordinating between the various departments that involve the sample procedure during the process.

- The study clearly infers that 100% Of the respondents agree that the merchandising template helps in making a clear follow up of the sampling activities.
- The study clearly infers that 20% of the respondents strongly agree and 80% Of the respondents agree that the merchandising template helps in reducing sample rejections.
- The study clearly infers that 60% Of the respondents agree and 40% of the respondents are neutral that the merchandising template helps in reducing the lead-time in sample procedure.
- The study clearly infers that 60% of the respondents strongly agree and 40% Of the respondents agree that the merchandising template helps to start production as per schedule.
- The study clearly infers that 60% of the respondents strongly agree and 40% Of the respondents agree that the merchandising template helps to start bulk cutting on time.
- The study clearly infers that 60% of the respondents strongly agree and 40% Of the respondents are neutral that the merchandising template helps in starting the bulk print/embroidery on time.
- The study clearly infers that 60% of the respondents strongly agree and 40% Of the respondents agree that the merchandising template helps in starting the bulk sewing on time.
- The study clearly infers that 60% of the respondents strongly agree and 40% Of the respondents agree that the merchandising template helps in starting the bulk checking on time.
- The study clearly infers that 60% of the respondents strongly agree and 40% Of the respondents agree that the merchandising template helps in starting the bulk packing on time.
- The study clearly infers that 20% of the respondents strongly agree, 40% Of the respondents agree and 40% of the respondents are neutral that the merchandising

template helps in coordinating between the various departments that involve the bulk production during the process.

- The study clearly infers that 80% of the respondents strongly agree and 20% of the respondents are neutral that the merchandising template helps in reducing the lead-time in bulk production.
- The study clearly infers that 40% of the respondents strongly agree, 40% of the respondents agree and 20% of the respondents are neutral that the merchandising template system is effective in reducing unwanted transport costs.
- The study clearly infers that 90% of the respondents strongly agree and 10% of the respondents agree that the merchandising template is effective in reducing unwanted courier costs.
- The study clearly infers that 100% of the respondents strongly agree that the merchandising template is effective in preventing the airlift of goods.
- The study clearly infers that 10% of the respondents strongly agree, 70% of the respondents agree and 20% of the respondents are neutral that the merchandising template system helps in maintaining the order status correctly.
- The study clearly infers that 50% of the respondents agree, 40% of the respondents are neutral, 10% of the respondents disagree that the Merchandising Template is a user friendly one.
- The study clearly infers that 60% of the respondents strongly agree and 40% of the respondents agree that the merchandising template bridges the communication gap between the export agency & the organization.

## **5.2 SUGGESTIONS AND RECOMMENDATIONS**

- The organizations must take care to see that the merchandising template is used to follow up all the activities.
- The implementation of the merchandising template in all the stages of the merchandise activity will help in getting work done in a systematized manner.
- The airlift cost has reduced to NIL by implementing the merchandising template
- The excess costs are reduced by the implementation of the merchandising template hence it is recommended to use it.



### **5.3 CONCLUSIONS**

This project **“A Study on the Implementation of Merchandise Monitoring Template with respect to Victorian Clothing Private Limited and Wise Garments Private Limited, Tirupur.”** Was done to examine the effectiveness of implementing a merchandising template to identify the costs that can be eliminated and minimized. From the study it is found that the airlift cost is reduced to Nil and several other costs were minimized to a drastic extent by the implementation of the merchandising template. Thus the organization must take care to see that the export orders are systematically monitored through the merchandising template to reduce the unwanted costs. Hence it is strongly recommended to implement the merchandise managing system for an effective and timely export order execution.

### **5.4 DIRECTIONS FOR FUTURE RESEARCH**

In future the research can be done by developing a merchandise monitoring template that monitors all the activities of the export including production and purchase of materials.

*Appendix*

**APPENDIX**

**QUESTIONNAIRE**

**Name of the organization:**

**Annual Turnover of the organization:**

**Designation:**

**Department:**

**Key Directory for the below statements:**

Following are the statements that reflect the effects of Merchandising Template system in the organization. According to your opinion, please put  symbol in appropriate box.

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>1. The Merchandising Template system helps in submitting the samples on time</b>					
<b>2. The Merchandising Template system helps in starting the sample cutting on time.</b>					
<b>3. The Merchandising Template system helps in starting the sample print/embroidery on time.</b>					
<b>4. The Merchandising Template system helps in starting the sample sewing on time.</b>					
<b>5. The Merchandising Template system helps in starting the sample checking on time.</b>					
<b>6. The Merchandising Template system helps in coordinating between the various departments that involve the sample procedure during the process.</b>					

7. The Merchandising Template helps in making a clear follow up of the sampling activities					
8. The Merchandising Template system helps in reducing sample rejections.					
9. The Merchandising Template system helps in reducing the lead-time in sample procedure.					
10. The Merchandising Template system helps to start production as per schedule					
11. The Merchandising Template system helps in starting the bulk cutting on time.					
12. The Merchandising Template system helps in starting the bulk print/embroidery on time.					
13. The Merchandising Template system helps in starting the bulk sewing on time.					
14. The Merchandising Template system helps in starting the bulk checking on time.					
15. The Merchandising Template system helps in starting the bulk packing on time.					
16. The Merchandising Template system helps in coordinating between the various departments that involve the bulk production during the process.					
17. The Merchandising Template system helps in reducing the lead-time in bulk production.					
18. The Merchandising Template system is effective in reducing unwanted transport costs.					
19. The Merchandising Template system is effective in reducing unwanted courier costs.					

<b>20. The Merchandising Template system is effective in preventing the airlift of goods.</b>					
<b>21. The Merchandising Template helps in maintaining the order status correctly.</b>					
<b>22. The Merchandising Template is a user friendly one.</b>					
<b>23. The Merchandising Template bridges the communication gap between the export agency &amp; the organization.</b>					

Any suggestions on how the merchandising template can be improved.

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