



Faculty of Engineering  
Department of Textile Engineering

**“Study on Merchandising for Improving the Quality of Garments”**

Course Code: TE 400  
Course Title: Capstone Project

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**A Project submitted in partial fulfillment of the requirements for the degree  
of Bachelor of Science in Textile Engineering advanced in  
Apparel Manufacturing Technology**

## LETTER OF APPROVAL

15<sup>th</sup> December, 2024

To

The Head

Department of Textile Engineering

Daffodil Smart City, Birulia, Savar, Dhaka 1216

Subject: Approval of Industrial Attachment Report of B.Sc. in TE Program.

Dear Sir,

I am just writing to let you know that this thesis paper has been prepared by the student bearing **ID 213-23-1067**, **ID 213-23-1072**, and **ID 213-23-5806** is completed for final evaluation. The whole report is prepared based on the proper investigation. The student was directly involved in this report activities.

Therefore, it would be highly appreciated if you would accept this thesis report and consider it for final evaluation.

Yours Sincerely



.....  
**Md. Manik Parvez**




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## DECLARATION

We hereby declare that the work which is being presented in this report entitled, “Study on Merchandising for Improving the Quality Garments” is original work of our own, has not been presented for a degree of any other university and all the resources of materials used for this thesis have been duly acknowledged.

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## ACKNOWLEDGEMENT

Initially, we express our gratitude to the Almighty for His blessings. By His grace, we have successfully completed our thesis paper assignment. We extend our sincere appreciation to all those who have guided us in the right direction and helped us progress. Their significant contributions have been invaluable in this challenging process of producing a successful thesis report. The first point of contact for assistance was our department, Textile Engineering. Undoubtedly, our supervisor's assistance has been incomparable. We are deeply grateful to our respected Sir,

**Md. Manik Parvez**, Lecturer of Textile Engineering, for providing us with a wonderful learning experience. We cannot thank him enough for his guidance, which has led us to a successful conclusion to our journey. We have learned a great deal about the topic, adhering to all the rules, making a good impression, and being self-assured, all thanks to our respected supervisor. The office employees and workers have also been of great help to us. Their contributions, advice, and suggestions have had a lasting impact on our journey. We are grateful to the management team of **Simba Fashions Limited**, and we extend our thanks to **Mr. Satish (GM)**, of **Simba Fashions Limited**, and **Md. Rayhan Sharif, (Merchandiser)** sir, for their assistance, which has been of great benefit to us. Finally, we would like to acknowledge our parents' constant support and patience with due respect. We are grateful to them for trusting us and supporting us throughout our academic journey.

## ABSTRACT

In the broadest sense, merchandising is any practice which contributes to the sale of products to a retail consumer. At a retail in-store level, merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase. In retail commerce, visual display merchandising means merchandise sales using product design, selection, packaging, pricing, and display that stimulates consumers to spend more. This includes disciplines and discounting, physical presentation of products and displays, and the decisions about which products should be presented to which customers at what time. Merchandising helps to understand the ordinary dating notation for the terms of payment of an invoice. It solves pricing problems including markups and markdowns. It helps to find the net price of an item after single or multiple trade discounts and can calculate a single discount rate that is equivalent to a series of multiple discounts. Further it helps to calculate the amount of cash discount for which a payment qualifies. Merchandising and its various applications help the world much easier around us and our perception of that world as much as advertising and the media. Merchandising helps the retail outlets and marketers present their products for sale to the consumer, both in form and content. They built a nice partnership by the help of merchandising. In merchandising, field merchandising software has a key role. Field merchandising software is a tool used by some of the most sophisticated retailers and suppliers for in-store execution and retail store audit. It enables retail management to set up clear targets for merchandisers and allows the instant review of task performance, letting managers make better-informed decisions. Field merchandising software solutions allow companies to streamline business processes, saving time and money and making data easier to collect. (Dr Khondaker Golam Moazzem, 2010)

# Table of Content

LETTER OF APPROVAL.....	i
DECLARATION .....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	iv

## CHAPTER– 1

INTRODUCTION.....	1
1.1 Introduction.....	2-3
1.2 Objectives .....	4

## CHAPTER–2

LITERATURE REVIEW.....	5
2.1 As a merchandiser product development with global buyer.....	6
2.2 Sample development process for product development.....	7
2.3 Process Flow Chart of Apparel or Garments Merchandising.....	8-9
2.4 Different types of samples development.....	10
2.5 Briefs on different samples.....	10
2.5.1 Design development.....	10
2.5.2 Proto sample.....	11
2.5.3 Fit sample.....	12
2.5.4 Ad or photo shoot sample.....	12
2.5.5 Sales man / Marketing / Showroom sample.....	13
2.5.6 Size set sample.....	14
2.5.7 GPT sample (Garment Performance Test).....	14
2.5.8 Pre- production sample (PP sample).....	14
2.5.9 Wash sample.....	15

<b>2.5.10</b>	TOP sample (Top of Production).....	15
<b>2.6</b>	Product development terms for a merchandiser.....	16
<b>2.7</b>	Lap dip approval.....	17
<b>2.7.1</b>	Importance of lab dip.....	17
<b>2.7.2</b>	Lab dip and light source.....	18
<b>2.7.3</b>	Maintaining Color Standard.....	19
<b>2.7.4</b>	Confirm Fabrication before making lab dip.....	19
<b>2.7.5</b>	Dyestuff and dyeing process used for lab dip preparation.....	19
<b>2.7.6</b>	All Over Print (AOP) lab dip; consider light ground.....	20
<b>2.7.7</b>	Yarn dip and its Time.....	20
<b>2.7.8</b>	Foreign Lab dip.....	20-21
<b>2.7.9</b>	How to store Lab dip.....	21
<b>2.7.10</b>	Prints and Embroidery quality.....	21
<b>2.7.11</b>	Color range.....	21-22
<b>2.8</b>	Fabric Color Approval Method Followed in Apparel Industry.....	22
<b>2.8.1</b>	Prototype development.....	22
<b>2.8.2</b>	Trims and accessories development.....	23
<b>2.8.3</b>	Thread.....	23
<b>2.8.4</b>	Labels.....	24
<b>2.8.5</b>	Zipper.....	24
<b>2.8.6</b>	Buttons.....	25
<b>2.8.7</b>	Polybags.....	25
<b>2.8.8</b>	Cartons.....	26
<b>2.8.9</b>	Hand tags.....	26
<b>2.8.10</b>	Shanks and rivets.....	27
<b>2.8.11</b>	Hangers.....	27
<b>2.8.12</b>	Taps and Velcro.....	28
<b>2.9</b>	Product Development by Garment Manufacturer.....	28

<b>2.10</b>	Role of production merchandiser in product development.....	28-29
<b>2.11</b>	Product development by design studio.....	29

### **CHAPTER 3**

METHODOLOGY .....	30	
<b>3.1</b>	Methodology.....	31-32
<b>3.2</b>	Lab dip approval process in apparel industry.....	32

### **CHAPTER 4**

RESULT.....	33	
<b>4.1</b>	Result.....	34
<b>4.2</b>	Improve apparel product quality.....	34
<b>4.3</b>	The importance of quality in apparel:.....	34
<b>4.4</b>	Result of sample.....	34
<b>4.5</b>	Quality Requirement of a Good merchandiser.....	34-35
<b>4.6</b>	Color standards.....	35

### **CHAPTER 05**

FINDINGS AND DISCUSSION.....	36	
<b>5.1</b>	Key challenges in merchandising.....	37
<b>5.2</b>	Effective merchandising strategies for quality improvement.....	37
<b>5.3</b>	The role of technology in enhancing merchandising efficiency.....	37
<b>5.4</b>	The importance of training in merchandising teams.....	37

### **CHAPTER 06**

RECOMMENDATION.....	38	
<b>6.1</b>	Implementing technological solutions in merchandising.....	39
<b>6.2</b>	Strengthening supplier relationships for consistent quality.....	39

<b>6.3</b>	Continuous training for merchandising professionals.....	39
<b>6.4</b>	Enhancing communication between departments.....	39

## **CHAPTER – 7**

	CONCLUSION.....	40
<b>7.1</b>	CONCLUSION.....	41
	REFERENCE.....	42

# **CHAPTER- 1**

# **INTRODUCTION**

## 1.1 Introduction:

The main duty of a merchandiser is to work alongside the buyer in the product development process. This phase involves creating a new style or design, marking the initial step in launching a new product. A fashion designer typically generates the concept, which starts as a simple sketch.



Product development is the process of transforming that design into a three-dimensional garment while considering both technical and aesthetic elements. It begins with organizing ideas and compiling images into a Mood Board, capturing the project's essence and target customer, often with the end consumer in mind.

Conducting a thorough analysis and observing market trends inspire decisions about colors and textures, which influence fabric selection. The color palette is curated with key shades while considering market trends and consumer preferences, backed by historical data from the marketing team regarding the product's sales potential. Techniques like dyeing, printing, applique, and fabric manipulation help bring these concepts to life, focusing on achieving desired textures and garment draping during fabric development for the Swatch Board, where innovation is highly valued.

Designing a collection involves making choices based on personal taste, market forecasts, and the insights shared between the merchandiser and the buyer. In today's fast-paced fashion industry, product development has become crucial to the entire fashion supply chain.

Currently, product development occurs at every level of the fashion industry, often involving various institutions. Clothing is an essential need for people, and Bangladesh has emerged as a prominent producer and exporter of knit Ready-Made Garments (RMG). The country hosts around 5,000 garment factories, with the industry beginning its production and export journey in 1980. This sector has significantly contributed to the economy, accounting for nearly 82% of foreign currency earnings through RMG exports.

Over time, Bangladesh has gained expertise in product development, now producing and exporting more than 60 categories of garments. Major export markets include Germany, the UK, the USA, Japan, Canada, the Middle East, Australia, and many other countries worldwide, benefiting from low labor costs.

Effective merchandising is vital to garment business operations; without it, achieving business objectives becomes difficult. A merchandiser handles everything from order receipt to shipping at the Chittagong port, overseeing all related activities. Upon receiving an order, the merchandiser evaluates the necessary raw materials, trims, and accessories, then creates a detailed action plan to ensure on-time delivery.

Within the factories, they place orders for all required items, such as fabric, sewing thread, buttons, washing supplies, cartons, polybags, and shipping arrangements. In essence, a merchandiser manages the entire garment export process. (Prof. Dr. Md. Mahbul Haque, 2012)

## 1.2 Objectives:

The first phase of product development entails organizing concepts and collecting images to form a mood board. This mood board not only encapsulates the overall theme of the design project but also mirrors the target audience it aims to engage. When designing, consideration for this audience is often paramount. From the buyer's viewpoint, product development is concentrated on creating a distinctive style within a product line.

Usually, the product development journey from the buyer's perspective begins after a market forecast and emphasizes developing each unique style. Over time, the exportation of knitwear has become more significant, eclipsing that of woven products. Various factors contribute to the strong performance of the knitwear sector. One major factor is the support from the knitting industry, as knitting technology is generally simpler than weaving. Moreover, the range of products available in knitting is narrower in comparison to woven items. The rapid availability of knit fabric, the primary raw material for knit garments, has greatly stimulated the growth of knit exports. Consequently, by the fiscal year 2007-08, knitwear exports had surpassed those of woven wear, accounting for 38.97% of revenues from knit exports compared to 36.17% from woven exports.

In the fiscal year 2008-09 (from July to April), total exports for knitted and woven products were recorded as follows: knitwear exports reached US\$ 5,231.01 million, while woven exports amounted to US\$ 4,902.48 million, resulting in a 57.82% increase in the contribution of knitwear to national exports.

This thesis presents a study on merchandising aimed at enhancing the quality of garments. It outlines how buying houses and their merchandisers manage their daily activities. Important functions of buying houses are detailed, including their organizational structure, operational principles, and procedures. It also outlines the documents necessary to confirm orders, testing standards, specification sheets, and pertinent elements of commercial Incoterms.

Furthermore, the thesis elaborates on the merchandising process, detailing the roles and responsibilities of merchandisers and the workflow involved in fulfilling orders. It includes information about the norms, standards, and quality expectations for merchandisers, along with comprehensive details regarding trims and accessories. (Saiful Islam Tanvir, 2013)

# **CHAPTER 2**

# **LITERATURE REVIEW**

## **2.1 As a merchandiser product development with global buyers:**

From the buyer's perspective, product development centers on crafting unique styles within a product line. The typical process starts with market forecasting and then moves on to designing distinctive styles. Following the research phase, activities include developing silhouettes, selecting fabrics and trims, creating prototypes, and establishing specifications. These designs are evaluated to determine manufacturing costs, with all these steps being integral to the product development aspect of line development.

The initial steps of creating silhouettes and choosing fabrics can vary significantly between designers and companies. Some brands begin their line development by focusing on fabric and print designs, opting for materials before finalizing silhouettes. In contrast, other designers might prioritize silhouette creation first, selecting appropriate fabrics afterward. Regardless of the approach taken, both methods ultimately lead to unique garment styles.

This type of product development is generally carried out by the buyer in collaboration with a buying house. It is an essential phase in the line development process, following market forecasting, and plays a crucial role in establishing a product line. (Kashem P. M., 2016)



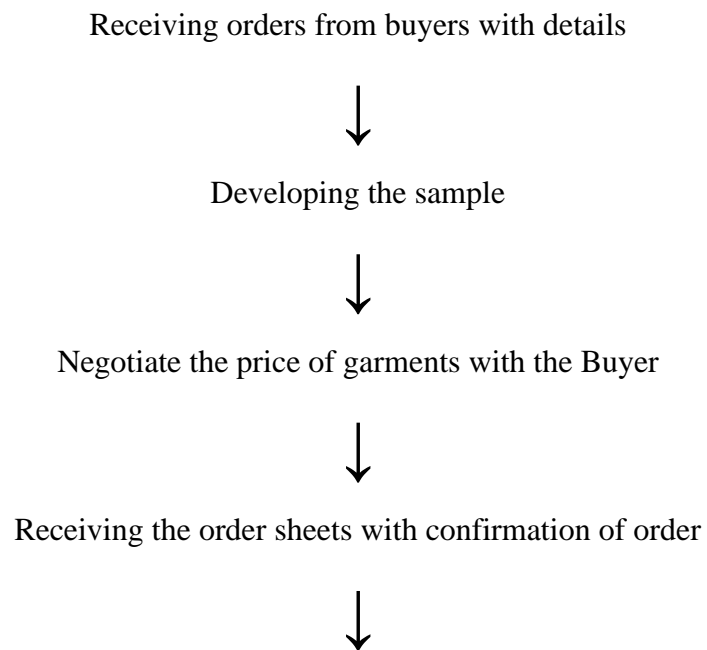
## **2.2 Sample development process for product development:**

Sampling is a crucial process in garment manufacturing that plays a significant role in enticing buyers and securing orders, as buyers typically place orders when they are satisfied with the quality and responsiveness of the samples. It represents a critical and fundamental phase of fashion merchandising. The sampling department creates samples based on the specifications and requirements provided by the buyer.

In merchandising, sampling can be defined as “the transformation of a fashion designer's concepts, perceptions, and ideas into product samples, developed systematically through the various stages of product development while ensuring technical and quality clarity.” Although the sampling process can be challenging and time-sensitive, it aids exporters in winning orders from buyers. Before making an order with a factory, buyers want to verify whether the factory is capable of producing styles that meet the desired quality standards. The quality of the samples indicates the exporter’s capacity to handle specific garment styles. Buyers evaluate an exporter’s capabilities solely based on the samples provided. If the samples demonstrate high quality, buyers are more inclined to place orders with the factory. Additionally, sampling serves as a link between the production and marketing departments, influencing both areas. Therefore, it is vital for the samples to be innovative and produced with the highest quality standards. (Kashem P. M., 2016)



### 2.3 Process Flow Chart of Apparel or Garments Merchandising:



Need to produce buyer requirement sample like Fit sample, Proto sample etc.



Place requisition for bulk fabric



Place requisition for accessories



Create Swatch board for approval



Arrange raw materials and receive it in factory



Check and also listing



Produce pre-production (P.P) Sample with all actual



Arrange Pre-production meeting



Start bulk production



Updating daily production and quality report from factory



Sample sent to testing center which is third party for test



Arrange final inspection



Shipment



Receive payment from Bank.

## **2.4 Different types of samples development:**

The process of sampling varies among buyers and styles, but there is a generally recognized order of sampling within the industry. Although the stages and purposes of the samples may be alike, the terminology used can differ from one buyer to another. Standard samples are usually called:

- Design development
- Proto sample
- Fit sample
- Ad or photo shoot sample
- Sales man sample
- Pre- production sample
- GPT sample
- Size set sample
- TOP sample
- Wash sample

- Shipment sample.

## **2.5 Briefs on different samples:**

The samples are provided to the buyer in a sequential manner for their approval prior to proceeding. Occasionally, the buyer suggests changes to the initial sample, leading to the creation of a counter sample that is sent back for their approval. The sampling department collaborates with the merchandising department to assess fabric usage for each garment, which subsequently helps in determining the garment's cost. (Azam, 2023)

### **2.5.1 Design development:**

- This is the first sample created to meet the preferences that are common among buyers.
- The design development can be carried out by either the buyer or the manufacturer.
- The primary objective is to determine if the current product line should be continued.

### **2.5.2 Proto sample:**

- ❖ A proto sample is created at the very beginning of the production process, and typically, an order is confirmed with the factory based solely on this proto sample.
- ❖ Generally, the buyer requests proto samples from about 2 to 3 factories.
- ❖ The factory that offers the best quality and competitive pricing will receive confirmation from the buyer.
- ❖ Proto samples are usually made using a similar fabric if the actual material is unavailable, and substitute trims may be used.
- ❖ Since the proto sample is the first submission from the factory to the buyer, the buyer must provide essential information along with their proto sample request, including: the Specification Sheet (Tech Pack), Bill of Material, optional Development sample, optional Paper patterns, samples of unique trims, samples of the fabric yardage (which can be provided by the buyer or requested from the factory), and details of any prints or embroidery.
- ❖ The factory is required to submit a minimum of 4 proto samples (the quantity may vary from buyer to buyer).
- ❖ If the buyer does not approve the proto sample, the factory must provide a second proto sample for approval.
- ❖ Once the proto sample is approved, the buyer will instruct the factory to begin work on the fit sample.



### **2.5.3 Fit sample:**

A fit sample is created and sent to verify the garment's fit on live models or a dummy, as well as to gain approval for construction details. During this sampling phase, the buyer ensures that the factory fully grasps the construction and quality requirements and standards. Typically, the sample is made in the medium and large sizes specified by the buyer. The fabric used for the production of the fit sample is either the actual material intended for bulk production or a sample yardage fabric.



#### **2.5.4 Ad or photo shoot sample:**

- To introduce the new style to the market, the buyer typically requests a CAD sample for a photo shoot.
- The buyer utilizes this photo for marketing, whether in a catalog or across various platforms such as print, television, or online, to gauge consumer reactions.
- This sample is generally provided in medium to large sizes as specified by the buyer.



#### **2.5.5 Sales man / Marketing / Showroom sample:**

- The primary goal of a salesman sample is to secure orders from retailers.
- In a salesman sample, actual materials, such as real accessories and fabric, or sample yardage, should be utilized.

- This stage of sampling is crucial, as the buyer's sales rely heavily on how well the sample is presented, along with the look and feel of the fabric.
- The sample's quality must meet the buyer's standards; therefore, the merchandiser needs to ensure that the product development team is fully informed about the quality requirements for samples.
- The costs associated with producing samples are typically covered by the buyer, who may sometimes pay up to 150% of the FOB price.



### **2.5.6 Size set sample:**

- The main purpose of size set sample is to check the factory's capability to make the sample in all sizes.
- The size set sample should be made in the actual fabric and trims.

- The samples can be made in the sampling room or actual production floor, as required by the buyer.
- Bulk cutting of fabric for production should start only after size-set sample get approved.
- Normally, 1-2 samples (or quantity specified by buyer) of each size need to send to buyer.
- If sizes are more in number then buyer may ask to skip some sizes, called jump size set sample.

### **2.5.7 GPT sample (Garment Performance Test):**

- The main goal of GPT is to perform physical and chemical assessments on garments to confirm their effectiveness.
- Various tests conducted on garments include measurements for shrinkage, color durability, and seam strength, among others.
- GPT samples can be evaluated alongside size set samples.
- Generally, the GPT sample is sent to a third-party inspection agency, and the findings are shared with both the manufacturer and the buyer.
- When a style is offered in 3-4 different colors, only one color sample is subjected to comprehensive testing, while the other color samples are only tested for color fastness.

### **2.5.8 Pre-production sample (PP sample):**

- A pre-production (PP) sample is considered a formal contract between the purchaser and the factory.
- It needs to be made using the actual fabric and trims.
- The washing, embroidery, and printing must match those of the final product.
- The PP sample is the standard for production, and all bulk garments should accurately reflect this sample.
- The factory is allowed to start bulk production only after the pre-production sample has been approved.
- Typically, only one size, consisting of 1-2 samples, is provided, or as per the buyer's specifications.

### **2.5.9 Wash sample:**

- A wash sample is produced and sent to the buyer for assessment of the fabric's texture and handle after the washing process of denim or shirts. This can happen during either the size set

or pre-production phase, with the sample being submitted for the buyer's consent to move forward with the washing program.

- If the buyer does not approve the sample or offers feedback, the factory must provide a second sample for evaluation.
- Depending on the feel evaluation, the buyer may suggest changes to the washing program.



### **2.5.10 TOP sample (Top of Production):**

- The first production items are sent to the buyer immediately after they are finished on the sewing line, accompanied by suggestions from the QA team.
- During the TOP sample evaluation, the buyer examines how the style is actually made.
- The buyer checks if the bulk production aligns with the sample provided and evaluates the packaging of the TOP sample.

### **2.6 Product development terms for a merchandiser:**

**For product development, there are some terms for a merchandiser. Now we will discuss about these terms:**

**Fabric selection:** The selection of fabric is determined by its aesthetic qualities as well as the particular technical needs of the garment. During the fabric choice process for product development, various factors must be considered.

Fiber content: The fiber content plays a vital role for merchandisers engaged in product development. Generally, a specific quantity of yarns is used to manufacture fabrics, employing various techniques such as weaving, knitting, and felting. The properties of the fabrics vary depending on the fiber types, the fabrication methods, the machinery used, and the finishing techniques applied. Furthermore, fabrics can be tailored differently based on their intended applications. Fiber content reveals the materials that make up the yarns and fabrics, which can be categorized as natural (like cotton, wool, linen, and alpaca), man-made from plant sources (such as rayon, acetate, and lyocell), or synthetic derived from petroleum (including polyester, nylon, acrylic, olefin, or spandex). The choice of fiber greatly influences the fabric's look, comfort, durability, cost, and maintenance requirements. Any fiber that constitutes more than 1% of the product must be indicated with its percentage on the product label. Therefore, selecting the appropriate fiber is essential for producing a high-quality item.

Fabric construction: There are three main types of fabric construction: nonwoven, woven, and knitted. Fabrics can be made from interconnected fibers directly, as seen in materials like felt or modern nonwoven options. Alternatively, they can be crafted from yarns that are woven or knitted together. These yarns can originate from continuous filaments, which can be natural, such as silk, or synthetic, produced by machines. Filament fibers are generally smooth, although their texture can be modified for a different feel. Yarns can also be made from shorter fibers like cotton, wool, and linen, or from cut lengths of synthetic fibers, which can create a softer texture or be blended with natural fibers.

Very fine yarns, like microfiber, can be derived from filament yarns. The characteristics of the resulting fabrics depend on the yarn's diameter, twist, and texture. Different techniques exist for weaving or knitting yarns into fabrics. Woven fabrics are created by interlacing sets of yarn at right angles, resulting in a variety of patterns, textures, and finishes. On the other hand, knitted fabrics are made by looping the yarn together, with various knitting techniques yielding different appearances and properties. The construction method of a fabric impacts its visual appeal, functionality, and cost key considerations when choosing a fabric. (Azam, 2023)


## **2.7 Lap dip approval:**

Although this task seems straightforward, significant errors can occasionally happen. This article is intended to assist those in merchandising positions or anyone looking to enter this field with managing lab dips. It's important to note that this piece is not directed at dye houses or laboratories, which, while needing to grasp the merchandiser's viewpoint, have other factors to consider. (Azam, 2023)

**Approved Lab Dip Card for Production**

Number	La-3666	Style	Jog Pant
Instruction	176 x 72 / 90 x 150 D + 70 D	Fabric	Poly cotton Ly.
Color	Black	Lab Dip No	0216107525
Lot	D-65	Date	31-07-2015

Recipe:	Approved Shade: 'C'
<p>Fucod Yellow UEX = 8.00 gr/l.</p> <p>" Red UEX = 5.00 "</p> <p>" Black CS9 = 55.00 "</p> <p>NaOH 36% = 22.0 ml/l.</p>	
Remarks:	

Authorized Signature

Prepared By

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### 2.7.1 Importance of lab dip:

A lab dip is a small fabric sample used to determine the color and formulation before proceeding to bulk dyeing. It acts as a reference for both the buyer and the manufacturer, ensuring they are aligned on the desired color and the corresponding dye recipe. Lab dips are essential since different dye mixtures can create various shades. Dye houses create lab dips based on the buyer's reference color, which can be drawn from a fabric sample or a Pantone number, referred to as the standard. Typically, lab dips are produced in 6x6 inch sizes, and a unique lab dip is required for each type of fabric. The material used for lab dips should match the bulk fabric that will be dyed for final garment production. Each lab swatch is assigned a specific reference number by the lab department to identify its color and recipe. Factories usually categorize shades as A, B, C, or D and provide 3 to 6 color options. For lab approval, it's recommended to present at least four choices so buyers can select the shade that best matches the standard. When submitting options to the buyer, dye houses generally do not share detailed recipes, as this information is kept for their internal processes. (Azam, 2023)

## 2.7.2 Lab dip and light source:

The source of light is vital for accurately identifying different shades. Various factors, including the type of light source, its setup, and the angles from which colors are viewed, significantly influence effective color matching. The apparatus that houses the light sources and provides an optimal environment with multiple viewing angles for color evaluation is known as a light box. It's important for buyers to specify their desired light source for color comparison. Commonly used light sources for this purpose include D-65 and TL84, as each condition can produce varying results. Thus, investing in a high-quality light box is crucial for precise color and shade matching.

- D-65 Artificial Daylight Fluorescent Tubes
- Incandescent Light Bulbs with Tungsten Filament
- Tri-Phosphor Fluorescent Lamps (TL84)
- Ultraviolet Black Light (UVB)
- Cool White Fluorescent Lamps (CWF)



A client requires a spectrometer to accurately identify and match colors. This device utilizes electrical data to recognize different colors, tones, or shades. However, it can be costly and may not be easy for all users to operate, necessitating some level of expertise for proper use. When matching colors, buyers generally consider the lighting conditions where the sale occurs and where the product will be used. D65 is the light source associated with the usage location, while TL84 corresponds to the lighting at the point of sale. (Azam, 2023)

### **2.7.3 Maintaining Color standard:**

A color standard is a fabric sample or Pantone number provided by the buyer to the manufacturer for the creation of a lab dip. This standard can come from a piece of clothing or a swatch from the buyer's collection. Buyers select specific colors for each season such as summer, autumn/winter, and winter collections and develop corresponding lab dip colors for mass production. To assemble a color collection, buyers typically perform market research and keep track of seasonal color trends. However, they may not always provide a precise standard for the lab dips. For example, buyers might use a color swatch from a premium garment of their own brand, which isn't a reliable reference. A finished garment shouldn't be seen as a suitable standard for lab dip formulation. While lab dips are designed to guide the dyeing of fabric color, the eventual color of the garment can vary due to washing methods or additional finishing processes. It is essential for merchandisers or lab staff to communicate to buyers that a completed garment swatch is not an appropriate standard for lab dips. Occasionally, buyers will share a Pantone number as a color reference. (Azam, 2023)

### **2.7.4 Confirm Fabrication before making lab dip:**

Fabric selection is essential because colors can look different based on the fabric type. Thus, it's important for the merchandiser or the lab to confirm the fabric's content and type ahead of time. For instance, a lab dip meant for single jersey fabric cannot be approved for 1×1 fabric. Similarly, a sample of 100% cotton can't accurately represent a cotton/elastane blend, and plain jersey should not be swapped with a slab jersey. If a buyer requests a certain color on 100% cotton but submits a sample made of blended fibers, the lab dip may face repeated rejections for not matching, often due to the fabric composition rather than just color variation. Additionally, shades in blended fibers can vary based on their makeup. Therefore, it's crucial to verify the fabric composition before developing a lab dip; otherwise, it will likely lead to numerous rejections. (Azam, 2023)

### **2.7.5 Dyestuff and dyeing process used for lab dip preparation:**

The choice of dye is critical, as different dyeing techniques have unique formulas. Occasionally, the buyer may not share details about the dyeing method, so it's vital to confirm this information before producing the lab dip. You might also need to identify the dye type based on how the final garment will be treated. For example, if the garment has a discharge print, you must use discharge dye, even if the buyer requests reactive dye. If you create a lab dip with reactive dye and the buyer approves it, but you then move forward with fabric production without considering the printing method, you could encounter problems. Discharge printing necessitates fabric dyed with discharge dye because this process removes the original color and applies new color only to the printed areas. Using reactive dye will not work for a successful discharge print. Additionally, discharge dye is

generally more costly than regular dye, which can lead to significant miscalculations in your dyeing procedures. (Azam, 2023)

### **2.7.6 All Over Print (AOP) lab dip; consider light ground:**

Many merchandisers make the mistake of seeking approval for the body color when it comes to All Over Print (AOP). It's important to choose a light background for lab dips or fabric colors instead. For example, if an AOP design includes five colors, including the background, using a dark color as the ground will lead to issues since AOP cannot be executed on dark backgrounds. A white print can't be done effectively on a red ground, but red looks great on a white background. Therefore, it's advisable to always opt for light or white colors for AOP. If a light color isn't available for the ground print, then using a white background for the fabric color is the best choice. In this scenario, the total colors used in the print would be five, but the white ground would go unnoticed. Additionally, considering four colors during price negotiations may impact your pricing strategy. (Kashem, 2016)

### **2.7.7 Yarn dip and its Time:**

A yarn dip is similar to a lab dip but specifically for yarn-dyed fabrics. The yarn dyeing process is lengthy and not easily repeated, which means that yarn dips take longer to prepare than regular lab dips. While a typical lab dip can be completed in about a week, a yarn dip requires at least two weeks. It's essential for the merchandiser to account for the entire timeline from the first submission of the yarn dip to its approval, including any necessary revisions, which can take a minimum of 30 days or sometimes even longer.

Therefore, it's crucial to prioritize yarn dip submissions and be mindful of the maximum approval time needed.

For garments with an over-dye program, the lab dip process differs from the standard. This type of lab dip involves washing the garment in a machine to achieve a vintage appearance. Specifically, a large fabric panel, sewn on both sides like a bag, is placed in the washing machine to dye. This panel serves as the lab dip for the garment's over-dye process for subsequent steps. Recently, some washing plants have set up lab machines for development, but such facilities are currently not available in Bangladesh. (Azam, 2023)

### **2.7.8 Foreign Lab Dip:**

When purchasing fabric from another country, obtaining lab dip approval is necessary. To ensure this process goes smoothly, the merchandiser needs to keep a close watch on it. It's important to note that obtaining foreign lab dip approval can be time-consuming.

### **Merchandisers receive standards from buyers.**

- First, send the standard to the supplier so they can create a lab dip.
- The supplier typically requires at least two weeks to complete this.
- Once ready, the lab dip is sent to the merchandiser.
- The merchandiser assesses it and forwards it to the buyer.
- After receiving the lab dip, the buyers provide their feedback.
- If the initial submission is approved, it simplifies the process for bulk production.
- If it isn't approved, the lab dip cycle restarts, and approval must be awaited once more.

Based on the process outlined, obtaining approval for a foreign lab dip is necessary on the first submission. If a second or third submission is needed, it will undoubtedly lead to delays in the overall process. Therefore, the merchandiser needs to ensure that the correct standards are sent on time and communicate with the supplier to properly prepare the lab dip. In some cases, it's recommended to send the lab dip directly from the fabric supplier to the buyer, which can save at least a week in the entire process. (Vena, 2013)

### **2.7.9 How to store Lab dip:**

For a merchandiser or laboratory, it is crucial to store the lab dip in a safe location. The following suggestion may assist in ensuring its security. (Kashem, 2016)

- Store the lab dip in a plastic bag.
- Protect it from light.
- Place it in a secure location, away from dust.
- Lastly, mark the approved shade with an official approval.

### **2.7.10 Prints and Embroidery Quality:**

The merchandiser must adhere to the quality standards for printing and embroidery. These processes are decorative elements in the garment industry, so it's essential for merchandisers to have a thorough understanding of the various types of embroidery. (Kashem, 2016)

### **2.7.11 Color range:**

Color approval for fabrics is a critical aspect of garment merchandising, typically carried out by the merchandiser upon receiving a garment export order. There are specific procedures that must be followed to obtain color approval from the buyer, which are elaborated upon in this article. A significant challenge in the garment manufacturing industry is managing color variations in identical styles of clothing. By exploring various color options, a merchandiser can create new

styles or products. This discussion will cover not only the techniques and methods for identifying color differences but also the underlying reasons for these discrepancies. The final appearance of textiles is influenced by numerous factors, including raw materials and processing methods, all of which must be meticulously monitored to achieve the desired colors from the buyer. Therefore, effective color quality control is essential for both product development and manufacturing, ensuring the final products align with your vision. Below, we outline common challenges encountered in the Textile Dyeing sector. The textile industry faces particular difficulties in establishing comprehensive color quality control systems. To grasp color differences, it's important to understand the basic concepts of shadow and its variations. (EUROFINS, n.d.)

## **2.8 Fabric Color Approval Method Followed in the Apparel Industry:**

In the fashion industry, purchasers have the ability to authorize fabric colors by following certain established procedures, which are outlined below:

- ❖ The color indicated by the buyer.
- ❖ A lab dip should be prepared based on the buyer's chosen color.
- ❖ The lab dip has been sent to the buyer for their approval of the color.

Performance characteristics—

- Factors influencing wear, maintenance needs, and sewing considerations.
- Suitability and draping characteristics.
- Flexibility for application across various styles.
- Cost and payment conditions.
- Stock availability.
- Minimum order requirements.

To choose fabrics, designers go to textile mills, fabric studios, and design studios. The idea of textile merchandising in the industry differs significantly from how merchandising is conducted in consumer product companies. It encompasses a wider range of activities, responsibilities, and a broader overall scope. (EUROFINS, n.d.)

### **2.8.1 Prototype development:**

Once the silhouette is created, a tech pack is prepared, followed by the development of samples. The goal is to evaluate the design's look and the manufacturing capabilities for the intended style. (Martinez, 2024)

### **2.8.2 Trims and accessories development:**

Trims refer to all the non-fabric components used in a garment. This includes various accessories like threads, buttons, zippers, labels, elastics, and other miscellaneous items. The quality and amount of trim, along with the labor needed to attach it to the garment, significantly influence the overall cost of the item. (Kashem, 2016)

### **2.8.3 Thread:**

After fabric, thread is another crucial element to consider when calculating the cost of garments. The thread consumption is determined by the Industrial Engineering (IE) department and depends on factors such as the type of seam and stitches per inch (SPI). When ordering thread, it's essential to take into account the operation breakdown and the number of sewing machines required for that specific style, which will inform the number of thread cones needed. There are specialized software programs available that can provide precise calculations for thread consumption.

Another method to calculate thread usage involves measuring the initial weight of the thread cone before creating a sample and then weighing it again afterward. The weight difference reveals how much thread has been used, and converting that into meters provides the actual thread consumption for that garment. Additionally, when ordering thread, it's vital to factor in wastage, which typically ranges from 10% to 15%. (Kashem, 2016)



### 2.8.4 Labels:

Various types of labels are utilized in clothing, including main labels, care labels, and content labels. The cost of these labels is influenced by factors such as the type of material used, whether they are printed or jacquard labels, their size, and the colors applied. While the price of a single label may not be a major concern for an individual garment, it becomes quite significant in large-scale production. Additionally, minimum order quantity (MOQ) and total order size are other crucial elements to consider when placing label orders. (Kashem, 2016)



### 2.8.5 Zipper:

Zippers come in various types, such as metallic and nylon, which significantly impact their cost. It's essential for merchandisers to understand the different characteristics of zippers to ensure accurate pricing and effective negotiation. The Minimum Order Quantity (MOQ) is a crucial factor that greatly influences the cost of zippers; at specific MOQs, zippers can be obtained at the desired price. (Kashem, 2016)



### 2.8.6 Buttons:

Buttons can be composed of various materials, including nylon, plastic, acrylic, wood, shell, and metal. Each type of button has a minimum order quantity (MOQ) set by the manufacturer. Buttons can be composed of various materials, including nylon, plastic, acrylic, wood, shell, and metal. Each type of button has a minimum order quantity (MOQ) set by the manufacturer. (Kashem, 2016)



### **2.8.7 Polybags:**

The price of poly bags varies greatly based on their thickness, size, and the type of raw material used. Orders are typically placed based on the number of individual bags. The cost of poly bags is crucial because it can have a substantial impact when evaluating the total order quantity. (Kashem, 2016)



### **2.8.8 Cartons:**

The cost of cartons, similar to that of poly bags, is significantly influenced by the materials used and their dimensions. The price of cartons is determined by these factors, with the unit of measurement typically being the number of pieces, while costs can fluctuate based on minimum order quantities (MOQ). Cartons are sourced according to factors like the number of plies, their dimensions, and the grams per square meter (GSM) of the paper utilized in their production. (Kashem, 2016)



### 2.8.9 Hand tags:

Hand tags or price tags serve as packing materials, and their costs vary based on the materials used, the printing options, and the minimum order quantity (MOQ). (Kashem, 2016)



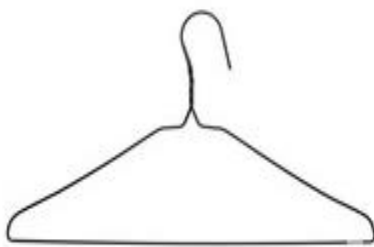
### 2.8.10 Shanks and rivets:

Typically, these trims are composed of metal, with rivets and shanks measured in gross and number of pieces, respectively. The prices for shanks and rivets vary based on the minimum order quantity (MOQ) and the materials utilized. (Kashem, 2016)



### 2.8.11 Hangers:

Hangers are typically constructed from durable plastics or occasionally wood. The price of a hanger varies based on the material, size, design, and color. In general, transparent hangers tend to be more expensive than colored ones. (Kashem, 2016)



### 2.8.12 Taps and Velcro:

Tapes are bought according to their width, while mobilon tapes are measured and purchased by weight in kilograms. A 100% increase in width leads to an 80% rise in cost for mobilon tapes. In

the case of satin tapes, increasing the width by 150% results in a 250% increase in price. Another element influencing the cost is the minimum order quantity (MOQ).

### **Advantages of product development by buyer/ buying specification:**

- The buyer plays a crucial role in market forecasting, leading to a deeper understanding of market dynamics.
- Recent trends are influenced by the buyer's decisions.
- The buyer creates colors, prints, and patterns based on market predictions.
- Ultimately, the buyer holds full responsibility for the success of the styles developed.

## **2.9 Product Development by Garment Manufacturer:**

Product development is a fundamental strategy for the organization, focusing on creating new designs and styles. This initiative helps generate more business by demonstrating proactive design development, which also impresses buyers. The production merchandiser plays a crucial role in this process. It is essential for the production merchandiser to keep the buyer informed about the organization's product development progress. The merchandiser should encourage buyers to entrust the organization with design development rather than handling it themselves. When buyers visit the organization, the production merchandiser showcases new colors, prints, embroidery patterns, and loom developments. They present the latest designs created by the product development team and aim to persuade the buyer to choose from these options. A compelling presentation and strong persuasive skills from the production merchandiser can significantly enhance business opportunities for the organization. (Simba Fashions , n.d.)

## **2.10 Role of production merchandiser in product development:**

- Product development has become a key business strategy for organizations, with the merchandiser acting as a crucial link between the buyer and the manufacturer. They possess insights into the buyer's market knowledge, which enables them to lead new developments accordingly.
- Merchandisers do more than just manage export orders; they also stay updated on emerging market trends concerning fabrics, colors, patterns, styles, and designs.
- One of their primary responsibilities is cost estimation, which is conducted during the product development and sampling phases, allowing them to provide accurate quotes to buyers.
- It is essential for merchandisers to encourage in-house design studios (when available) or product development teams to generate fresh ideas and innovative designs. Simultaneously, they should persuade buyers to approve development projects at the factory if there is sufficient production capacity.

- Understanding buyer preferences, the merchandiser can showcase new developments—such as desk looms, lab dips, strike-offs, and newly created garment designs—during buyer visits to the factory or send samples to buyers' offices for their selection.
- They must leverage their persuasive skills to ensure that buyers are inclined to accept certain designs. Additionally, an important aspect of a merchandiser's role is to follow up with both the buyer and the sampling department, ensuring that the development process progresses smoothly.

**Advantages:**

- A production merchandiser can manage the product development process more effectively.
- The initiative of the merchandiser can lead to increased business for the company.
- The expense of product development is lower when conducted within a manufacturing organization.
- A manufacturing organization might not impose product development costs on the buyer if the buyer consistently places orders, which benefits the buyer. (Simba Fashions , n.d.)

**2.11 Product development by design studio:**

In the era of globalization, the product development process is often contracted out by the buyer. The typical product development procedure conducted by a design studio can be outlined. The product development process resembles what the buyer undertakes, but it involves a third party, specifically a design studio. The buyer requests the design studio to create new designs, sketches, styles, and color schemes. The design studio generates designs based on the buyer's market forecasts while considering the brand's identity. (Vena, 2013)

**Advantages of the process:**

- The buyer benefits from the expertise offered by the design studio.
- The buyer does not need to manage the sourcing aspect of product development.
- The risk is shifted to the design studio.
- Collaboration with a third party for product development facilitates knowledge sharing.
- Resources can be pooled together effectively.
- The design studio accelerates the product development process by handling that task.
- The buyer gains access to the latest technology utilized by the design studio.

# **CHAPTER 03**

## **METHODOLOGY**

### **3.1 Methodology:**

Product development has become a key aspect of organizational strategy, with merchandisers acting as a link between buyers and manufacturers. They have a grasp of market trends and can guide new developments based on buyers' insights. Beyond simply managing export orders, merchandisers need to stay updated on the latest trends in fabrics, colors, patterns, styles, and designs. Below are several methods for enhancing merchandising performance through the use of merchandising software solutions. (Kashem, 2016)

- Arrange store shelves to enhance their visual appeal for customers.
- Keep adequate stock levels to avoid adversely affecting sales figures and brand reputation.
- Adhere to promotional guidelines.
- Understand your customer base.

Product merchandising encompasses all promotional efforts aimed at selling a product. Furthermore, since product merchandising pertains to both physical stores and digital platforms, it incorporates all promotional activities occurring in a retail environment (like shelf displays and end caps) as well as online (including web design and on-site search functionality).

Explore these 7 visual merchandising strategies that optimize your retail space.

- Spark Creativity through Product Arrangement.
- Appeal to Every Sense.
- Provide Assistance with Visual Signage.
- Establish a Hierarchical Structure.
- Design Your Store to be Instagram-Friendly.
- Update Displays and Store Layouts Regularly.
- Convey the Store Layout Clearly.

Large screens placed in key areas of busy supermarkets have demonstrated the potential to boost sales rates by as much as 64 times compared to the same products sold from their usual shelf spots. However, based on my experience, more typical sales increases range from one and a half to three times.

In a retail environment, merchandising plays a crucial role. It focuses on the strategic placement of products and visually appealing displays that draw customers' interest. Your proficiency in utilizing planning software and analyzing retail trends is essential in this field. There are two categories of merchandising companies: retail and wholesale. A retail company directly sells products to consumers, while a wholesale company purchases items in bulk from manufacturers and sells them to retailers or other wholesalers. (Kashem, 2016)

### **Types of electronic displays:**

- Electroluminescent display (ELD).
- Liquid crystal display (LCD) with LED backlighting. Thin-film transistor (TFT) liquid crystal display.
- LED display. OLED display. AMOLED display.

- Plasma display (PDP).
- Quantum dot display (QLED).

### **3.2 Lab Dip Approval Process in Apparel Industry:**

The lab dip is typically created on a small piece of fabric, measuring 6” x 6”. The apparel lab testing unit relies on their sample color, along with a specific reference number or Pantone number for each lab swatch to establish the color standard. Generally, garments categorize their color shades into sections. For instance, shades A, B, C, and D may have 3 to 6 variations of a particular color, but lab approval is more reliable when at least four options are provided, allowing buyers to identify a color that closely matches the standard and sample color. Some buyers may be advised to use a spectrometer and light box for color matching. The spectrometer analyzes electrical data to identify similar colors, tones, or hues. However, this method can be quite costly and not very user-friendly. In contrast, the light box utilizes specific light sources to create an optimal environment, offering various viewing angles for color comparison and matching with the sample. There are several types of light boxes available on the market, but most buyers favor the D-65 and TL-84 light boxes for shade matching. (Azam, 2023)

#### **QA process stages:**

- Analyzing requirements. The expense of correcting a defect discovered during testing can be as much as 15 times greater than the cost of preventing it during the requirement design phase.
- Planning for testing.
- Designing tests.

# **CHAPTER 04**

## **RESULT**

#### **4.1 Result:**

From this experiment, we need to understand the significance of the merchandiser in enhancing the quality of garments. The role of the merchandiser in this process is crucial. The merchandiser should regularly inform the buyer about the product development progress made by the organization. Encourage the buyer to provide new design ideas to the organization rather than creating them independently. (Simba Fashions , n.d.)

#### **4.2 Improve Apparel Product Quality:**

- Conveying the significance of quality, the responsibility of each worker in attaining and sustaining the correct standards, as well as the expectations regarding their performance.
- Ensuring that the workplace, including storage areas and shipping zones, remains clean and dry.
- Choosing and using appropriate tools for every step involved in cutting and assembly.

#### **4.3 The importance of quality in apparel:**

Through buyers and retailers, high-quality garments make their way to end users worldwide. Consumers are unlikely to purchase clothing that has noticeable defects and poor quality. Therefore, buyers and retailers intentionally avoid acquiring products that fail to meet quality standards. (Simba Fashions , n.d.)

#### **4.4 Result of Sample:**

Through buyers and retailers, quality apparel reaches end users across the globe. Customers will not choose to buy garments that exhibit visible defects and lack quality. As a result, buyers and retailers purposefully refrain from purchasing items that do not satisfy quality criteria. (Simba Fashions , n.d.)

#### **4.5 Quality Requirement of a Good Merchandiser:**

- Find out current trends in the market.
- Do forecasting of upcoming fashion trends (to develop the new style as per the season)
- Product development (Sampling).
- Develop new product line for a new season.

These elements are essential for conducting a TNA in the apparel industry; merchandisers must fulfill their responsibilities according to the timeline outlined in the action plan.

- I have confirmed an export order.
- I received the master letter of credit from the buyer.
- I'm in the process of obtaining the proforma invoice from suppliers of fabric, accessories, and other materials.
- I'm also in the process of opening a back-to-back letter of credit for the fabric supplier.

#### **4.6 Color Standards:**

The initial step is to establish color standards for the fabric dyeing process, which will serve as a guideline for upcoming production. This involves the customer and supplier agreeing on acceptable limits for color variations. The customer should supply a reference sample of the desired color to the supplier and maintain a sample swatch for future use.

It's important for the sample given to the supplier to be as large as possible to facilitate accurate color matching. Keep in mind that color matching may vary if the chosen fabric's composition or weight differs. Additionally, be aware that colors from a Pantone Color Swatch may appear different when printed on paper compared to how they look on fabric. (J. Park, 2014)

# **CHAPTER 05**

## **FINDINGS AND DISCUSSION**

### **5.1 Key Challenges in Merchandising:**

The research highlighted various difficulties encountered by merchandising teams, such as the procurement of high-quality materials, ensuring effective communication with suppliers, and managing the trade-off between quality and cost. Furthermore, the rising demand for sustainable practices introduces further complications for merchandisers as they strive to source eco-friendly materials and promote ethical production methods. (Kashem P. M., 2016)

### **5.2 Effective Merchandising Strategies for Quality Improvement:**

The study emphasizes various approaches to enhance garment quality, such as fostering robust relationships with suppliers, utilizing technology for process efficiency, and ensuring effective communication with production teams. Additionally, merchandisers should prioritize ongoing training to remain informed about industry trends and quality control methods. (Kashem P. M., 2016)

### **5.3 The Role of Technology in Enhancing Merchandising Efficiency:**

Technology is essential for enhancing merchandising efficiency and maintaining higher quality standards. Solutions like PLM software and ERP systems enable merchandisers to monitor production in real-time, spot possible quality concerns, and take corrective actions before they escalate into larger issues. (Kashem P. M., 2016)

### **5.4 The Importance of Training in Merchandising Teams:**

Ongoing training is crucial for merchandising teams to maintain competitiveness and enhance garment quality. Training initiatives should emphasize quality assurance, effective communication, and the application of technology in merchandising. (Kashem P. M., 2016)

# **CHAPTER 06**

# **RECOMMENDATION**

### **6.1 Implementing Technological Solutions in Merchandising:**

Merchandising teams ought to integrate technological solutions like PLM software and ERP systems to optimize workflows and enhance interdepartmental communication. Utilizing these tools can help minimize mistakes, boost production efficiency, and improve quality management. (Kashem P. M., 2016)

### **6.2 Strengthening Supplier Relationships for Consistent Quality:**

Establishing solid connections with dependable suppliers is crucial for maintaining consistent quality. Merchandisers need to collaborate closely with suppliers to ensure they grasp the brand's quality expectations and can fulfill them effectively. (Kashem P. M., 2016)

### **6.3 Continuous Training for Merchandising Professionals:**

Merchandising teams must participate in ongoing training to remain informed about industry trends, quality assurance methods, and emerging technologies. These training programs should concentrate on enhancing communication abilities, refining product development processes, and keeping up with the most recent quality control standards. (Kashem P. M., 2016)

### **6.4 Enhancing Communication between Departments:**

Effective communication among merchandising, production, and quality control teams is crucial for preserving garment quality. Merchandisers ought to establish regular meetings and reporting mechanisms to ensure that any quality issues are promptly addressed. (Kashem P. M., 2016)

# **CHAPTER 07**

# **CONCLUSION**

## 7.1 Conclusion

A merchandiser holds a crucial position in the apparel industry. From the creation of new styles to shipment, a merchandiser can oversee product development while adhering to her own maintenance policy. The primary responsibility of a merchandiser is to track an order from start to finish. Additionally, the merchandiser plays a significant role in enhancing the speed of work execution. Within the garments industry, a merchandising department is a standard feature. This department is often referred to as the core of the apparel industry. The profitability or loss of a company hinges on this department. Hence, the responsibilities within this department are very significant. The role of a production merchandiser in these activities is particularly important. A production merchandiser must consistently update the buyer about the product developments made by the organization. They should encourage the buyer to provide design developments to the organization instead of handling it themselves.

Merchandisers are accountable for the appearance and supply of products in various stores within their assigned geographic territory. By collaborating closely with suppliers and manufacturers, they ensure that the promotion of certain products and services will drive sales over time. The thesis outlines the step-by-step tasks performed by a merchandiser. Some of the key tasks include sample development, apparel costing procedures, and quality monitoring, as well as banking procedures and negotiations with buyers or their representatives. Moreover, the thesis also discusses calculations related to fabric and thread consumption, along with the requirements for trims and accessories. It is anticipated that the information and findings presented in the thesis will be highly beneficial for those working in this sector. Although buying houses encounter numerous challenges due to a shortage of technical staff and issues related to fabric sourcing, now is the time for them to take essential measures to secure a better future. Buying houses must focus on establishing strong relationships with buyers by offering the best prices and quality products for business transactions. They require training programs to enhance their workforce, which is the fundamental strength of a buying house. Buying houses act as intermediaries for factories, placing orders and managing processes on behalf of the end buyer or importer. Timely order placement, execution with perfect quality, is the primary function of a buying house. Therefore, fostering robust relationships with both buyers and manufacturers is also crucial for a buying house.

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## “Study on Merchandising for Improving the Quality of Garments”

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