



Daffodil
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An Analysis of Merchandising Process in Garments Industry

A Study on Yagi Bangladesh Garments Ltd.

Prepared To

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A Report Submitted to the Faculty of Business & Entrepreneurship, Daffodil International University in Partial Fulfillments' of the Requirements for the Degree of Masters of Business Administration (MBA)

Submission Date: December 15, 2018

Acknowledgement

First of all, I would like to convey my sincere appreciation to the almighty Allah for giving me the strength and the ability to finish the task within the planned time.

I am grateful to **Mr. MD Harun (General Manager)** I would like to give special thanks to my supervisor, **MD Riajul Islam** (Senior Merchandiser) and also grateful to other officer of the Yagi Bangladesh Garments Ltd. who helped me in preparing the study report by giving their suggestions, assistance and information, which is valuable to me.

I would also like to thank my internship supervisor **Dr. MD Abdur Rouf** Assistant professor & Associate Head, Department of Business Administration, Daffodil International University for his valuable suggestions and guidance during the study period that has greatly inspired me in preparing this report.

I want to give my thanks to my parent, who has been the pillar of my strength and the strong supporter of my success.

Finally, I am deeply grateful to all concerned persons who provide valuable guidance, suggestions and advices in collecting information, analyzing and preparing the report successfully.

STUDENT'S DECLARATION

I am Shahriyer Alam Khan Student of Master of Business Administration (MBA), at Daffodil International University, do hereby that the Internship Report entitled “Merchandising Process in Garments Industry” A study on Yagi Bangladesh Garments Ltd, performed by me under the supervision of Dr. **MD Abdur Rouf** Assistant Professor & Associate Head, Department of Business Administration, Daffodil International University is the outcome of the Dissertation report. I also declare that no part of this report has been or is being submitted elsewhere for the award of any degree, diploma or recognition.

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Supervisor's Certificate

This is to certify that the internship report on “Merchandising Process in Garments Industry” partial fulfillment of the degree of Masters of Business Administration (MBA), major in Finance from Daffodil International University carried out by Shahriyer Alam Khan ID NO- 171-14-010 under my supervision. Under my guidance and supervision this report is being carried out successfully. No part of the internship report has so far submitted for any degree of diploma, or recognition before.

I wish her every success in life.

Dr. MD Abdur Rouf

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Letter of Transmittal

Date: December 14, 2018

To
Dr. MD Abdur Rouf
Assistant Professor & Associate Head
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Application for Submitting Internship Report

Dear Sir,

It is a great pleasure to present the internee report titled “Merchandising Process in Garments Industry” Which was assigned to me as a partial requirement for the competition of MBA Program.

Throughout the study I have tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall remain grateful if you kindly take some time to go through the report and evaluate my performance.

My report will be rewarded only if it adds value to the research literature.

.....
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EXECUTIVE SUMMARY

The ready-made garments (RMG) sector emerged in late 1970s and from then it is the most emerging sectors for export product of our country. Lower production cost is our main advantage. The development and progress of the country largely depend on export product. In case of Bangladesh, among the export sector, the ready-made garments are the main earning source of foreign currency. So far Bangladeshi garments are dependent on USA and EU markets. In 1976 the RMG export was only 0.001 percent of the total export of Bangladesh. Now this sector contributes large number in economy of Bangladesh.

This report has been made on the “Merchandising Process in Garments Industry” of Yagi Bangladesh Garments Ltd. (YBGL)

Yagi Bangladesh Garments Ltd. begins its export business with emerged in this most prospectus industry with the name of Yagi Bangladesh Garments Ltd. Its goal is to provide their clients with a high quality product. The key functional departments are merchandising, Sampling, Commercial, Accessory supply, Production and Distribution. It has its own manufacturing factory with skilled human power and has some permanent buyers which are its key strength. Employee instability is its main weakness and increasing competition is its main threats.

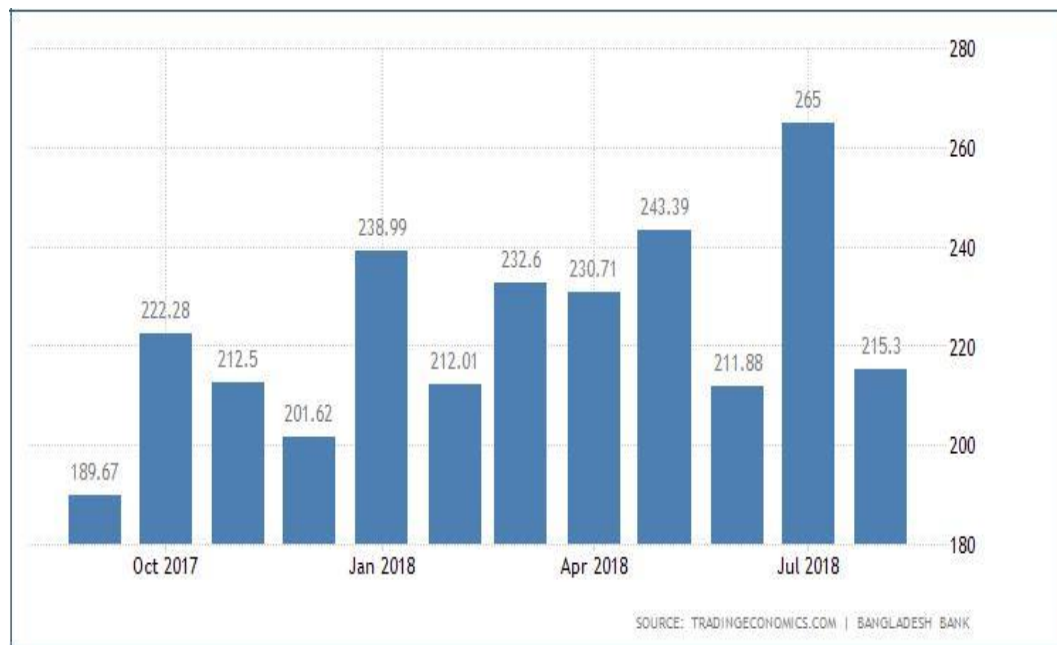
A questionnaire with 10 questions has been prepared based on the different aspects in this industry has been asked to 20 knowledgeable people in this industry to bring the findings and recommendation of this study. The findings are categorized based on efficiency and effectiveness and present and future problems of this industry.

Chapter- I

Introduction

RMG Sector in Bangladesh:

The RMG business started in Bangladesh in the 70s. The first consignment of knitwear export was made in 1973 and the first consignment of woven garments was made in 1977. In 1981-82 the contribution of woven garments in the total export was 1.10%. The contribution of woven to the export within a decade became 42.83% (1990-91) and the knitwear sector's contribution was 7.64% (1990-91)



Export in Bangladesh decreased to 215.30 BDT Billion in August from 265 BDT Billion in July of 2018. Exports in Bangladesh averaged 44.66 BDT Billion from 1972 until 2018, reaching an all time high of 265 BDT Billion in July of 2018 and a record low of 0.05 BDT Billion in February of 1972.

1.1 Importance of Merchandising:

Merchandiser is the inter-link between Buyer & Exporter who is the responsible from order analysis to shipment. Merchandising is playing a vital role to make new business development process. So Merchandising is the very valuable department in the Apparel Industry.

We will easily understand the importance of merchandising by following words.

- ✦ It helps development of business.
- ✦ Create a market in garments industry.
- ✦ Ensure the products in time delivery.
- ✦ To ensure money in the bank.
- ✦ Helps for 76% total export of Bangladesh.

1.2 Objectives of the Study:

The Specific objectives of the study are as follows

- ✦ To give an overview the role of Merchandising Department in Garments Industry.
- ✦ Review and help manage merchandising operations.
- ✦ To give an overview of YBGL.
- ✦ To make some recommendations to overcome those problems.

1.3 Scope of the Study:

There are so many garments industries in Bangladesh. Yagi Bangladesh Garments Ltd is one of them. It is a small garments industry related with others. Only two merchandiser works in this company. Though the organization is not so big and all related department situated in one building so that I can easily identify the person who had hold the relevant information needed to my study and collect data from merchandisers and other staff

1.4 Methodology of the Study:

The study is based on Primary and secondary source of data.

Primary Sources of Data:

- ❖ Direct observation.
- ❖ Personal interview with questionnaire.

Secondary Sources of Data:

The major data have been used in this study are basically are primary data. The secondary data for this study was collected from,

- ❖ Organization.
- ❖ Several Report
- ❖ Manual of different departments.
- ❖ Website.

1.5 Limitations of study:-

- ✓ In the research areas, the authorities could not express to us accurate data easily for the reason of their confidentiality.
- ✓ All the interpretation and conclusion about the result of study is based on the analyst own perspective.
- ✓ YBGL is new in garments industry and their concentration area is very small.
- ✓ The Buyers are very busy.
- ✓ Most of the data are primary data that are difficult to collect.

Chapter-II

Overview of Yagi Bangladesh Garments Ltd

2.1 An Overview of Yagi Bangladesh Garments Ltd.:

In 2011 a dream project named “Yagi Bangladesh Garments Ltd.” Has taken its birth in the form of a joint venture initiative between Japan and Bangladesh.

On 1st October, 2014 the dream took a completely new shape as it came under umbrella of 100% Bangladesh ownership.

It’s a blend of Japanese and Bangladesh experience to make world class garments “Count second to be first.”

2.2. Product of Yagi Bangladesh Garments Ltd:

-
- Tank Top
- Trouser
- Pant
- Skirt
- Shirt Jacket

2.3 Sections of YBGL and its Function:

During my practical orientation in Yagi Bangladesh Garments Ltd. (YBGL) it came to the observation that YBGL have different sections. These are:

- ❖ Sample Section
- ❖ Merchandising Section
- ❖ Accessory stores department
- ❖ Production planning department
- ❖ CAD section
- ❖ Cutting section
- ❖ Sewing section
- ❖ Production department
- ❖ Industrial engineering section
- ❖ Finishing department

2.3.1 Sample Section:

The sampling department coordinates with the merchandising and production department. It also aids to determine the fabric consumption along with that of

thread and other accessories used. It is carried out to foresee finished product appearance and fit when produced in bulk and to confirm whether there are any inconsistencies in the pattern according to the buyer's specification.

2.3.2 Merchandising:

The merchandising process comprises guiding and supervising for the successful processing of an order. The types of merchandising done in a garment unit are marketing merchandising and product merchandising.

2.3.3 Accessory stores department:

The receipt of the raw materials or the accessories is normally completed in terms of Documents that are received from the merchants.

2.3.4 Production planning department:

The production department will assign the style to the specific line that has the ability to complete it on time. The planning section contain out the estimation and planning of order quantity, plan cut date breakup of order, operation breakdown, etc. based on the particular unit.

2.3.5 CAD section:

The CAD department is accountable for the following functions:

- ❖ Development and alteration of patterns
- ❖ Measuring cutting average for costing
- ❖ Development of size set pattern by grading

2.3.6 Cutting Section:

Cutting department normally receives the order from the production manager who has approved by the cutting order to cut a given quantity of garment styles.

The cutting order sheet has the following content:

- ❖ Purchase order
- ❖ Sampling average
- ❖ Measurement sheet
- ❖ Design of the garments
- ❖ Fabric request sheet

2.3.7 Sewing Section:

In garments industry, sewing section is the main department for garments manufacturing. In this section different cutting parts are joining together with the help of different types of sewing machine, threads and needle.

Available Machine:

Machine Type	Brand/Country	Quantity
Cutting Table	China	8
Numbering Table	China/Bangladesh	7
Vertical Blade	China	4
Cutting Machine	KM, Japan	22
End Cutter	KM, Japan	4
Single Needle	Brother	834
Double Needle	Brother	76
Over Lock	Pegasus	19
Interlock	Pegasus	107
Eyelet Hole	Brother	10
Shirt Button Hole	Brother	20
Snap Attach	Xg, China	56
Vacuum	Modern , BD	2
Flat Bed Interlock	Pegasus	14
Button Attach Machine	Brother	20
Bar tack	Brother	48
Zigzag	Brother	4
Loop Making	Kansai, Japan	4
Needle Detector	Nissin, Japan	3
Iron Table	Quick, China	104

2.3.8 Production Section:

The production department will obtain the details like

- ❖ Number of operators needed
- ❖ The garments style
- ❖ Target per day
- ❖ Breakup of the production quantity

2.3.9 Industrial Engineering Section:

This section is comparatively new addition in garments industry.

That coordinates with several departments since this department provides the entire plan of the garment manufacturing and the thread and trims consumption criteria, and other related aspects.

2.3.10 Finishing Department:

The finishing section is the last section in the garment production prior to packing and dispatch and it plays vital role in the final garment appearance. In a garment industry finishing section involves with garment washing, checking, final inspection, pressing, packing, etc.

Equipment used in finishing section:

- ❖ Thread Cutter
- ❖ Lifter
- ❖ Metal detector
- ❖ Hand tag Gun
- ❖ Iron etc.

Major defects found in finishing section:

- ❖ Shading
- ❖ Poor construction
- ❖ Hole in fabric Damage
- ❖ Buttons, snap defect
- ❖ Broken stitches
- ❖ Skipped stitches
- ❖ Wrong color
- ❖ Open seam
- ❖ Sizing problem
- ❖ High/ low pockets etc.

CHAPTER-III

Merchandising Process in Garments Industry

3.1 Definition of Merchandising:

This section is very much vital for every garment industries. Merchandiser interlink between buyer and seller. Merchandising department perform the activities from collecting order to reaches the production buyer. This department is responsible for providing all the raw materials needed for all kinds of garments products.

Types of Merchandising:

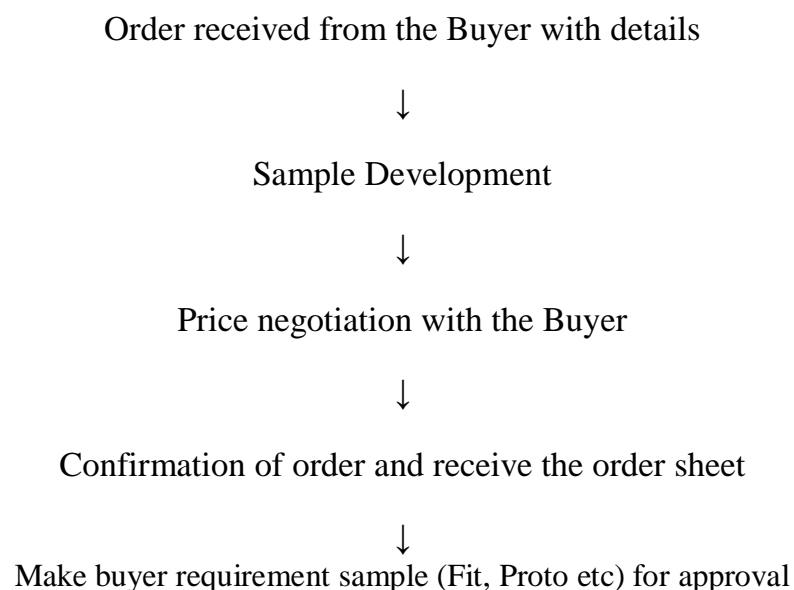
Two type of merchandising in garment exports

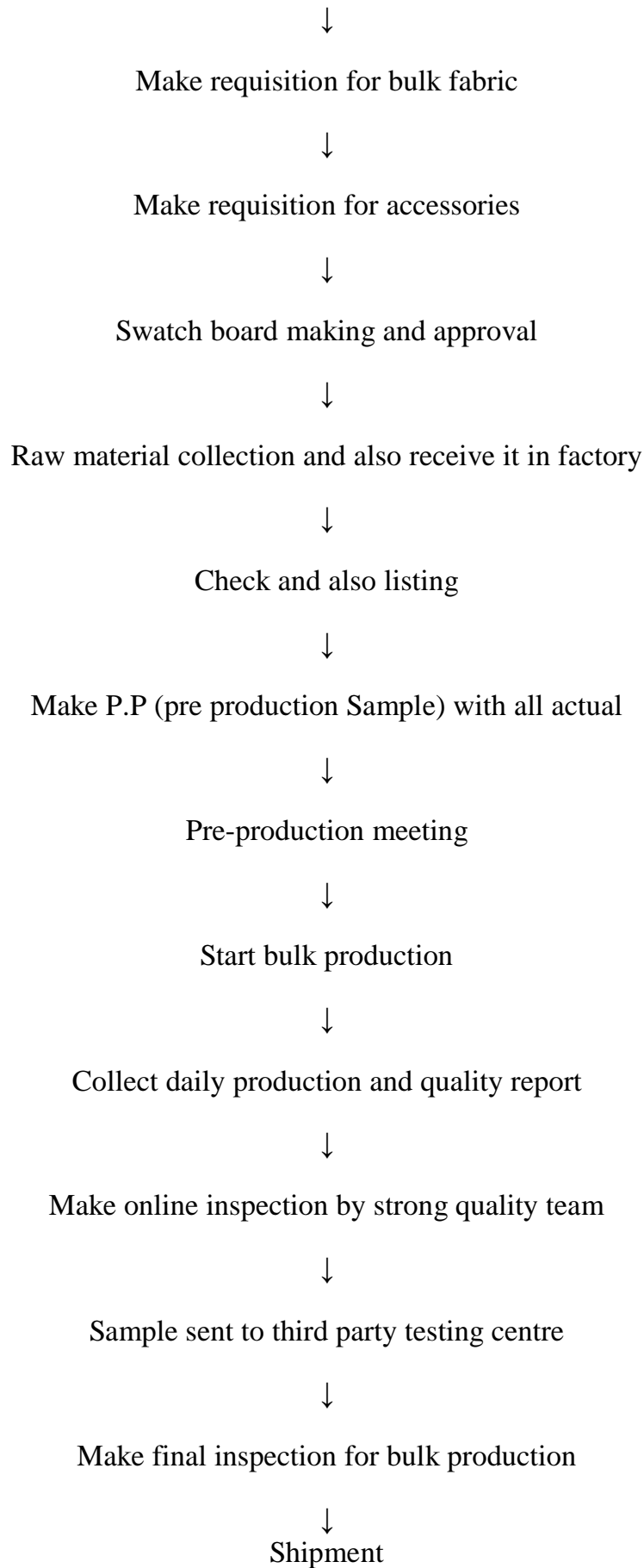
1. Product merchandising.
2. Marketing merchandising.

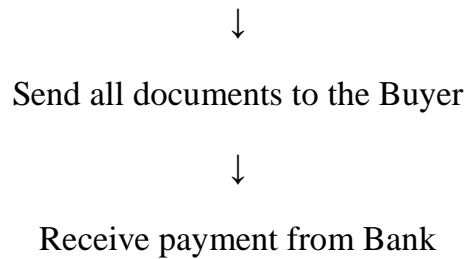
Main function of marketing merchandising is

1. Product Development
2. Costing

Process Flow Chart of Garments Merchandising:







3.1.1 Merchandiser:

A merchandiser is a business that purchases inventory and resells it to customers for a profit. Retailers and wholesalers are good examples of merchandisers because they typically buy goods from manufacturers to market and sell them to the public consumers.

Merchandiser performs all the activities of merchandising department.

Qualifications should have the Merchandisers.

- Good knowledge of fabric, yarn, fiber, dyeing, printing, finishing, dyes etc.
- Good command in English and adequate knowledge of technical terms .
- Clear knowledge of the usual potential quality problem in apparel merchandising.
 - Knowledge of the buyer's compliance and various standards.
 -

3.2 Merchandising Function in Yagi Bangladesh Garments Ltd:



Forecasting:

Merchandiser has to decide in what type product he will produce.

There are various products in textile sector. After deciding the product then he will start for order sourcing.



Sourcing of Buyer & Order:

One of the major jobs of merchandisers is sourcing international buyers and orders from them. Sourcing buyers and orders is not an easy job. It requires experience, acquaintance & intelligence.

There are thousands of buyers sourcing fashion products from throughout the globe. So sourcing takes place in two different ways.

1. Buyers sourcing fashion products for their clients and markets.
2. Factories endeavor to source right buyers and right products for their organization.

Major buyer of Yagi Bangladesh Garments Ltd:

1. Bestseller
2. Debenhams
3. Regatta
4. DKC
5. 4 Seasons
6. Giant Tiger
7. Gemo
8. Jacqueline Rio
9. Bonobo
10. Cache Cache

✓ Negotiations to the Buyers:

One of the prime competencies of a merchandiser is his ability to successfully negotiate with a buyer or a supplier. With having those skills he generally arrange a successful order from a buyer at right price and other terms and conditions on one hand. The most important topics of negotiations are generally fixing the price of the product

✓ Receiving order from Buyer:

Companies basically receive order from buyer through worksheet. A worksheet is a document where every details of the specific garment product are included.



Documentation of Merchandising:

In garments merchandising, the merchandisers has to maintain all of the documents perfectly. Some important documentation is described below.

1. Letter of Credit:

L/C means Letter of Credit. A letter of credit is a document issued by a financial institution, provided certain documents have been presented to the bank. L/C set up is the work of merchandising section in garment factory. A merchandiser should have knowledge on letter of credit. A key principle of L/C is that banks deal only in documents and not in goods. LC (Letter of Credit) is the familiar word in apparel industry. Letter of Credit (L/C) also known as Documentary Credit is a widely used term to make payment secure in domestic and international trade.

Types of L/C



Import/Export Letter of Credit

It depends on whose perspective it is being considered. For the importer it is termed as Import Letter of Credit and for the exporter it is termed Export Letter of Credit.



Transferable Letter of Credit

Usually buying houses prefer this type of letter of credit. Required when the exporter is agent of the goods but buyer finds it valuable to work with this type of agent. In this type of Credit, the exporter has the right to transfer the credit to one or more subsequent beneficiaries to procure the goods and arrange them to be sent to the buyer.



Nontransferable Letter of Credit

Unable to transferred credit to anyone by the exporter



Confirmed Letter of Credit

A confirmed letter of credit is typically used when the issuing bank of the letter of credit may have questionable creditworthiness and the seller seeks to get a second guarantee to assure payment.



Unconfirmed Letter of Credit

Does not acquire the other bank's confirmation.



Revolving Letter of Credit (L/C)

Revolving letters of credit allow companies conducting regular business to issue a letter of credit that could “roll-over” without the company having to reapply.



Revocable Letter of Credit

Without the authentication of the seller/exporter (beneficiary), buyer/importer (applicant) can cancel or make any amendment of this type of Letter of Credit through the issuing Bank.

➤ Irrevocable Letter of Credit

Without the authentication of the seller/exporter (beneficiary), buyer/importer (applicant) can cancel or make any amendment of this type of Letter of Credit through the issuing Bank.

➤ Sight Credit

Sight credit refers that the payments would be made by the issuing bank at sight, on demand or on presentation.

➤ Red Clause Letter of Credit

This is the specific type of letter of credit traditionally written or typed in red ink Which allows a exporter draw up to a fixed sum from the advising or paying-bank, in advance.

➤ Back to Back Letter of Credit

The Back to Back Letter of Credit (sometimes referred to as the Baby or Slave Letter of Credit) is issued by the exporter's bank (advising bank) to the supplier to procure raw materials

➤ Standby Letter of Credit (L/C)

The standby letter of credit is very much similar to a bank guarantee.

2. Documentation for Opening L/C.

For opening L/C the bank will provide the following things

- Application form L/C
- Guarantee form
- Agreement form.
- Import permission form.

After verifying documents should be submitted to the bank.

- A photograph.
- Trade license.
- Membership certificate.
- Income tax declaration.
- Import Registration certificate.

3. Sourcing Documents

- Invoice.
- Bills of Lading.
- Import Documents.
- Export Documents.
- Insurance Documents.
- Order Confirmation Documents.
- Packing List.
- Air Waybill
- Certificates of Origin. **Insurance Documents.**

4. Commercial Invoice.

5. Order Confirmation Documents:

- Style number
- Order Quantity
- Shipment Schedule
- Import / Export Document •
Packing list.

Consumption:

Sewing Thread Consumption / Inch (Machine Wise) :

Plain m/c	1 Needle	2.5 inch
Plain m/c	2 Needle	5 inch
Over lock	3 Thread	13.25 inch
Over lock	4 Thread	16.75inch
Over lock	5 Thread	18.75inch
Flat lock	3 Thread	16.75inch
Flat lock	5 Thread	22.25inch
Bar tack stitching	Per operation	Generally 7 inch

Fabric Consumption:

Length X Width / Fab width X Fab Unit

Width = width of the specific parts +
allowance

Fab width = Fabric width (after considering the shrinkage allowance).

Length = length of the specific parts + allowance

Thread Consumption:

It is necessary to know the consumption of sewing thread in a garment to 1. Estimate the number of cones needed.

2. Calculate cost of sewing thread required to produce the finished product.

Material Consumption:

The consumption of materials is the expenditure in specific terms (per unit of production) of material resources needed for production.



Merchandiser with Buyer:

A garments merchandiser receives the tech pack from the buyer. He has to work with different departments and prepare a validity report. The purchaser order is then sent by the buyer along with the LC. At the different stages of samples, prints, embroideries and accessories are sent to the buyer for approval.



Merchandiser with sampling Department:

Merchandiser arranges for approval of the first sample it may be in just one size, pre-production sample may be in jumping size or entire size set, embroidery, print approval and placement approvals are also finalized in the sampling stage. The measurement chart is also checked and confirmed upon any increase in measurement will lead to an up charge. The paper pattern is also completed with all revisions asked by the Buyer. The fabric Knit downs, bit looms and first taka] and accessories are approved at this stage.

Proto Samples: These are sample developed during the primary stages of product development. They are made by similar but not always exact fabrics & trims.

Salesman Sample: These are the samples used by the buyer for promotion or sales of their product. Salesman sample are generated from approved proto sample. Salesman samples may be produced from fabric & trims of only one style & color.

Pre-production samples: Preproduction samples are produced by the vendor factory as per instruction of the buyer. They are produced prior to the commencement of production.

Approved or approval sample: Upon approval of the pre production samples by the buyer, they will be sealed and tagged with comments if necessary. One set is kept under buyer's disposal and two sets are sent to the vendor. The approved pre

production samples are called approved samples. They are made by the vendor factory.

Production sample: Representative samples taken from a production line on random basis by buyer's representative is called production sample. Production sample speak out the quality level of the product to the buyer.

Shipment sample: A shipment sample is sent to the buyer at the time of buyer at the time of shipment.

Photo samples: There is another category of samples called photo samples. These samples are photograph for making brochures, catalogs, etc. for distribution to stores and for end-users.

Counter sample: Sometimes we require approved samples in different departments but we have only one approved sample. We may reproduce a number of samples against the available the approved sample. A sample reproduced from a sample is called counter sample.

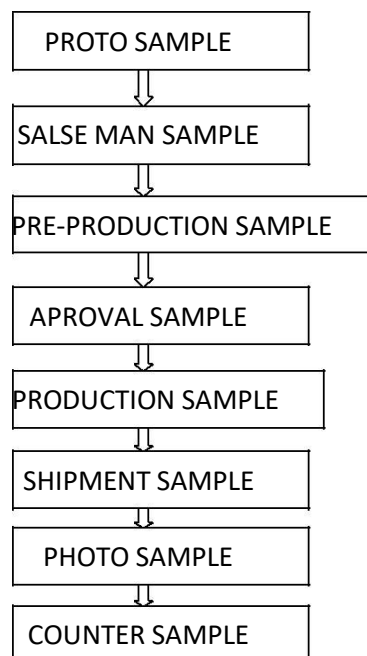


Figure: Sampling Flowchart



Working with fabric Department:

A garment merchandiser receives the fabric requirement from the buyer. The buyer will send an image of the fabric design to the garment merchandiser and it is replicated by the fabric manager along with the suppliers into actual. On receipt of approval, the first take of around 10-15 meters or 3kgs -5kgs of knit down is asked from the fabric supplier as the case maybe. The pre-production size set is sent to the buyer with all actual print, embroidery and accessories. Once the bit loom or knit downs are approved the price is negotiated and bulk order is placed..



Working with Accessories Department:

Merchandiser getting details of trimmings and accessories required from the buyer. The parameters to keep in mind are content, color, size, dimension, logo etc. If the items as needed by the buyer are not available in the market then options can be proposed to the buyer. Once the trimmings and accessories are approved the price is negotiated and bulk order is placed.. Generally an extra 3% is ordered than the actual required quantity but this can vary organization to organization and the size of the order.



Merchandiser with store Department:

Once the goods are in-house, the store manager will send a sample to the garment merchandiser and the manager for approval. Any deviation will have to be reported to the fabric or trimmings and accessories manager. The store manager has to tally the quantity ordered against the quantity received along with price. Garment merchandiser sends the sample of the bulk fabric and accessories to the buyer for approval.

CHAPTER-IV

Problems & Recommendations

Problems:

Merchandising management is one of the key areas of garments sector. When I investigate merchandising management system in Yagi Bangladesh Garments Ltd. Planning and controlling is extremely poor which in turns, has adversely affected the getting order from abroad.

Yagi Bangladesh Garments Ltd. Lack of proper communication of different level of department.

- ❖ All the employees are very helpful at Yagi Bangladesh Garments Ltd.
- ❖ Merchandiser does not keep any record in the computer for further needed. They keep record only for present need.
- ❖ Not having permanent marketing merchandiser of this company. Without marketing merchandiser a garments company do not get order from buyers.
- ❖ They still use old model computer for their communication.

4.1 Recommendations:

Garments Industry plays vital role to our country by earning foreign exchange. Employees peruse there live on this sector, specially women. So, government should take special attention in textile sector.

Some problems of merchandising Section in YBGL are given bellow:

- ✓ Every department will communicate their problem with other department of the company.
- ✓ They should maintain appropriate merchandising technique.
- ✓ They should modernize their equipment
- ✓ Cost control system should be implemented at every stage in the organization.

4.2 Conclusion:

The result of the study showing that there is lot of step for Yagi Bangladesh Garments Ltd. to improve their merchandising management. Merchandising function of Yagi Bangladesh Garments Ltd. revealed that garments of Bangladesh are fully depending on merchandising. It may an honorable professional for educated persons. Development of these valuable resources there are many factors involved. To increase the productivity of an organization effectively, efficient merchandiser will have to develop.

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