



A STUDY ON THE MERCHANDISER'S CHALLENGES IN MAINTAINING SUPPLY CHAIN EFFICIENCY DURING PRODUCTION PROCESS

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ABSTRACT

Today the garment industry plays a significant role in the economy. It is one of the largest and the most important sector of the Indian economy in terms of output, foreign exchange earnings and employment. Garment merchandiser is like a bridge between the buyer and industry. He has to look after every job like buying the raw materials which is required to finish the product, making the garment, finishing the garment, preparing documentation and finally shipping. Actually, he is the main responsible person to make the product in timely. As its importance, this article has presented a vast discussion on the roles and responsibilities of a merchandiser.

KEYWORDS : Documentation, Merchandising, Time and Action Calendar.

INTRODUCTION:

In recent world trade, developing countries have gained a significant market share in textiles and apparel exports. In the context of textiles and apparel manufacturing, developing nations have advantages in resources and abilities to produce the goods on a broader scale at low cost and respond quickly to fashion changes. Accordingly the textiles and apparels export industry has become a major contributor of economic growth for developing countries. Merchandiser is the bridge between the industry and the buyer. They have to look after every job like buying the raw material which is required to finish the product, making the garment, finishing the garment, documentation, finally shipping. He is the responsible person to make the product.

OBJECTIVES OF THE STUDY

- To study the role of merchandiser in apparel export unit.
- To find out the challenges encountered by the merchandisers in managing supply chain during production process.
- To analysis the various factors on production in achieving supply chain efficiency.
- To provide valuable suggestions to gain competitive advantage.

METHODOLOGY OF THE STUDY

A research is a master plan for the conduct of formal investigation.. Research methodology is the pathway or an approach to get the needed information by locating the data from different sources which are primary and secondary. This chapter discusses the method of data collection and tools of analysis.

AREA OF THE STUDY

The research study was conducted only in Tirupur city.

RESEARCH DESIGN

This is descriptive in nature .The researcher to find the strategies to be adopted by the apparel merchandisers to manage business crisis in Tirupur.

PERIOD OF STUDY

The survey to know about "A study on the challenges faced by merchandiser in managing supply chain in Tirupur apparel export unit" lasted for the period of six months.

NATURE AND SOURCE OF DATA

This study is based on questionnaire method; primary data has been collected from various proprietors doing business in Tirupur city. The first draft of the questionnaire was prepared bearing in mind of research problem and objective of the study. Secondary data was collected from websites and journals.

METHODS OF DATA COLLECTION

The data has been used which is collected through questionnaire and reports and internet. The researcher has used both primary as well as secondary data. The research was conducted only in Tirupur.

PRIMARY DATA

The primary data have been collected through a structured questionnaire. The questionnaires were distributed to 50 apparel industries in Tirupur.

SECONDARY DATA

Secondary data have been collected from various sources namely outside from journals, magazines, other research works and also from other authenticated websites.

SAMPLE SIZE

Sample size is the number of items to be selected from the universe to constitute a sample size is 50 in numbers.

REVIEW OF LITERATURE

¹Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun (2002)11 in their article on "Buyer seller relationship for promotional support in the apparel sector" studied the promotional activities offered to apparel retailers by manufacturers. In his study they concluded the retailer's perceptions of the offering frequency and the importance of the promotional support, and to investigate the relationship between offering frequency and perceptions of importance. It was offered that monetary support was regarded as the most important promotional support.

²Richard, N. (2005) According to Richard since 1960, the garments production sector has moved to the countries where labor is cheaper and abundant. As a result, developed countries restricted and limited their garments imports to protect their domestic industries. Such restrictions started in 1961 and were revised in 1976 to become the Multi-Fiber Agreement (MFA), by which developed countries restrict textiles and garments imports in terms of volume .The quotas had been negotiated each year on a country to country basis, assigning the quantities of specified items which could be exported from a developing country to a developed country. The quota allocations could be changed and revised with bilateral negotiations between countries in conjunction to trade policies and promotions.

STATISTICAL TOOLS USED FOR THE STUDY

The following statistical tools have been used to analyze the primary data.

- Simple percentage analysis
- Ranking Methods
- Weighted average

**DATA ANALYSIS AND INTERPRETATION
SIMPLE PERCENTAGE ANALYSIS**

1. TABLE Showing The Year Of Experience In Export Field

PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
Below 5 years	6	12
5-10 years	36	72
11-15 years	7	14
16-20 years	1	2
Above 20 years	0	0
Total	50	100

Source: primary data

INTERPRETATION

The above table shows that 72% of respondents have experienced with 5-10 years, 14% of the respondents have experienced with 11-15 years, 12% of the respondents have experienced with below 5 years and 2% of the respondent have experienced with 16-20 years in export field.

Majority 72% of the respondents have experienced 5 – 10 years in the export field.

2. TABLE Showing The System Of Merchandiser Performance In Their Organisation

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
YES	40	80
NO	10	20
TOTAL	50	100

Source: Primary Data

INTERPRETATION:

The above table shows that 80% of the respondents have the system of merchandiser performance in their organization and 20% of the respondents are not following the system.

3. TABLE Showing The Firm Maintaining Time And Action Calendar

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
Yes	15	30
No	35	70
Total	50	100

Source: primary data

INTERPRETATION:

The above table shows that 70% of the respondents are not maintaining time and action calendar and 30% of the respondents are maintaining time and action calendar.

Majority 70% of the respondents are not maintaining time and action calendar

**WEIGHTED AVERAGE MEAN
TABLE SHOWING THE PROBLEMS WHICH EFFECTS THE PRODUCTION**

PERFORMANCE	STRONGLY AGREE	AGREE	N	DA	SDA	TOTAL	MEAN
Factor	1	2	3	4	5		
Labour conflict	25	12	13	0	0	50	1.76
	25	24	39	0	0	88	
Imbalance machine	10	29	11	0	0	50	2.02
	10	58	33	0	0	101	
Absenteesm	12	27	10	0	0	50	1.92
	12	54	30	0	0	96	

Natural calamities	8	29	11	0	0	50	19.8
	8	58	33	0	0	99	
Production hold due to quality problems	9	26	15	0	0	50	2.12

INTERPRETATION

The table exhibits the weighted average mean scores. Which helps to know the problems which effects the production the highest score 2.12 is production hold due to quality problems and lowest score 1.76 is labour conflict.

RANKING METHOD

In this method this method the respondents were asked to rank their opinion about the characteristics of the garments industry. The order of the merits given by the respondents was converted into rank.

TABLE SHOWING THE AREAS WHERE FIRM ENCOUNTER PROBLEM DURING PRODUCTION PROCESS

FACTOR	9	8	7	6	5	4	3	2	1	TOTAL	MEAN	RANK
Production and planning	20	52	3	3	3	2	3	2	12	50	5.66	2
	180	16	21	18	15	8	9	4	12	283		
Fabric and time sourcing	12	3	5	2	3	5	10	5	5	50	5.18	4
	108	24	35	12	15	20	30	10	5	259		
Maintainin g records	5	5	12	3	5	10	2	5	3	50	5.42	3
	45	40	84	18	25	40	6	10	3	271		
Fabric booking	5	5	12	3	2	10	3	5	5	50	5.12	5
	45	40	35	72	15	8	30	6	5	245		
Trim confirmati on	5	5	5	12	2	3	5	3	10	50	4.9	8
	45	40	35	72	10	12	15	6	10	265		
Testing	5	5	12	5	5	3	2	10	3	50	5.3	6
	45	40	84	30	25	12	6	20	3	265		
Product safety	3	10	3	5	2	5	12	5	5	50	4.72	7
	27	80	21	12	25	20	36	10	5	236		
Production follow up	3	10	3	5	2	5	12	5	5	50	3.54	9
	27	80	21	30	10	20	36	10	5	177		
Quality audits	15	5	3	5	2	5	3	10	2	50	9.34	1
	135	40	21	30	10	20	9	20	2	467		

INTERPRETATION

From the above table it is inferred that by using weighted average mean it finds the areas where firm encounter problems during production process. Rank I stated as quality audits and rank II Production planning.

FINDINGS

- Majority 72% of the respondents have experienced 5-10 years in the export field.
- Around 82% of the respondents exports mostly to European countries.
- Majority 74% of the respondents are not accepting high orders
- It is founded that quality audits is the major problem encountered during production process
- It is ranked that production follow up is the least problem faced during production process.
- It is fined that holding of production due to defective quality is the major production which affects the production.
- It is analysis that documentation is one of the major challenges faced by the merchandiser during production process.
- Majority 70% of the respondents are not maintaining time and action calendar.

SUGGESTIONS

- To get regular feedback about the merchandiser performance from buyers to help the supply chain efficiency.
- Should have employees those who are good in documentation procedure.
- Should insist their freight forwarders for accurate vessel scheduling.

- The management should have merchandiser to have periodical follow up payment.

CONCLUSION

Merchandising is undoubtedly the most important section of a garment industry.

Merchandisers coordinate between all the sections. So a good merchandiser should have concepts and control about every section of the textile company. an appropriate strategy should be formulated by the management and the merchandisers for achieving and maintaining supply chain efficiency during production process. The study reveals the importance of time and action calendar to gain effectiveness and efficiency on processing export order.

REFERENCES

1. Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun (2002)11 " Interanational Journal of Consumer studies, Dec 2002, vol.26 Issue 4, P.p :294 - 302. 9p
2. 2Richard, N. (2005).Cut of the Cloth. MEEed: Middle East Economic Digest, 49 (23)