



Competency Based Learning Materials (CBLM)

Apparel Merchandising

Level-4

Module: Identifying the Principles and Major Tasks of Apparel Merchandising

Code: CBLM-RMGT-AM-01-L4-EN-V1



**National Skills Development Authority
Prime Minister's Office
Government of the People's Republic of Bangladesh**

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The CBLM on “Identifying the principles & major tasks of apparel merchandising” is developed based on NSDA approved Competency Standards and Competency Based Curriculum under Apparel Merchandising Level-4 Occupation. It contains the information required to implement the Apparel Merchandising Level-4 standard.

This document has been prepared by NSDA with the help of relevant experts, trainers/professionals.

All Government-Private-NGO training institutes in the country accredited by NSDA can use this CBLM to implement skill-based training of Apparel Merchandising Level-4 course.

Approved by

---th Executive Committee (EC) Meeting of NSDA

Held on -----

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How to use this Competency Based Learning Materials (CBLMs)

The module, Identifying the Principles and Major Tasks of Apparel Merchandising contains training materials and activities for you to complete. These activities may be completed as part of structured classroom activities or you may be required you to work at your own pace. These activities will ask you to complete associated learning and practice activities in order to gain knowledge and skills you need to achieve the learning outcomes.

1. Review the **Learning Activity** page to understand the sequence of learning activities you will undergo. This page will serve as your road map towards the achievement of competence.
2. Read the **Information Sheets**. This will give you an understanding of the jobs or tasks you are going to learn how to do. Once you have finished reading the **Information Sheets** complete the questions in the **Self-Check**.
3. **Self-Checks** are found after each **Information Sheet**. **Self-Checks** are designed to help you know how you are progressing. If you are unable to answer the questions in the **Self-Check** you will need to re-read the relevant **Information Sheet**. Once you have completed all the questions check your answers by reading the relevant **Answer Keys** found at the end of this module.
4. Next move on to the **Job Sheets**. **Job Sheets** provide detailed information about *how to do the job* you are being trained in. Some **Job Sheets** will also have a series of **Activity Sheets**. These sheets have been designed to introduce you to the job step by step. This is where you will apply the new knowledge you gained by reading the Information Sheets. This is your opportunity to practise the job. You may need to practise the job or activity several times before you become competent.
5. Specification **sheets**, specifying the details of the job to be performed will be provided where appropriate.
6. A review of competency is provided on the last page to help remind if all the required assessment criteria have been met. This record is for your own information and guidance and is not an official record of competency

When working through this Module always be aware of your safety and the safety of others in the training room. Should you require assistance or clarification please consult your trainer or facilitator.

When you have satisfactorily completed all the Jobs and/or Activities outlined in this module, an assessment event will be scheduled to assess if you have achieved competency in the specified learning outcomes. You will then be ready to move onto the next Unit of Competency or Module

Module Content

Unit of Competency: Identify the Principles and Major Tasks of Apparel Merchandising

Module Title: Identifying the Principles and Major Tasks of Apparel Merchandising

Module Description: This module covers the knowledge, skills and attitude required to Identify the Principles and Major Tasks of apparel merchandising. This covers competencies on interpreting job role of an Apparel Merchandiser, listing the organizations of RMG industry, illustrating functional flow chart of apparel merchandising.

Nominal Duration: 35 Hours

Learning Outcomes:

Upon completion of this module the trainees must be able to:

1. Interpret job role of an Apparel Merchandiser
2. List the organizations of RMG Industry
3. Illustrate functional flow chart of apparel merchandising

Assessment Criteria:

- 1.1. Job description of an apparel merchandiser is interpreted.
- 1.2. Role and responsibilities of an apparel merchandiser is identified.
- 1.3. Organizational policies, guidelines and code of conduct are interpreted.
- 2.1 Types of RMG industries are listed with key differentiators.
- 2.2 Key Organizational features of RMG industries are identified.
- 2.3 Source companies are listed.
- 2.4 Buyer organizations are listed.
- 3.1 Functional flow chart of apparel merchandising is interpreted.
- 3.2 The functions, relationships and dependencies among the components of the flow chart are recognized.
- 3.3 Quality issues are identified.

Contents

This learning package includes the following:

1. Job role of an apparel merchandiser
2. Organizations of RMG Industry
3. Functional flow chart of apparel merchandising

Learning Outcome 1: Interpret job role of an Apparel Merchandiser

Content:

1. Job role of an apparel merchandiser
 - 1.1. Job description (JD)
 - 1.2. Role and responsibilities
 - 1.3. Organizational policies, guidelines and code of conduct

Assessment Criteria:

1. Job description of an apparel merchandiser is interpreted.
2. Role and responsibilities of an apparel merchandiser is identified.
3. Organizational policies, guidelines and code of conduct are interpreted.

Resources Required/ Conditions:

The trainees must be provided with the following:

- Training resources
 - CBLM
 - Handouts
 - Paper, pen, pencil
 - Necessary tools and equipment
 - Necessary PPE
- Training facilities / area
 - Workplace
 - White board and markers
 - Computer
 - Multimedia projector
 - Internet facility

Methodologies

- Lecture/Discussion
- Demonstration/Application
- Presentation
- Self-pace instruction
- Blended delivery methods

Assessment Methods

- Written test
- Demonstration
- Oral questioning

Learning Experience 1: Interpret job role of an Apparel Merchandiser

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about principles and major tasks of apparel merchandising.	1. Instructor will provide the learning materials “Interpret job role of an Apparel Merchandiser”
2. Read the Information sheet/s	2. Information Sheet No:1.1 Interpret job role of an Apparel Merchandiser
3. Complete the Self Checks & Check answer sheets.	3. Self-Check/s Self-Check No: 1.1 Interpret job role of an Apparel Merchandiser Answer key No. 1.1 Interpret job role of an Apparel Merchandiser
4. Read the Job Sheet and Specification Sheet and perform job	4. Job- Sheet No:1.1- Interpret job role of an Apparel Merchandiser Specification Sheet 1.1 – Interpret job role of an Apparel Merchandiser

Information Sheet 1.1: Interpret job role of an Apparel Merchandiser

Learning Objectives:

After completion of this information sheet, the learners will be able to:

1. Interpret Job description of an apparel merchandiser
2. Identified role and responsibilities of an apparel merchandiser
3. Interpreted organizational policies, guidelines and code of conduct

1. Merchandising

The definition of Merchandising is any practice which contributes to the sale of products to a consumer. At a retail in-store level, merchandising refers to displaying products that are for sale in a creative way that entices customers to purchase more items or products.

In another way it can be said that, Merchandising is the practice of promoting a product or brand through the use of advertising, promotions, and other marketing techniques.

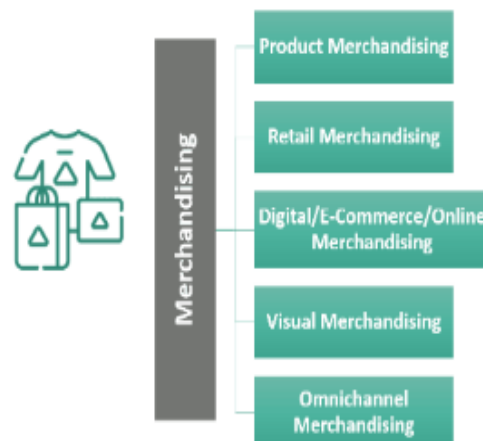
The word merchandising came from the French word merchandise, from marchand, which means "merchant."

Types of merchandising

There are various types of merchandising in respect to the business which are as follows.

1.1 Product Merchandising

Product merchandising signifies all promotional activities and business practices undertaken to boost the sales of both physical and digital products. For example, neatly stacked shelves displaying trendy apparel with life-sized mannequins flaunting voguish attire combinations will entice the customers to try out some clothes, thus increasing the chances of purchase. Similarly, when the latest smartphones or other chic electronics appear on one's screen while browsing, consumers cannot help but consider owning them. In short, product merchandising is as essential as showing the products to the customers in a unique way.



1.2 Retail Merchandising

Retail merchandising is specific to retail products, where the inventory is displayed and promoted in an actual physical store. Effective retail merchandising is indispensable in today's competitive marketplace, where retail stores have to stand out from other retailers and digital stores.

Apart from the traditional brick-and-mortar stores, retail merchandising is also relevant to pop-up stores and makeshift booths on the streets or flea markets. From developing innovative product displays and increasing foot traffic to creating fulfilling shopping experiences for the customers, retail merchandising involves substantial efforts and creativity.

1.3 Visual Merchandising

Visual merchandising is related to the display techniques and strategies implemented to exhibit the goods and services so that their appearance lures the spectators and converts them into buyers. In-store visual merchandising aims to engage the customers and let them discover the products in a friendly way.

Visual merchandising is all about designing the floor layouts, creative window exhibits, using lively color schemes and bright lighting, and arranging interactive or three-dimensional displays; in other words, creating an environment that drives sales.

1.4 Digital Merchandising

Digital merchandising, vital in today's cyber era, represents all marketing strategies and promotional activities businesses undertake to publicize and promote their merchandise on digital platforms. Developing and maintaining a professional website, conducting successful digital marketing campaigns, including email marketing, creating a robust social media presence, etc., are some of the approaches that fall under e-commerce or online merchandising. Pairing retail merchandising with digital one provides a broader scope for a successful business.

1.5 Omnichannel Merchandising

Omnichannel merchandising is a combination of promotional activities conducted with respect to multichannel commerce online, from a physical shop, or through telephone. This merchandising aims at offering their customers a seamlessly unified shopping experience across all avenues. For example, retail stores with social media presence connect with their regular customers online or share information about any upcoming promotional events or offers through emails and telephone.

2. Apparel Merchandising

Apparel merchandising refers to the techniques used to sell specially apparel products to consumers. The term is mostly used in RMG and Textile industries. Another way we can say, apparel merchandising is the process of collecting orders by using different marketing tools, arranging raw materials as per buyer's standard, produce the goods in a specified time and acceptable quality, ship out the goods, collecting payments and feedback from the buyers, close the file and start marketing activity again for next orders.

As per the apparel industry, the process of executing an apparel order from receiving to shipment through proper following-up all the in-between processes. Merchandisers should take care of every single stage mentioned below to meet the customers' requirements. S/he has to deal with quality, quantity, and most importantly time. Merchandisers must have sharp eyes on each and every supply chain involved. Identifying and understanding what potential customers want and providing their desired Textile items to them at a certain price and lead-time by making a communication bridge between the customer and the manufacturing company can also be termed as the Apparel Merchandising process. So merchandising process involves at least three parties as-

- **Company/Supplier/Vendor:** Who are making the products for buyers,
- **Customer/Buyer:** Who place the order to the vendors or who are targeted by the company with the help of merchandiser and
- **Merchandiser:** Who places his position between the above two parties. But most of the time he is appointed by supplier/ vendor.

Types of Apparel Merchandising

Two types of merchandising done in apparel business

- Marketing merchandising.
- Product merchandising.

2.1 Marketing merchandising

- The main function of marketing merchandising is
- Product Development
- Costing
- Ordering Marketing merchandising is to bring orders costly products development and it has direct contact with the buyer.

2.2 Product merchandising

Product merchandising is done in the unit. This includes all the responsibilities from sourcing to finishing i.e. first sample onwards, the products merchandising work start and ends till shipment.

2.3 Apparel Merchandiser

An apparel merchandiser, also known as a fashion merchandiser, is the person who conceives and implements merchandising, displays in retail environments focused on the sales of clothing and accessories

In another way, we can say, a merchandiser is someone who purchases a product from a manufacturer, and then sells it to shoppers. There are numerous techniques that a merchandiser may use to convince shoppers to buy the products, he or she is selling.

As per RMG industries, a merchandiser is a person who monitors taking orders, price negotiation, raw material sourcing, ensuring inventory, pre-production activities,

bulk production, packing, and on-time delivery. Merchandiser plays the role to keep communication between vendor and customers in the garments industry. A bridge between two parts of the garments business. As the responsibilities are high of a merchandiser, a merchandiser is the part and parcel of a garments business. A merchandiser should be an expert in Garments, Merchandising, Sourcing, Costing, consumption, production and other related areas.

The alphabetical meaning of the word MERCHANDISER stands for:

- M- Should have good Managerial capacity.
- E- Should be Efficient in English Correspondence and spoken.
- R- Regular Office attendance.
- C- Confident in taking any decision.
- H- Must be Honest.
- A-Show Positive Attitude.
- N- Nicely behave and Never argue with Buyers.
- D- Should be Devoted to his Service.
- I -Should has a better IQ.
- S- Sincere in Work.
- E- Enthusiastic in nature and Excellent in Dealings
- R- Regular in Correspondence and rational in Behavior

2.4 Quality and Skills of a good Merchandiser:

- Good and fast in communication both verbal and written.
- Strong Technical Knowledge of all Woven fabrics, Knitted Fabric & Garments.
- Strong Technical Knowledge of Apparel Merchandising and merchandising process.
- Strong knowledge of fabrics, strong illustration skills, and a good eye for color, detail, and functionality of products.
- The analytical skill of Apparel Construction, and pricing of Products.
- Strong interpersonal, supervisory, and team-building skills.
- Price Leadership skills- Costing Negotiation with Buyer.
- Team Player – Motivating our internal members in order to maintain good work results and management goals.
- Organizational skills to maintain multiple disciplines simultaneously
- Bing team Player – Motivating our internal members in order to maintain good work results and management goals.
- Organizational skills to maintain multiple disciplines simultaneously
- Strong Focus on merchandising, Customer service, and management.
- Good communication skills with a quick grasp of customer requirements and the ability to build a good rapport with clients.
- Sincerity and high passion for the industry.
- Efficient in Technical & Technological Skills

- Rational in decision making
- Ability to Create a Halo Effect
- Ability to Calculate Fast and Accurate
- Business Negotiation Skill
- Ability to Convince Buyers
- Ability to Work with Team Members
- Ability to Lead a team of merchandisers and coordinate with other departments.
- Good Analytical Capability
- Enough Knowledge of the Global Market
- Basic Computer Skills in Office Applications
- Hard Worker
- Self-Motivation
- positive personality



2.5 Job description of apparel merchandisers in RMG industry:

Apparel merchandisers are the key persons who control the RMG business of his company. The success of an apparel business mostly depends on them. If they can fulfill the capacity of orders with good prices, source raw materials on time, produce and ship out goods as per lead time and with proper follow up, it will be a good business for that company. So it is very difficult to define their job responsibilities. Although prime job responsibilities of apparel merchandisers are stated below.

- Collaborating with material suppliers, manufacturers, and retailers to ensure proper execution of orders for merchandising plans.
- Ensuring retailer compliance with merchandising strategies
- Creating and organizing promotions and advertising campaigns
- Maintaining inventory of raw material, in-process and finished products.
- Order forecasting, gathering information on market trends and customers' reactions to products.
- Analyzing sales data – reporting growth, expansion, and change in markets.
- Planning and developing merchandising strategies.
- Analyzing sales figures, market trends, and customer behavior to determine product needs.
- Stocking sales floor shelves and creating attractive product displays.
- Determining the need for and implementing product promotions, price changes, markdowns, clearouts, etc.
- Ensuring retail staff is well informed on product details and promotions.
- Maintaining and tracking inventory.
- Liaising between customer and company.
- Forecasting sales and profits.
- Managing budgets.
- Follow-up overall activities of his order production
- Co-operate with responsible persons of each department
- Implement buyer's suggestions
- Follow up on the whole order process of some accounts from developing samples to shipments and update the situation of orders to manage properly.
- keeping close track of delivery status (fabric, accessories, print materials) and informing the department to prevent any delays.
- Developing samples as per customer requirements.
- Preview and follow up the sampling process of a specific order from SS sample to Shipment sample.
- Taking an overview of the goods received from the vendor and choosing the ones that are sure to catch the attention of customers as display articles.
- Fabric Consumption & pre – Costing of the query product.
- Continuously keep communication and upgrade the customer about the order process.

- Keeping Liaison with Commercial Manager about shipping documents, undertaking all formalities (sending shipping samples, etc), and updating buyer
- Keeping close track of the printing and accessories factories.
- Keeping information about all inspections and giving support if necessary.
- Creating follow-up reports and giving the reports to the management.
- Responsible for managing the direct buyers and buying houses.
- Managing entire Sourcing Operations Woven (Shirts, Jackets, and Bottoms).
- Executing the Merchandising and Planning.
- Monitoring & executing the Critical Path as well as Time & Action Plan.
- Working closely with buyers on designs, colors, and patterns of the new developments.
- Evaluating the all-Cost Breakdown of the Product and Fixing up the right price according to Target FOB.
- Attending buying meetings.
- Responsible for the entire concept of delivery, Pricing, and sourcing operation.
- Managing entire Sourcing Operations. -All Knits/ Woven
- Executing the Merchandising and Planning
- Coordination between the Buyers and vendors in day-to-day activities,
- Monitoring & executing the Critical Path as well as Time & Action Plan.
- Approval Process system –Lap dips / Desk loom/ Bulk/Red seal / Gold seal/Trims/Test Reports.
- Working closely with buyers on designs, colors, and patterns of the new developments.



2.6 Role and responsibilities of an Apparel Merchandiser

2.6.1 Communicating with buyers

Merchandisers communicate with the buyer on regular basis to understand buyer's needs. They communicate with the buyer for clarifying each and every query related product development, production, quality requirement etc.

2.6.2 Developing garments sample

Merchandisers develop various garment samples as requested by the buyer and submit to the buyer for approval. Sometimes orders are confirmed after a few sample pieces are seen by the buyer. Buyer's comments and feedback is collected by the merchandiser and the necessary changes are conveyed to the concerned personnel.

2.6.3 Product costing

Based on the existing infrastructure, quality norms and capabilities of the plant merchandisers source orders inquiry from the market and submit a competitive price to the buyer. If the buyer finds the plant compatible with all aspect, they place the order.

2.6.4 Developing good relationship with customers

Merchandisers need to ensure the product quality and timely delivery to satisfy buyers. The work of a merchandiser starts even before getting the order and extends even after the shipment happens so as to maintain post purchase service and relationship with the buyer.

They accompany buyers on visits to factory to observe production processes.

2.6.5 Scheduling of activities

Merchandisers handle multiple orders at a time. Sometimes they work on styles of multiple seasons. They look into all orders closely. So they prepare detailed activity schedules. They make Time and Action Calendar (TNA) for scheduling for various pre-production and production activities like sampling, approvals, cutting, sewing, final inspection date, shipment dispatch etc. Time and action calendar is shared with all production team, quality team and other concerned personnel.

2.6.6 BOM Preparation

Merchandisers prepare Bill of Materials and handover the same to sourcing department. They coordinate and track the sourcing activities and make sure that all the raw materials are delivered on time.

2.6.7 Sourcing raw material

Merchandisers take the arrangement to source raw materials as per the requirements. Even they select the vendor for fabrics and other raw materials.

2.6.8 Providing Quality approval

Merchandising department approves of the quantity of sourced trims and accessories to be used in production. They give approval to production team on print and embroidery design, cutting, construction etc.

2.6.9 Preparing Production File

They prepare production file by which they communicate style detailing and quality standard to the production department. Copy of the production file is also given to the quality department.

2.6.10 Conducting Pre-Production Meeting

Merchandisers conduct pre-production meeting for each style. PP Meeting is held after receiving buyer's approval and comments on PP Sample. The internal PP Meeting is held only among factory members to discuss the style, trims, construction, production schedule etc.

In PP Meeting merchandisers hand over production file to production and quality team.

2.6.11 Order Execution

Merchandisers constantly keep track on the position of the order that is being processed in the factory. Merchandiser is the one who is responsible and in turn answerable to the buyer for delivering the goods as specified and within the committed leadtime.

2.6.12 Providing after sales services

Once the order is executed and the shipment is dispatched, merchandisers take care of the post-shipment comments and tries to maintain a long-term relationship with the buyer.

There are some other specific responsibilities. These are as follows:

- Internal & external communication
- Sampling
- Lab-dip handling

- Trims & Accessories sourcing
- Preparing internal order sheets
- Preparing purchase orders for the suppliers
- Advising and assisting production
- Advising quality department about quality level
- Mediating production and quality departments
- Maintain lab testing and buyers' requirements
- Giving shipping instructions and follow up shipping
- Helping to prepare documentation
- Taking responsibilities for inspections
- Follow up shipment etc.

In very short, we can brief the job responsibilities as following way.

- Gather market information and do marketing
- Product development
- Interface with sales
- Interface with manufacturing
- Order Follow up
- Reporting
- Shipment Follow up
- Payment and feedback Collection

2.7 Merchandising process

Merchandising process means, how the activity of merchandising eccelerate within the business. There are various methods of starting merchandising activities. Some buyers are placing order after completion of business meeting and then the vendor starts the development process. Some other buyers are preferring for development work first and then order placement.

Apparel business is a multi-chain business, which is starting from the customer's technical meeting with the potential vendors. In that meeting, both customers and vendors appear with all their possible credentials. Customers indubitably have crystal clear data on the up-to-date market trend and product price issues. Vendors offer what they can produce and what is their product portfolio. At the very beginning, customers or buyers discuss their product demand. They choose the items by conducting a survey on consumer behavior and fashion trends in their target market. They get early forecasting about the product or item to be ordered to the vendors.

But we can find that there are some activities which need to be done before order and some are after placing the order. Some people are calling this as 'marketing' and 'execution'.

3. Organizational Policies and Guidelines

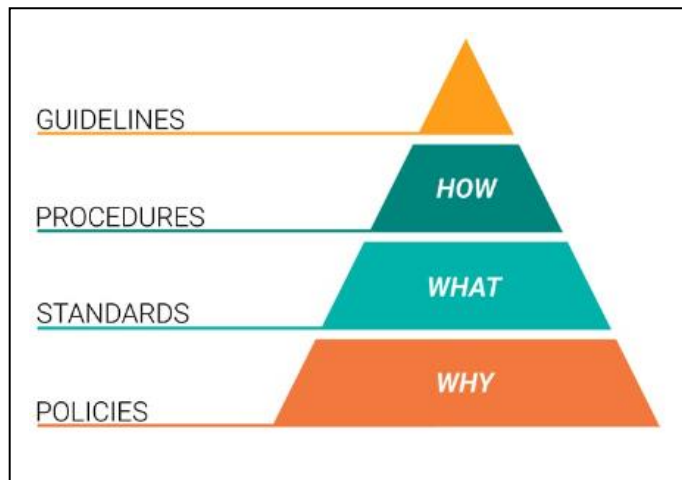
There are many organizational policies and guidelines in RMG industries. The merchandisers need to know the basic policies and guidelines to face the buyers. As the buyers are always concerned about the standard of the industry, products quality and safety, merchandisers need to be prepared to answer them all the time. Some of the prominent policies and guidelines are as follows.

3.1 Legal Compliance: Garment manufacturers must comply, at a minimum, with all applicable legal requirements of the country in which garments are manufactured. Where this Code and the applicable laws of the country of manufacture conflict or differ, the higher standard shall prevail. Such compliance shall include compliance with all applicable environmental laws.

3.2 Ethical Principles: Garment manufacturers will commit to conduct their business according to a set of ethical standards which include, but are not limited to, honesty, integrity, trustworthiness, and respect for the unique intrinsic value of each human being.

3.3 Employment Standards:

Garment manufacturers, whose workers are present at work voluntarily, are not at undue risk of physical harm, are fairly compensated and are not exploited in any way.



3.4 Code of Conduct

The code of conducts of the RMG industries are more or less similar for all the buyers. Codes are mainly emphasising on the following issues.

- Child labour
- Forced labour
- Health & safety issues
- Wages and benefits
- Regular working hours
- Overtime
- Non-discrimination
- Harassment or abuse
- Freedom of association etc.

Self Check Sheet 1.1

1. What is apparel merchandising?

Answer:

2. Who is apparel merchandiser as per RMG industries?

Answer:

3. What are the prime 5 Job descriptions of apparel merchandisers?

Answer:

4. In short, how can we brief the job responsibilities of apparel merchandisers?

Answer:

5. What is the basic code of conducts for RMG industries?

Answer:

Answer Key 1.1

1. What is apparel merchandising?

Answer: Apparel merchandising refers to the techniques used to sell specially apparel products to consumers. The term is mostly used in RMG and Textile industries. Another way we can say, apparel merchandising is the process of collecting orders by using different marketing tools, arranging raw materials as per buyer's standard, produce the goods in a specified time and acceptable quality, ship out the goods, collecting payments and feedback from the buyers, close the file and start marketing activity again for next orders.

2. Who is apparel merchandiser as per RMG industries?

Answer: As per RMG industries, a merchandiser is a person who monitors taking orders, price negotiation, raw material sourcing, ensuring inventory, pre-production activities, bulk production, packing, and on-time delivery. Merchandiser plays the role to keep communication between vendor and customers in the garments industry. A bridge between two parts of the garments business. As the responsibilities are high of a merchandiser, a merchandiser is the part and parcel of a garments business.

3. What are the prime 5 Job descriptions of apparel merchandisers?

Answer: Prime 5 job descriptions of apparel merchandisers are as follows:

- Collaborating with material suppliers, manufacturers, and retailers to ensure proper execution of orders for merchandising plans.
- Ensuring retailer compliance with merchandising strategies
- Creating and organizing promotions and advertising campaigns
- Maintaining inventory of raw material, in-process and finished products
- Order forecasting, gathering information on market trends and customers' reactions to products etc.

4. In short, how can we brief the job responsibilities of apparel merchandisers?

Answer: In very short, we can brief the job responsibilities as following way.

- Gather market information
- Product development
- Interface with sales
- Interface with manufacturing
- Order Follow up
- Reporting
- Shipment Follow up
- Payment and feedback Collection

5. What is the basic code of conducts for RMG industries?

Answer: Following are the basic code of conducts for RMG industries.

- Child labour
- Forced labour
- Health & safety
- Wages and benefit
- Regular working hours
- Overtime
- Non-discrimination
- Harassment or abuse
- Freedom of association etc.

Learning Outcome 2: List the organizations of RMG Industry

Content:

1. Organizations of RMG Industry
 - 1.1 Types of RMG industries
 - 1.2 Organizational features of RMG industries
 - 1.3 Source companies
 - 1.4 Buyer organizations

Assessment Criteria:

1. Types of RMG industries are listed with key differentiators.
2. Key Organizational features of RMG industries are identified.
3. Source companies are listed.
4. Buyer organizations are listed.

Resources Required/ Conditions:

The trainees must be provided with the following:

- Training resources
 - CBLM
 - Handouts
 - Paper, pen, pencil
 - Necessary tools and equipment
 - Necessary PPE

- Training facilities / area
 - Workplace
 - White board and markers
 - Laptop
 - Multimedia projector
 - Internet facility

Methodologies

- Lecture/discussion
- Demonstration/application
- Presentation
- Self-pace instruction
- Blended delivery methods

Assessment Methods

- Written test
- Demonstration
- Oral questioning

Learning Experience 2: List the organizations of RMG Industry

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about principles and major tasks of apparel merchandising.	1. Instructor will provide the learning materials “List the organizations of RMG Industry”
2. Read the Information sheet/s	2. Information Sheet No:2.1 List the organizations of RMG Industry
3. Complete the Self Checks & Check answer sheets.	3. Self-Check/s Self-Check No: 2.1 List the organizations of RMG Industry Answer key No. 2.1 List the organizations of RMG Industry
6. Read the Job Sheet and Specification Sheet and perform job	4. Job- Sheet No:2.1- List the organizations of RMG Industry Specification Sheet 2.1 – List the organizations of RMG Industry

Information Sheet 2.1: List the organizations of RMG Industry

Learning Objectives:

After completion of this information sheet, the learners will be able to:

1. Listed types of RMG industries with key differentiators.
2. Identified key organizational features of RMG industries
3. Listed source companies
4. Listed buyer organizations

1. RMG Industries

RMG stands for Ready Made Garment in its entire form. Where R=Ready, M=Made, G=Garment. The word "RMG" refers to clothing that has been fully sewn and completed in an industrial manufacturing environment and is ready to wear. Bangladesh is one of the top spots in the export of RMG. There is little doubt that the readymade garment (RMG) business, which is currently Bangladesh's top



export sector, has played a critical role in the nation's economic recovery. Approximately 83% of the nation's overall export revenue comes from this sector.

The Bangladesh RMG sector, which is well-known for its robust manufacturing capabilities and dynamic ecosystem, has grown steadily and is now a major worldwide hub for clothing sourcing. Currently, there are around 4,000 export oriented factories in the sector. Bangladesh RMG Industry is a major hub for the sourcing and production of clothing worldwide. With the highest number of green garment factories in the world, Bangladesh RMG industry has been leading the world in sustainable garment manufacturing.

Types of RMG Industries

There are mainly two types of RMG industries in Bangladesh. These are



1.1 Woven Garment Industries

Woven garment industries are making woven products. Woven garments are manufactured by woven fabrics. Woven fabric is any textile formed by weaving. Woven fabrics are often created on a loom, and made of many threads woven on a warp and a weft. Technically, a woven fabric is any fabric made by interlacing two or more threads at right angles to one another. Woven products include Shirts, Pants, Trousers etc.

1.2 Knit Garments Industries

knit garment industries are making knitted or knit products. Knit garments are manufactured by knit fabrics. Knitted fabric is a textile that results from knitting, the process of inter-looping of yarns or inter-meshing of loops. Its properties are distinct from woven fabric in that it is more soft and flexible. Knitted product includes T-Shirts, Polo Shirts, Undergarments, Socks, Stockings, Sweaters etc.

Knit garment industries are categorized into another two types. These are

1.3 Cut and Sew Knit Garment Industries

Cut and sew garments are created by cutting individual pieces of fabric and then sewing them together to create the finished product. Each piece of fabric can be cut to specific dimensions and then sewn together in a unique way. The cut and sew process also allows for a greater degree of precision. Hoodies, sweatshirts, t-shirts, jackets, dresses, and leggings are some of the most common items that are prepared by cut and sew manufacturing. So cut and sew knit products are manufacturing by cut and sew knit garment industries.

1.4 Fully Fashioned Knit Garment/ Sweater Industries






Fully fashioned knit is more traditional type of knitting though making now in a modern machinery, where each piece of clothing is made entirely from scratch. This means that the fabric is knitted into shape by a knitting machine and then linked together. Different types of sweater are the common example for this category. So sweater products are manufacturing by fully fashioned or sweater industries.

1.5 Common departments/ sections in woven and knit garment industry:

Garment production is the final stage of textile manufacturing where cloth is cut into different parts and sews to make various types of garment. Here, different shapes and styles fabrics are made according to the buyer requirement. Different sections are involved to complete a finished garment. Following are the common departments which are involved in garments production.

- Pattern, Design and sample (PDS) section
- Cutting section
- Sewing section
- Finishing section
- Packing section

Major activities of the above departments are showing below

<p>PDS Section:</p> <ul style="list-style-type: none"> ▪ To make the patterns by following the tech pack. ▪ To make sample garment for approval. ▪ To confirm patters sets for bulk production. ▪ To support cutting, sewing and finishing departments. 	
<p>Cutting Section:</p> <ul style="list-style-type: none"> ▪ Marker Making ▪ Fabric Spreading ▪ Fabric Cutting ▪ Cut panel numbering and bundling 	
<p>Sewing Section:</p> <ul style="list-style-type: none"> ▪ Garment's cut parts are assembled here as per the approved sample 	
<p>Finishing Section:</p> <ul style="list-style-type: none"> ▪ Thread trimming ▪ Button attach (if required) ▪ Preliminary pressing / ironing ▪ Tag attachment ▪ Final pressing 	
<p>Packing Section:</p> <ul style="list-style-type: none"> ▪ Needle detection ▪ Folding ▪ Poly packing ▪ Assortment making ▪ Cartooning 	

2. key organizational features of RMG industries

Organizational feature includes are the key strategy, policy, dimension and other relevant issues of an organization. There are four common organizational features of an organization include common purpose, coordinated effort, division of labor and hierarchy of authority. As an export-oriented industry, following organizational features can be found in RMG industries.

2.1 Corporate culture & strategy

Corporate culture is the collection of values, beliefs, ethics and attitudes that characterize an organization and guide its practices. To some extent, an organization's culture can be articulated in its mission statement or vision statement. Now most of the RMG industries are following corporate culture and strategy. In respect to the compliance, Bangladeshi RMG industries are complying the requirements from their buyers.

2.2 Raw material sourcing policy

Normally, raw materials are sourcing against the specific requirements from the buyers. It involves a list of the certified vendors, quality and quantity check of the raw materials, time of supply, and the cost-effectiveness of the purchase. These strategies require research and planning for long term basis. Once it was difficult to source the materials locally for RMG industries but now maximum types of raw materials can be source locally.

2.3 Production policy

Ready-made garments are mass-produced finished textile products of the clothing industry. Production strategy of the RMG industries are very significant. Various layout followed there for RMG production. Such as make through system, Progressive bundle system, Unit production system etc. The industries are setting their systems on the basis of opportunity gained from the production.

2.4 Quality assurance

Quality assurance is the process of designing, producing, evaluating, and assessing products to determine that they meet the desired quality level for a company's target market. Keeping this in mind, many industries upgraded their quality level from quality control to quality assurance. Due to the upgradation of quality level, the export data is changing which is increasing significantly.

2.5 Marketing policy

Effective marketing is essential for the success of the garment industry. By promoting products, attracting customers, establishing a strong brand image, and creating a positive image of the company and its products, marketing can help companies to stay ahead of the competition and achieve their business goals.

The marketing strategy that a company will use to market its products to the customers. The plan identifies the target market, the value proposition of the brand or the product,

the campaigns to be initiated, and the metrics to be used to assess the effectiveness of marketing initiatives.

2.6 Customer satisfaction

Customer satisfaction is a measure of how well a company's products, services, and overall customer experience meet customer expectations. It reflects your business' health by showing how well your products or services resonate with buyers. A customer satisfaction KPI is a metric used by companies to score and track how happy their customers are with their service, product, and/or experience. Bangladeshi RMG industries are now practicing in the similar way.

3. Source/ Sourcing companies

Sourcing process includes every activity that revolves around identifying and assessing potential suppliers as well as selecting and engaging with an appropriate supplier who offers the best value.

Typically, sourcing is finding the most suitable supplier that provides the quality of goods or services at a price point that gives the business owner the profit margins they need. Sourcing and procurement management fit together like hand and glove. But before you can procure goods, it is essential to:

- Find prospective suppliers
- Implement a rigid vetting process

This ensures that no mistakes are made during the sourcing process because it can be costly to backtrack. While most business leaders focus primarily on the cost reduction benefits of strategic sourcing, in today's competitive market, leading companies have begun to look at creating value while not ignoring cost and waste reduction.

A Sourcing Company or a sourcing agent helps a company find sources for products and supplies at a low cost and of a certain quality or attributes. Some may represent a few select factories or serve multiple companies.

Following three factors are there in the sourcing process.

- Cost structure
- Profit margins
- Competitiveness

Different types of Sourcing

3.1 Outsourcing

The most practical and straightforward example would be hiring a party outside a company to perform services or create goods that were traditionally performed in-house. This can also be done by migrating operations abroad or partnering with a domestic supplier. Both back and front office functions can be outsourced.

3.2 Insourcing

This type of sourcing involves you delegating a job to someone or a team within the company. Most company leaders prefer this option when available because it is an excellent cost-saving strategy that allows for on-the-ground monitoring of the quality of goods and services required.

3.3 Near-sourcing

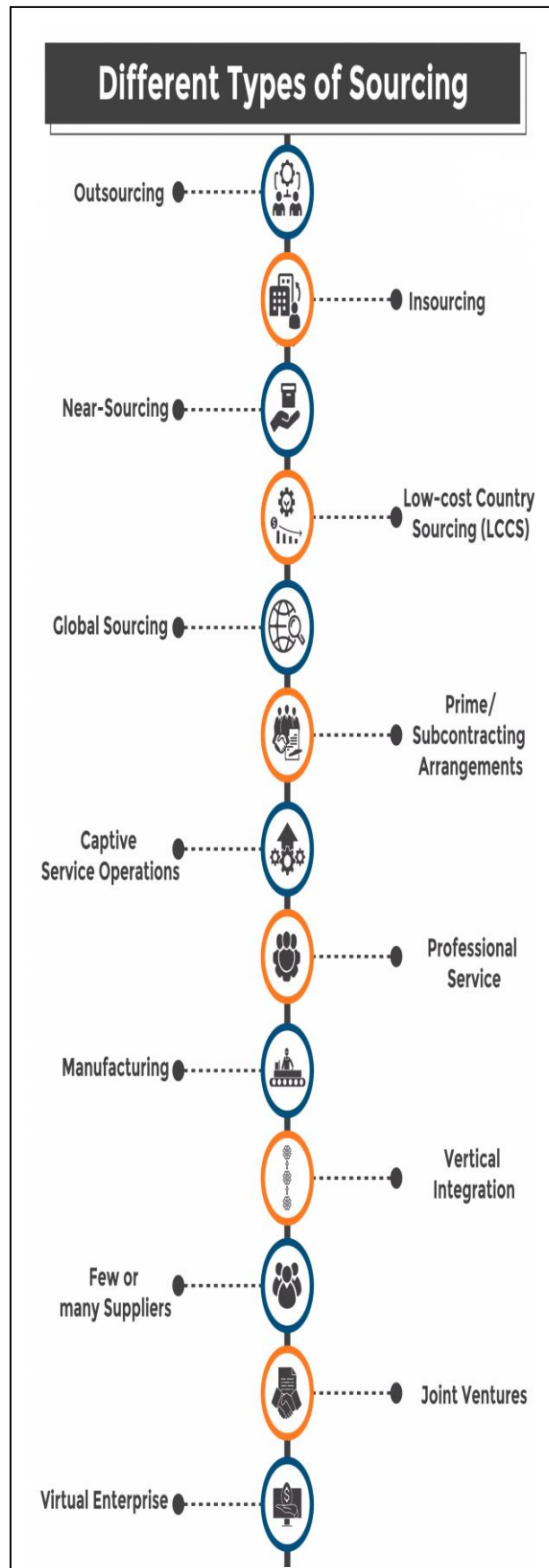
This involves placing some of your operations close to where your end-products are sold.

3.4 Low-cost Country Sourcing (LCCS)

LCCS involves sourcing materials from countries with lower labor and production costs. This type of sourcing focuses on cutting down the overall operating expenses of an organization. China has become the go-to country for this sourcing method for most global corporations.

3.5 Global Sourcing

The world is now one giant marketplace. Buying goods and services from international markets across geopolitical boundaries has become an easy process. This method has many benefits and exposes your organization to different markets; moreover, you gain insight into how business is conducted worldwide.



3.6 Prime/Subcontracting Arrangements

This arrangement involves a contract between a contractor and a subcontractor to perform a portion of work that is part of a larger project. All contracts are dealt under offshore law because the agreement is between two offshore entities. Procurement teams can reduce the burden of dealing with import or export restrictions.

3.7 Captive Service Operations

Some organizations go as far as establishing and operating some form of a partly/wholly-owned entity overseas. This method makes room for greater control and allows you to control confidentiality and security issues. However, your economies of scale will be negatively affected.

3.8 Professional Service

You can recruit the professional services of occupations in the service sector requiring special training.

3.9 Manufacturing

The creation of new products either from raw materials or components.

3.10 Vertical Integration

Vertical integration involves the merging of companies at different production and/or distribution stages in the same industry. So, when a company acquires its input supplier, it is called backward integration; it is called forward integration when it acquires companies in its distribution chain.

3.11 Few or many Suppliers

A multi-supplier strategy is commonly used for commodity products, and purchasing is typically based on price. On the other hand, single-source purchasing refers to purchases from one selected supplier, even though other suppliers provide similar products. Sole-source procurement refers to purchases with only one supplier.

3.12 Joint Ventures

This is a business entity created by two or more parties. It is generally characterized by shared ownership, returns and risks, and governance.

3.13 Virtual Enterprise

This is when a network of independent companies (i.e., suppliers, customers, competitors) are linked by information technology to share skills, costs, and access to one another's markets.

Products need to source for Apparel

<p>Fabric</p> <p>Fabric is a type of textile product which is made from yarn by interloping or by interlacement. There are mainly three types of fabrics. They are woven, knitted and non-woven.</p>	
<p>Trims</p> <p>Trims are the materials which directly piece together with your clothing products. Trims have both functional and aesthetic properties. Trims can be attached with garments by sewing, gluing, pressing or heat setting. Label, Sewing thread, zipper, button etc. are some examples of trims.</p>	
<p>Accessories</p> <p>Accessories are the materials which are used to give a finishing touch to your clothing products. These are generally used to finish, decorate, pricing & packing the clothing. Hanger, polybag, carton etc. are some examples of accessories</p>	

4. Buyer organizations

<p>In the retail industry, a buyer is a company who selects what items are stocked and their key responsibility is dealing with all the products that come into the store.</p> <p>Normally it's seen those buyers of Europe, Canada, the USA, Japan, Australia etc. are the main buyers of Bangladeshi garments and Textile products.</p> <p>Among them here is some of the buyers with their country which are too much important for our Bangladesh RMG.</p>	
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Aldi Store	Germany
Adidas	U.S.
American Eagle Outfitters	U.S.
American Living	U.S.
Armani Exchange	Italy
ASDA	UK
ASOS	UK
Atmosphere	UK
Baur Versand	Germany
BHS	UK
Boden	UK
C&A	Germany
C.K. Jeans	USA
Calvin Klein	USA
CARLI GRY (I.C.Group)	Denmark
CEVIMOD	France
Chico's	USA
Chipie	France
Christian Dior	France
Claire	Denmark
Debenhams	UK
DELIAS	USA
DIMOTEX (Spain)	Europe
DKNY	USA
Dorothy Perkins	UK
FIRE BLACK	USA
FIRE PLATINUM	USA
Firetrap	UK
Forerver New	Australia
French Connection	UK
Funzee Ltd. (U.K)	UK
Gap Inc	USA
Geoffrey Beene	USA
George (ASDA)	UK
Gin Tonic	Germany
Glorai Vender Bilt	USA
Greg Norman Collection	USA
Grope Zannier (Now Kidiliz group)	France
Guess	USA
GYMBOREE (USA)	USA
H&M (Hennes & Mauritz)	Sweden
Hanes (Hanesbrands Inc.)	USA
Heine, Germany	Germany

Hudson Bay Company (Mantles)	Canada
Hugo Boss	Germany
Inditex (Zara)	Spain
Izod Club	USA
J.Crew	USA
JACQUELINE RIU (France)	France
JC Brothers & Sisters	Sweden
Jigsaw	USA
John Lewis	UK
Jones Apparel Group Inc.	USA
Jones Apparel Group, USA	USA
Jones Apparels	USA
Jones New York	Canada
Juicy Couture	USA
Kappa	UK
Karen Millen	UK
Karstadt-Germany	Germany
KATAG	USA
Kiabi	France
Kookai	France
KOTON (Turkey)	Turkey
Laura Ashley	UK
Le Chateau	Canada
LIDL	UK
Lindex	Sweden
Liverpool	Maxico
Louis Phillipe	INDIA
Lucky Brand	USA
LYPSY	UK
MACYS	USA
Mango	Spain
Marks & Spencer	UK
Timberland	USA
Metro	Germany
Miss Selfridge	UK
Monsoon	UK
Mustang Jeans	Germany
NAF NAF	France
Napapijri	USA
Neckermann and Quelle, Germany	Germany
Newport News Inc.	USA
Newport News, USA	USA
Next	UK
Nicole Farhi	UK

Oasis	UK
ONEILL SPORTSWEAR	USA
Otto, Germany	Germany
Paul Smith	UK
Phildar	France
Pimkie	France
Potpourri group, Inc	USA
Primark	UK
PVH	USA
Quicksilver	USA
Ralph Lauren	U.S.
Redcats USA, Inc. (Brylane)	U.S.
Reiss	UK
Replay	Italy
Review Fashion	Germany
RIPCURL	U.S.
River Island	UK
Roxy	U.S.
Russell	U.S.
Rutzou	Denmark
S.OLIVER	Germany
SAIN LAUREN,	U.S.
Sainsbury's	UK
Sears	U.S.
Shop Direct	UK
Signal	Denmark
Sita Murt	UK
Spiegel, USA	USA
spirits women's wear- spirits,	U.S.
Springfield (Cortefiel)	Spain
Stradivarius	Spain
Target	USA
The North Face	USA
Toast	UK
Together	UK
Tom Tailor	Germany
Tony Cohen	Netherland
Topshop	UK
Topsons downs	USA
Torrid	USA
Trend Elephant	EUROPE
Twist & tango	Sweden
U.S. Polo Assn.	USA
UCLA	USA

United Colours of Benetton	Italy
Urban Outfitters Inc.	USA
VIVEKES (Sweden)	Sweden
Victoria's Secret	USA
Walmart	USA
WET SEAL INC.	USA
Winners Merchants Inc.,	Canada
Zara (Inditex)	Spain
ZERO	Germany

Self Check Sheet 2.1

1. What do you mean by RMG?

Answer:

2. How many exports oriented RMG industries are there in Bangladesh and how much export revenue comes from this sector?

Answer:

3. What are the types of RMG industries in Bangladesh?

Answer:

4. What are the factors involving in the sourcing process?

Answer:

5. Which Products need to source for Apparel?

Answer:

6. Write down the name of any three buyers with their country name.

Answer:

Answer Key 2.1

1. What do you mean by RMG?

Answer: RMG stands for Ready Made Garment in its entire form. Where R = Ready, M = Made, G = Garment. The word "RMG" refers to clothing that has been fully sewn and completed in an industrial manufacturing environment and is ready to wear. Bangladesh has one of the top spots in the export of RMG.

2. How many exports oriented RMG industries are there in Bangladesh and how much export revenue comes from this sector?

Answer: There are around 4,000 export oriented RMG industries in the Bangladesh and approximately 83% of the nation's overall export revenue comes from this sector.

3. What are the types of RMG industries in Bangladesh?

Answer: There are mainly two types of RMG industries in Bangladesh. These are

- Woven Garments Industries
- Knit Garment Industries

4. What are the factors involved in the sourcing process?

Answer: There are three factors in the sourcing process. These are

- Cost structure
- Profit margins
- Competitiveness

5. Which Products need to source for Apparel?

Answer: Various types products need to source for apparel. These are

- Fabric
- Trims
- Accessories

6. Write down the name of any three buyers with their country name.

Answer: The name of three buyers are as follows:

- Adidas from Germany
- Aldi Store, US
- Zara, Spain
- Victoria's Secret, US
- Walmart, USA etc.

Activity Sheet 2-1: Make a list of products producing by woven and knit industry

Working Procedure:

1. Collect and wear appropriate Personal Protective Equipment for the job
2. Collect all needed materials, supplies and equipment.
3. Check the below format carefully
4. Fill the format as per instruction provided
5. Clean and maintain your workplace

Working Format:

Make a list of products producing by woven and knit garments industry (any 5 of each)	
Industry Type	Products Producing
Woven Garments Industry	
Knit Garments Industry	

Activity Sheet 2-2: Make a list of buyers who are placing orders in Bangladesh

Working Procedure:

- 1. Collect and wear appropriate Personal Protective Equipment for the job
- 2. Collect all needed materials, supplies and equipment.
- 3. Check the below format carefully
- 4. Fill the format as per instruction provided
- 5. Clean and maintain your workplace

Working Format:

Make a list of buyer organization with their country which are placing orders in Bangladesh (any 10)	
Name of the buyers Organization	Country

Learning Outcome 3: Illustrate functional flow chart of apparel merchandising

Content:

1. Functional flow chart of apparel merchandising
 - 1.1 Functional flow chart
 - 1.2 Functions, relationships and dependencies among the components of the flow chart
 - 1.3 Quality issues

Assessment Criteria:

- 1.1 Functional flow chart of apparel merchandising is interpreted.
- 1.2 The functions, relationships and dependencies among the components of the flow chart are recognized.
- 1.3 Quality issues are identified.

Resources Required/ Conditions:

The trainees must be provided with the following:

- Training resources
 - CBLM
 - Handouts
 - Paper, pen, pencil
 - Necessary tools and equipment
 - Necessary PPE

- Training facilities / area
 - Workplace
 - White board and markers
 - Laptop
 - Multimedia projector
 - Internet facility

Methodologies

- Lecture/discussion
- Demonstration/application
- Presentation
- Self-pace instruction
- Blended delivery methods

Assessment Methods

- Written test
- Demonstration
- Oral questioning

Learning Experience 3: Illustrate functional flow chart of apparel merchandising

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about principles and major tasks of apparel merchandising.	1. Instructor will provide the learning materials “Illustrate functional flow chart of Apparel Merchandising”
2. Read the Information sheet/s	2. Information Sheet No:3.1 Illustrate functional flow chart of Apparel Merchandising
3. Complete the Self Checks & Check answer sheets.	3. Self-Check/s Self-Check No: 3.1 Illustrate functional flow chart of Apparel Merchandising Answer key No. 3.1 Illustrate functional flow chart of Apparel Merchandising
4. Read the Job Sheet and Specification Sheet and perform job	Job- Sheet No:3.1- Illustrate functional flow chart of Apparel Merchandising Specification Sheet1 – Illustrate functional flow chart of Apparel Merchandising

Information Sheet 3.1: Illustrate functional flow chart of Apparel Merchandising

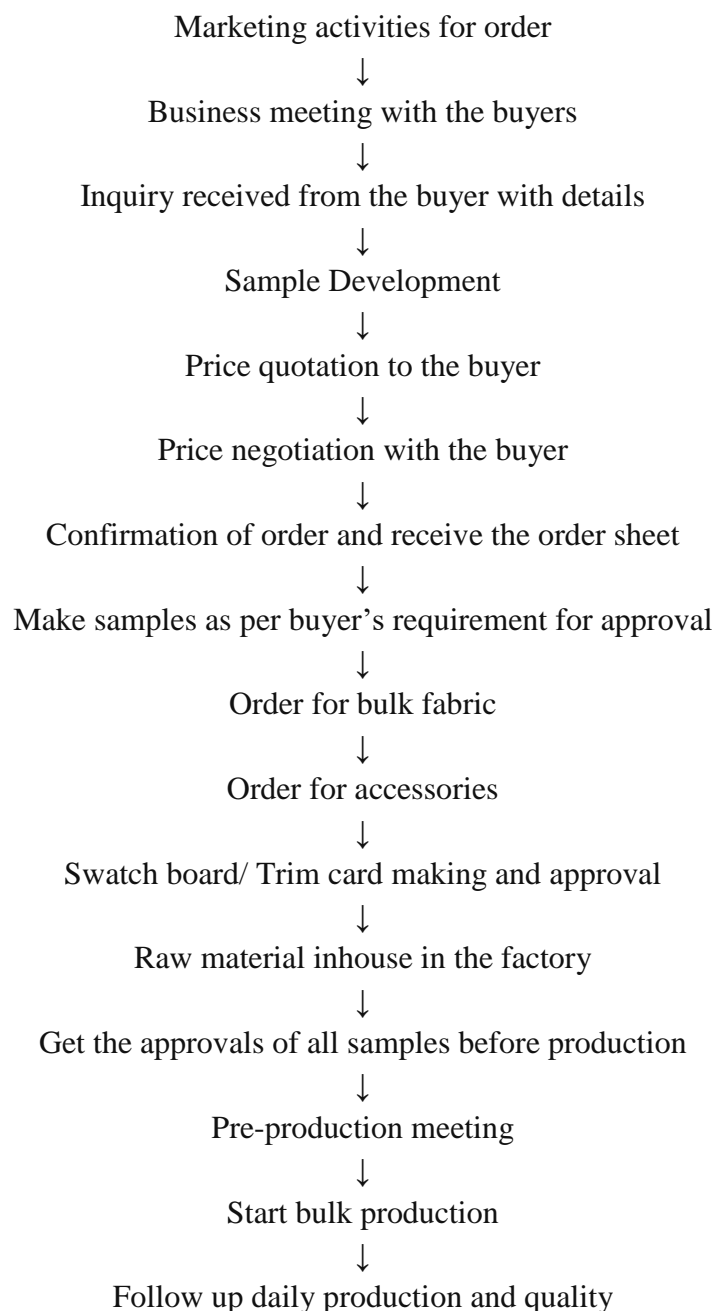
Learning Objectives:

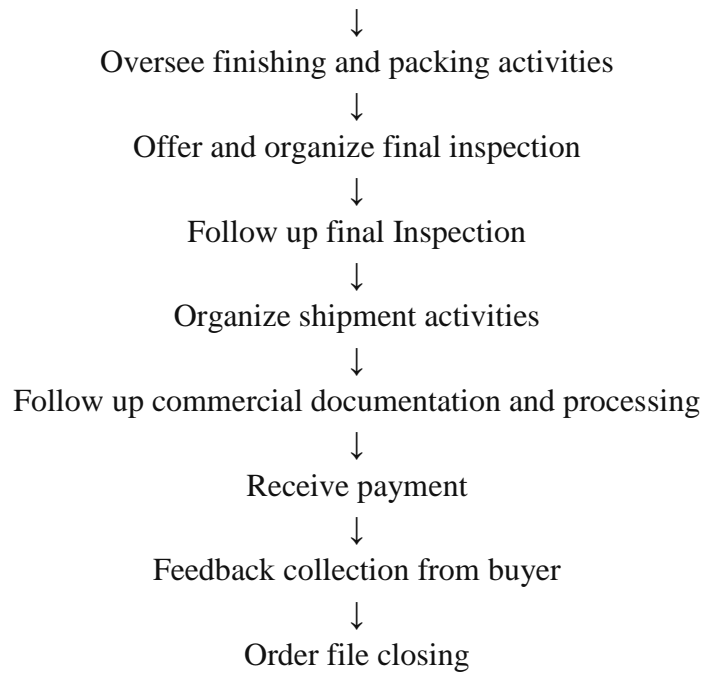
After completion of this information sheet, the learners will be able to:

1. Interpreted functional flow chart of apparel merchandising
2. Recognized the functions, relationships and dependencies among the components of the flow chart
3. Identified quality issues

1. Functional Flow Chart of Apparel Merchandising

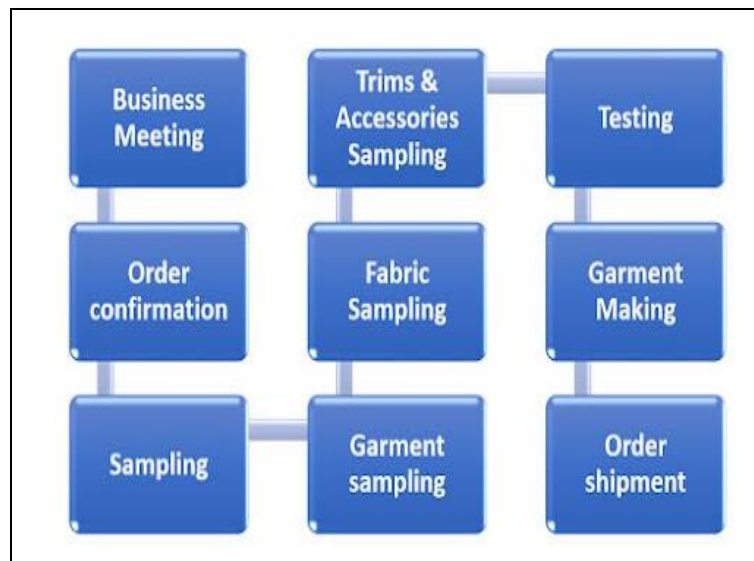
Functional flow chart of apparel merchandising is showing below.





1.1 Apparel Merchandising Process at a glance

Apparel business is a multi-chain business starting from the customer's technical meeting with the potential vendors. In that meeting, both customers and vendors appear with all their possible credentials. Customers indubitably have crystal clear data on the up-to-date market trend and product price issues. Vendors offer



what they can produce and what is their product portfolio. At the very beginning, customers or buyers discuss their product demand what they are going to the business. They choose the items by conducting a survey on consumer behavior and fashion trends in their target market. They get early forecasting about the product or item to be ordered to the vendors.

After a successful technical meeting with the vendor, they both agree on product style, quantity, quality parameters, shipment mode, shipment port, and price details, etc. customers issue a purchase order to the vendor and open a Letter of credit (master LC) against this order. Vendors can initiate their jobs after getting the technical package or tech pack or technical specification sheet from the customer along with the master LC.

They then execute the order as per the PO and ship it to the customers' destination accordingly. All the chains from technical meeting to product shipment has been illustrated below-

1.2 Business Meeting

In this meeting, customers discuss what they want, e.g. T-shirt, Polo shirt, Tank-top, etc., and different styling parameters of what they want on the item. For example, for a t-shirt, whether any chest pocket or not, how about the necking- neck rib or plain fabric, what about the bottom hem, etc. though styling may be changed later on through the sampling stages. Contrariwise, vendors also place their capabilities and may discuss their own product portfolio to convince the customers as a reliable vendor.

1.3 Order Confirmation

If the item and detail styling is within the capabilities of the vendor and customers become happy with their product portfolio, then start pricing. Both customers and vendors offer their suitable prices for the desired item. Customers initiate the price negotiation with a base price which is usually a lower price than the exact or tentative prices. Vendors start with their target price which is a bit higher price than the usual prices. They go through a logical negotiation stage and finally reach a win-win point and make an agreement to proceed with the order. Customers open a master LC against the order and generate the PO mentioning quite detailed information like size range, colors, quantity details, and shipment details, etc.

1.4 Sampling

After getting the tech pack and master LC, vendors calculate the necessary consumption of the required fabrics, trims & accessories and place booking to the sub-units like sewing thread supplier, zipper supplier, button supplier, spinning unit, fabric unit, dyeing unit, garment unit, etc. These individual chains then open a back-to-back LC against the master LC and proceed from sample developments. Obviously, they have to take the approval of their developed items from the respective department like the customers' quality control (QC) unit.

1.5 Garment Sampling

Sampling is done to ensure the styling, fittings, color quality, and embellishment quality (if any). Though garment sampling processes vary from customer to customer, development samples, proto samples, pre-production samples, production samples are required by all the customers. It is worth mentioning that the approved production sample is used in the inspection before shipment as this sample is prepared using all actual materials as per PO.

1.6 Fabric Sampling

Fabric sampling starts with color approval as per color standards provided by the buyers. Color or shade approval can be either yarn dip or lab dip and simultaneously grey fabric quality has to be approved. Then starts fabric dyeing as per the approved shade for solid color order or yarn dyeing for stripe order. Before dyeing the full lot, the first bulk dyeing shade has to be approved to proceed on. If the order contains any printing (placement print or all-over print), print strike-off must be approved as per the design story before going for bulk.

1.7 Trims & Accessories Sampling

All the necessary trims & accessories required for the order have to be developed and approved by the customer alongside the garment sampling and fabric sampling steps. Actually, all these three issues (garment sampling, fabric sampling, trims & accessories sampling) must run at a time to meet the order lead time.

1.8 Testing

Customers usually require some standard testing in every stage of order execution like yarn stage, fabric stage, garment stage, etc. from a well-recognized testing lab. Merchandisers must submit the passed test certificates to the customers along with the samples.

1.9 Garments production

When everything like fabrics, trims & accessories are ready and in-housed then starts the bulk garment production steps including fabric spreading, cutting, sewing, and finishing. But before starting the sewing of a new style, there is a technical meeting consisting of the merchandisers, planning manager, production manager, inventory manager, and quality manager to set the sewing line layout. Then a trial of short quantity is run for line balancing which is called pilot run. Garment sewing and then finishing has been accomplished through a series of in-line quality checks.

1.10 Order Shipment

Customers' nominated QC team or often the 3rd party inspection team like Bureau Veritas, SGS, Intertek, TUVSUD, etc. inspects the produced garments whether it conforms to all specification or not. They use the production sample approved by customers as the reference or standard to cross-match the bulk lot. After getting passed certificates from them, these bulk lots are shipped along with necessary export and logistic documentations.

2. Parties involved in Apparel Merchandising Process:

- **Company/Supplier/Vendor:** Who are making the products for buyers
- **Customer/Buyer:** Who place the order to the vendors or who are targeted by the company with the help of merchandiser and
- **Merchandiser:** Who places his position between the above two parties.

2.1 Organogram/ Organizational Tree of Apparel Merchandising Department

Merchandising Director



Merchandising Manager



Assistant Manager



Senior Merchandiser



Merchandiser



Assistant Merchandiser

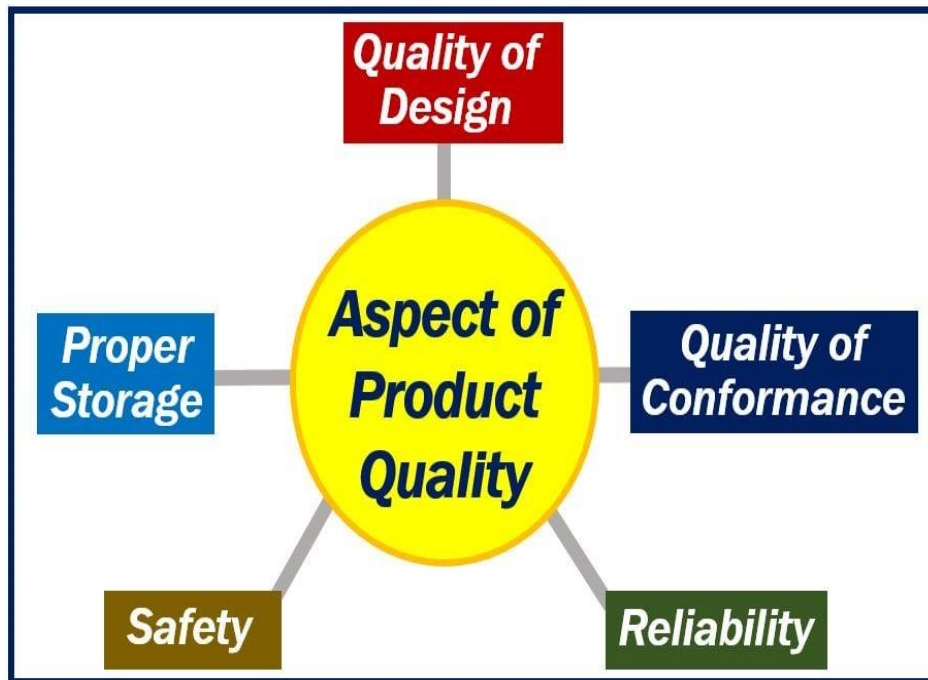


Trainee Merchandiser

3. Quality Issues

Quality is that, what buyer wants.

Quality refers to how good something is compared to other similar things. In other words, its degree of excellence.



3.1 Quality in business

In business, manufacturing, and engineering, the term has a pragmatic interpretation as the superiority or non-inferiority of something. It also refers to a product as ‘fit for purpose,’ while at the same time satisfying consumer expectations.

Quality is mostly a subjective and perceptual attribute. Different people may not have the same understanding of the meaning of the term.

3.2 Customer’s and producer’s interpretation

“Consumers may focus on the specification quality of a product/service, or how it compares to competitors in the marketplace.”

“Producers might measure the conformance quality, or degree to which the product/service was produced correctly. Support personnel may measure quality in the degree that a product is reliable, maintainable, or sustainable.”

In this context, the word ‘consumer’ means the same as ‘customer’

3.3 Quality management

In business, there are many aspects to quality. It may refer either to goods or services. The key aspects of how good or 'fit for purpose' goods are, are rooted in the concept of quality management

3.4 Quality planning

This is a means of developing the goods, systems, and processes required to meet consumer expectations. In many cases, the producer tries to exceed them.

3.5 Quality Assurance or QA

QA is a program for the systematic monitoring of all aspects of production, a project, or a service. The aim is to make sure that the producer and what the producer makes meet the required standards.

3.6 Quality control or QC

QC is a system in manufacturing of maintaining standards. Here, the focus is on the finished product, i.e., making sure it is defect-free and meets specifications and standards.

While QC focuses on what happens after the producer makes the product, QA focuses on what happens before completion.

3.7 Quality improvement or QI

QI is the systematic approach to the elimination of waste and losses in the production process. Sometimes, it also includes the reduction of waste and losses. QI involves weeding out what is not working properly, and either improving it or getting rid of it.

3.8 Role of merchandiser with quality department

Merchandisers ensure the product quality and timely shipment delivery to satisfy buyers. The work of a merchandiser starts even before getting the order and extends even after the shipment happens so as to maintain post purchase service and relationship with the buyer.

Self Check Sheet 3.1

1. What is the first and last activities of an apparel merchandiser in functional flow chart?

Answer:

2. What are the parties involved in apparel merchandising process?

Answer:

3. What is the organizational hierarchy of apparel merchandising department in a garment factory?

Answer:

4. What is Quality?

Answer:

5. What is the role of merchandisers with quality?

Answer:

Answer Key 3.1

1. **What is the first and last activities of an apparel merchandiser in functional flow chart?**

Answer: The first activities is the ‘marketing activities for order’ and the last activities is ‘order file closing’ in the functional flow chart of apparel merchandising.

2. **What are the parties involved in apparel merchandising process?**

Answer: Following parties are involved in apparel merchandising process.

- Company/Supplier/Vendor
- Customer/Buyer
- Merchandiser

3. **What is the organizational hirerchy of apparel merchandising department in a garment factory?**

Answer: The organizational hirerchy of apparel merchandising department is as follows:



4. **What is Quality?**

Answer: Quality is that, what buyer wants. Quality refers to how good something is compared to other similar things. In other words, its degree of excellence.

5. **What is the role of merchandisers with quality?**

Answer: Merchandisers ensure the product quality and timely shipment delivery to satisfy buyers. The work of a merchandiser starts even before getting the order and extends even after the shipment happens so as to maintain post purchase service and relationship with the buyer.

Activity Sheet 3-1: Make the Organogram of Apparel Merchandising Department

Working Procedure:

1. Collect and wear appropriate Personal Protective Equipment for the job
2. Collect all needed materials, supplies and equipment.
3. Make the Organogram of Apparel Merchandising Department in the blank area of the format.
4. Clean and maintain your workplace

Working Format:

Organogram of Apparel Merchandising Department

Job Sheet 3.1

Name of Job: Make activity flow chart for an order

Working Procedure:

1. Collect and wear appropriate Personal Protective Equipment for the job
2. Collect all needed materials, supplies and equipment.
3. Read the case carefully
4. Make the activity flow chart for an order
5. Clean and maintain your workplace

Job: You just have finished a meeting with a new buyer called 'Fashionic'. The buyer has been handed over a development file which contains a tech. pack to you. Considering that, you will receive the order and have to execute it.

You have to develop activity flow chart from 'sample development' to 'order file closing' based on the above case.

Specification Sheet 3.1

Required PPE

SL	Name of PPE	Quantity
1	Face Mask	01
2	Apron	01

Required Materials, Tools and Equipment

SL	Name of Materials	Quantity
1	Pen	01 Pc
2	Paper	01 Pc

Review of Competency

Below is yourself assessment rating for module “**Identify the Principles and Major Tasks of Apparel Merchandising**”

Sl no	Assessment of performance Criteria	Yes	No
1.	Job description of an apparel merchandiser is interpreted.		
2.	Role and responsibilities of an apparel merchandiser is identified.		
3.	Organizational policies, guidelines and code of conduct are interpreted.		
4.	Types of RMG industries are listed with key differentiators.		
5.	Key Organizational features of RMG industries are identified.		
6.	Source companies are listed.		
7.	Buyer organizations are listed.		
8.	Functional flow chart of apparel merchandising is interpreted.		
9.	The functions, relationships and dependencies among the components of the flow chart are recognized.		
10.	Quality issues are identified.		

I now feel ready to undertake my formal competency assessment.

Signed:

Date:

Development of CBLM

The Competency Based Learning Material (CBLM) of '**Identify the principles & major tasks of apparel merchandising**' (Occupation: Apparel Merchandising, Level-4) for National Skills Certificate is developed by NSDA with the assistance of SIMEC System, ECF consultancy & SIMEC Institute JV (Joint Venture Firm) in the month of June 2023 under the contract number of package SD-9A dated 07th May 2023.

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