



# **Competency Based Learning Materials (CBLM)**

## **Apparel Merchandising**

**Level-4**

### **Module: Building and Maintaining an Effective Business Relationship with Clients/Customers**

**Code: CBLM-RMGT-AM-02-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 “Build and maintain an effective business relationship with client/customers” 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 -----



## Contents

Copyright .....	i
List of Abbreviations .....	Error! Bookmark not defined.
How to use this Competency Based Learning Materials (CBLMs) .....	3
Module Content .....	5
<b>Learning Outcome 1: Establish good relationships with clients/ customers .....</b>	<b>6</b>
Information Sheet 1.1: Establish good relationships with clients/ customers .....	8
Self Check Sheet 1.1 .....	17
Answer Key 1.1 .....	18
Activity Sheet 1-1: Prepare an introduction mail to a buyer .....	19
Activity Sheet 1-2: Prepare a mail on updated production report to a buyer .....	20
<b>Learning Outcome 2: Interpret the apparel marketing process .....</b>	<b>21</b>
Information Sheet 2.1: Interpret the apparel marketing process .....	23
Self Check Sheet 2.1 .....	31
Answer Key 2.1 .....	32
Activity Sheet 2-2: Show/ list the type of customer type based on market segmentation .....	33
<b>Learning Outcome 3: Perform the order handling procedure .....</b>	<b>34</b>
Information Sheet 3.1: Perform the order handling procedure .....	36
Self Check Sheet 3.1 .....	39
Answer Key 3.1 .....	40
Activity Sheet 3-1: Prepare a material list for a style from tech. pack .....	41
<b>Learning Outcome 4: Interpret the process of reporting .....</b>	<b>43</b>
Information Sheet 4.1: Interpret the process of reporting .....	45
Self Check Sheet 4.1 .....	49
Answer Key 4.1 .....	50
Activity Sheet 4-1: Prepare a production report .....	51
Activity Sheet 4-2: Prepare a production follow up report .....	52
<b>Review of Competency .....</b>	<b>53</b>



## How to use this Competency Based Learning Materials (CBLMs)

The module, Build and Maintain an Effective Business Relationship with Clients/Customers 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

### **Module Title: Building and Maintaining an Effective Business Relationship with Clients/Customers**

**Module Description:** This module covers the knowledge, skills and attitude required to Build and Maintain an Effective Business Relationship with Clients/Customers. This covers competencies on Establishing good relationships with clients/ customers, interpreting the apparel marketing process, performing the order handling procedure and interpreting the process of reporting.

**Nominal Duration: 40 Hours**

#### **Learning Outcomes:**

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

1. Establish good relationships with clients/ customers
2. Interpret the apparel marketing process
3. Perform the order handling procedure
4. Interpret the process of reporting

#### **Assessment Criteria:**

- 1.1 Communication requirements of customers are identified.
- 1.2 Communication with customers is demonstrated.
- 1.3 Rapport building techniques are demonstrated.
- 2.1 Marketing process is interpreted.
- 2.2 Effective business communication with customers is demonstrated.
- 2.3 Market segments are identified with key details and data.
- 3.1 Information about style and materials are collected.
- 3.2 Order confirmation is interpreted.
- 3.3 Execution process of order is illustrated.
- 3.4 Order handling procedure is demonstrated.
- 4.1 Reporting Process is interpreted.
- 4.2 Report is prepared and submitted.
- 4.3 Reports are documented.

#### **Contents**

This learning package includes the following:

1. Relationships with clients/ customers
2. Apparel marketing process
3. Order handling procedure
4. Process of reporting

## **Learning Outcome 1: Establish good relationships with clients/ customers**

### **Content:**

1. Relationships with clients/ customers
  - 1.1 Communication requirements of customers
  - 1.2 Communication with customers
  - 1.3 Rapport building techniques

### **Assessment Criteria:**

1. Communication requirements of customers are identified.
2. Communication with customers is demonstrated.
3. Rapport building techniques are demonstrated.

### **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 1: Establish good relationships with clients/ customers**

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.

<b>Learning Steps</b>	<b>Resources specific instructions</b>
1. Student will ask the instructor about Build and Maintain an Effective Business Relationship with Clients/Customers	1. Instructor will provide the learning materials “Establish good relationships with clients/ customers”
2. Read the Information sheet/s	2. Information Sheet No:1.1 Establish good relationships with clients/ customers
3. Complete the Self Checks & Check answer sheets.	3. Self-Check/s Self-Check No: 1.1 Establish good relationships with clients/ customers  Answer key No. 1.1 Establish good relationships with clients/ customers
4. Read the Job Sheet and Specification Sheet and perform job	Job- Sheet No:1.1- Establish good relationships with clients/ customers  Specification Sheet 1.1 – Establish good relationships with clients/ customers

## Information Sheet 1.1: Establish good relationships with clients/ customers

### Learning Objectives:

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

1. Identified communication requirements of customers
2. Demonstrated communication with customers
3. Demonstrated rapport building techniques

### 1. Communication

Communication is usually defined as the transmission of information. It is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

Customer communication or customer service communication is a way of exchanging information between a brand/business and a client. There are various customer communication platforms. Such as email, phone, or live chat communication with customers.

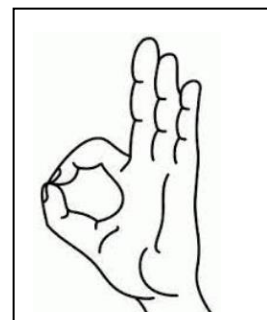


#### Types of Communication

**1.1 Verbal Communication:** Verbal communication occurs when we engage in speaking with others. It can be face-to-face or over the telephone etc. Some verbal engagements are informal, such as chatting with a friend, while others are more formal, such as a scheduled meeting. Regardless of the type, it is not just about the words, it is also about the caliber and complexity of those words, how we string those words together to create an overarching message, as well as the intonation (pitch, tone, cadence, etc.) used while speaking.



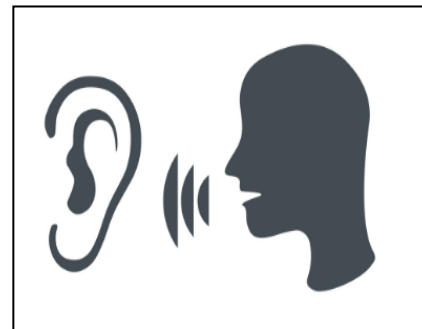
**1.2 Non verbal communication:** What we do while we speak often says more than the actual words. Non-verbal communication includes facial expressions, posture, eye contact, hand movements, and touch. For example, if somebody engaged in a conversation with the boss about cost-saving idea, it is important to pay attention to both their words and their non-verbal communication. The boss might be in agreement with the idea verbally, but their nonverbal cues: avoiding eye contact, sighing, scrunched up face, etc. indicate something different.



**1.3 Written Communication:** Whether it is an email, a memo, a report, a Facebook post, a Tweet, a contract, etc. all forms of written communication have the same goal to disseminate information in a clear and concise manner – though that objective is often not achieved. In fact, poor writing skills often lead to confusion and embarrassment, and even potential legal jeopardy. One important thing to remember about written communication, especially in the digital age, is the message lives on, perhaps in perpetuity. Thus, there are two things to remember: first, write well – poorly constructed sentences and careless errors look bad; and second, ensure the content of the message is something he or she wants to promote or be associated with for the long haul.



**1.4 Listening:** The act of listening does not often make its way onto the list of types of communication. Active listening, however, is perhaps one of the most important types of communication because if we cannot listen to the person sitting across from us, we cannot effectively engage with them. Think about a negotiation – part of the process is to assess what the opposition wants and needs. Without listening, it is impossible to assess that, which makes it difficult to achieve a win win outcome.



**1.5 Visual Communication:** We are a visual society. Think about it, televisions are running 24/7, Facebook is visual with memes, videos, images, etc., Instagram is an image-only platform, and advertisers use imagery to sell products and ideas. Think about from a personal perspective – the images we post on social media are meant to convey meaning – to communicate a message. In some cases, that message might be, emergency exit, look at me, or I just won an award etc.



### **7 Cs of Communication**

According to the 7 Cs, communication needs to be:

- Clear
- Concise
- Concrete
- Correct
- Coherent

- Complete
- Courteous

## 2. Communication requirements of customers

It is very important to communicate effectively with the customers. The importance of effective communication is stated below.

- Good communication builds and maintains relationships.
- Communication facilitates innovation.
- It builds effective teams.
- Managing employees is easier.
- It supports growth of the organisation.
- Effective communication ensures transparency.

## 3. Communication with customers

There are various types of communication happens with the customers. Now a days, most of the communication happens through e-mail or video conferencing. From starting the marketing to order completion, several communication happens for various purposes. For example,

- Introduction mail
- Communication for different inquiry
- Price offering
- Negotiation
- Order follow up communication etc.

Some examples of the communication mail with the buyers are as follows.

- Introduction mail to a buyer
- Price offering mail to a buyer

### **Introduction mail to a buyer:**

Attn: Buying in Charge/Import In-charge/Buyer.

Dear Sir,

Greetings.

We would like to introduce ourselves as one of the Biggest Ready-Made Garments manufacturer and exporter from Bangladesh.

We are interested to expand our business in Europe. We are able to Supply all kinds of Woven, Knits and Sweater Like T-Shirts, Polo Shirts, Tank tops, Boxers, Denim Pants, Cargo, Jackets and all kinds of pullover & Sweashirt for Men, Ladies and Children.

We would like to offer the services of our Company for your brand. We provide high quality services for a suitable price. Our marketing manager will contact you shortly in order to describe the services we offer in details. Please, feel free to ask any questions relating to our offer that might be unclear.

We are looking forward to cooperate with you.

Best Regards.

## 1.1 Way of communication with customers

The more we communicate with our customers, the more likely they are to remember us and our business. We need a communication strategy so we can determine which communication method is best for our business and our target customers. Consider our customer demographics before settle on a method. For example, social media is used differently across different age groups.

- 1.2 **Make a phone call:** If we have a service-based business, touching base can be a great way to keep our business at the front of our customers' minds. We don't have to try and sell our customers anything, we can use this opportunity to build a strong relationship.
- 1.3 **Engage on social media:** We can use social media to post special offers, information about new products or services and general announcements. Keep in mind that social media works best when we use it to build connections, relationships and rapport with our customers. We shouldn't use social media to simply sell to our customers.
- 1.4 **Ask for feedback:** Surveys allow us to ask our clients for feedback on the products and services we offer. We can find out their thoughts on our products and services, and what we could improve on or add to our offerings.

Make sure, we ask open ended questions to give our customers a chance to have their say. These questions can provide us with feedback we can action on.

### **Price offering mail to a buyer:**

Attn: Mr. ...., Sourcing chief

Dear Sir,

Greetings.

We would like to thank you for giving us the order inquiry.

We have analyzed the style very carefully and worked on the costing very sincerely.

We are very pleased to offer you the following price against your inquiry no. 100539.

FOB USD 6.53/piece

Hope this price will meet your target. We are assuring that, if you place us this order, we will ensure the highest quality standard, on time delivery along with products safety.

We are looking forward to hearing from you. If you have any query, please don't hesitate to contact us.

Best Regards.

## **1.5 Customer service**

Good customer relationships are at the heart of great customer service. Whether we are interacting with a long-term client or a first-time buyer, developing a strong rapport is an important part of building good customer relationships.

## **1.6 Face-to-face customer service**

If we have a physical business, we need to develop good customer relationships:

Greet customers as they walk through the door. Need to ask them how they are or how we can help them.

If customers have to wait to be served, it is helpful to have someone greeting the customers and letting them know how long they should expect to wait.

Know the product. In a face-to-face business setting, if we are able to immediately answer any tricky questions from our customers can help build trust and credibility.

## **1.7 Online customer service**

If we run an online business, or interact with customers over the phone or email, we need to develop good customer relationships:

Answer emails promptly. A general rule is a 24-hour turnaround. This can help to manage our customers' expectations.

Consider a live chat service. A live chat service allows us to communicate instantly with our customers and help answer their queries. This service may require extra staff or monitoring, but many can switch on and off during certain hours.

Consider adding a 'request to call' option on Contact us form. This may allow customers to request a time and day they would like to receive a phone call from us. This could allow us to gather specific information about their request before calling them back.

Keep a log of any phone interactions we have with our customers. Need to write down the date, time and any issues discussed. This information can be useful to refer back to when making contact again.

Publish important information about business, like mission statement and business history on website. This information helps our customers to understand business and its values.

Add a feedback form to the website. This will allow us to collect valuable information about our service and may provide us with insights for new product or service ideas to grow the business.

## **1.8 Steps to improve customer service**

Customers are core to any business. If we develop strong interpersonal skills, we can maintain good communication with customers and build lasting relationships.

Happy customers will become advocates for our business. They promote and recommend our business. But, they are also more forgiving when things don't go to plan. Following steps to help us improve our customer service.

- **Build a relationship:** Take the time to be professional and personable with customers. Get to know them and take note of what they're telling us.
- **Listen to customers:** Active listening is a skill like any other, and we need to practice it. Stay involved in the conversation and make sure to ask clarifying questions if not sure to understand something. It can also help to rephrase what our customers tell and repeat it back to them to clarify. This can make a good impression and ensures that we understand what our customer is saying.
- **Develop customer service standards:** Internal customer service policies, standards and benchmarks ensure that our employees communicate with customers in a consistent way. This gives us peace of mind that our staff provide the same good customer service each time customers interact with our business.
- **Resolve disputes quickly:** Customer complaints will occur, but if we can handle them professionally and quickly, we will build strong customer relationships.

## 4. Rapport building

Rapport Building is the process of establishing connection. It is usually based on shared experiences or views, including a shared sense of humour. Building rapport tends to be most important at the start of an acquaintanceship or working relationship.



### The principles of rapport building

There are not specific rules or step-by-step instructions to build rapport. There are some principles of rapport building.

**4.1 Empathy:** Empathy is about connecting with the other person's emotions to find a mutual understanding.

Remember that organizations are built by humans. When we are trying to close a deal, recruit talent, or find investors for our startup, we are dealing with emotional beings. Humans have the ability to imagine what it's like to face the other person's challenges and problems and build an emotional image of that.

In other words, being empathetic helps the other person know that we understand them.

**4.2 Active listening:** Humans are egocentric creatures. That's our nature. We always want people to listen to us — to see how great we are.

But if we want to build rapport, we must make a conscious decision to mute our ego while talking to people and fully listen to what they're saying. Here's where active listening comes in. Active listening, also known as "empathetic listening," is the discipline of genuinely trying to understand what the other person is saying. It's respecting the other person by giving them our full undivided attention.

Some other “rules” of active listening include:

- Never interrupt the other person: Whenever we are talking to someone, let the other person finish their ideas without interruption.
- Use “door openers”: Door openers let the other person know we are interested in what they’re saying.
- Use the right body language: Need to use hands, eyes, and body in general to show the other person that we are actually listening.
- Write down important notes: If appropriate, need to take some notes during the conversation.
- Paraphrase often: Paraphrase the other person’s ideas to make sure we fully understand the conversation.

When we actively listen to others, we will notice conversations become much more meaningful, and people start to respect and like us.

**4.3 Shared experiences:** The more shared experiences we have with someone; the more rapport we’ll build with that person. Think about it. Building rapport takes time. To truly build a solid relationship of mutual trust and harmony, we must share certain experiences with that person. Many people try to rush the process by implementing techniques like “mirroring” or “pacing” and feel disappointed when such superfluous methods don’t work. The truth is that building rapport is about building relationships, and building relationships is a slow, sequential process.

**4.4 Similarity:** Humans are gregarious beings. We like to group in tribes and develop our identities based on such tribes. Being similar to someone in some way is often enough to build rapport with that person, even if we don’t know each other. Need to be careful about faking similarities. People are smart enough to notice when we are lying just to get something from them. Instead, try to build genuine relationships. If we want to build rapport with a teammate, for example, buy that person a coffee and have a real conversation. We will find more genuine similarities that way.

**4.5 Silence:** Many people are afraid of conversational silence. They interpret it as something bad. But when used right, silence can be a powerful persuasion tool. For example, keeping silent while the other person is talking sends a signal of respect. It shows we are listening. But also keeping silent for a while after a person ends a statement gives the other person some space to add more information to their initial idea. This is especially helpful during sales conversations where we need to evoke a sense of authority and expertise. Some other benefits of using silence in communication include:

Get better answers: Silence allows people to develop more complete and thorough answers to the questions.

Ask better questions: Silence allows to process what the other person is saying and come up with smarter questions.

Give more powerful ideas: Keeping silent helps “marinate” our ideas before speaking.

Come up as someone that really pays attention: Silence presents us as a person who really knows how to listen.

**4.6 Fluctuance:** Many people see rapport as something static — something you either have or don't have. In practice, rapport can fluctuate a lot.

We can say it has some kind of scale that's constantly moving up and down, depending on the relationship with the other person. For example, we can have a pretty solid relationship with a specific customer. But if one day we are in a bad mood and give that customer a bad service, that relationship might end overnight. In the same way, rapport building is a continuous process. Whether we want to build rapport with a prospect or an employee, it's a long-term process, and we must commit to it. Otherwise, we may end up losing valuable relationships. Measuring the level of rapport, we have with someone on an "imaginary scale" can help us notice whether that rapport is increasing or decreasing, and we can optimize our efforts accordingly.

**4.7 Guidance:** Building rapport is about understanding the other person's ideas and goals, but it is also about guiding that person towards achieving such goals. This is especially helpful in business. If the other person trusts us and knows that we can help them achieve their goals, that person will be more likely to listen to us and eventually, do business with us.

Some helpful ways to guide the other person include:

Provide practical solutions: If we can help the other person solve a painful problem, that person will inevitably trust us.

Ask the right questions: Sometimes, the right question can provide more guidance than poor answers.

Keep in mind that guidance without understanding is useless.

**4.8 Authenticity:** Finally, rapport building should come from the heart. That might sound a bit cheesy, but it is a matter of surprised by the number of people who try to fake their behavior in hopes of building rapport with someone. At the end of the day, though, people notice whether we are real or not. The best way to influence someone is to truly help them achieve what they want. And starting from an egocentric standpoint is never a good idea. When we try to understand people in a profound and genuine way, we reap the rewards.

### **Popular rapport building techniques**

Three rapport building techniques are as follows.

- **Mirroring**

Mirroring is a rapport building technique that consists of synchronizing our behavior with the other person's. For example, if we are presenting our business idea to a potential investor and we see that person is sitting in a particular way, we could imitate that posture. Most humans perform mirroring unconsciously with friends and family members, and it can be a pretty useful method for building rapport with strangers.

- **Pacing**

Pacing is pretty similar to mirroring, but instead of mimicking gestures and mannerisms, we mimic the tone of voice, volume of voice, and breathing rhythm of the

other person. This technique helps people feel safer around us and listen to our ideas with an open mind. For example, if we are in a sales call and notice the prospect is a slow talker, we could slow down the pace of our conversation so that they feel more comfortable, and vice versa.

- **Backtracking**

Backtracking is a rapport building technique that aims to speed up the trust process by repeating specific words and phrases the other person has said during the conversation. By repeating certain words and feelings the other person has mentioned before, they'll feel as though we can understand them. In short, backtracking consists of repeating:

Facts: Confirming and agreeing with facts the other person has talked about.

Feelings: Stating that we feel the same way as the other person feels.

Ideas: Summarizing the other person's ideas to make sure we are understanding correctly.

For example, if we receive a call from an upset customer, we could "backtrack" their ideas to make sure we are truly understanding the problem and make the customer feel that we care

#### **4 Ways to Build Rapport with Customers**

- Cultivate empathy by getting customers to talk about themselves and proving that we are listening.
- Demonstrate authenticity by dropping the dog-and-pony show and being yourself.
- Find a similarity with our customer that puts us on a level playing field.
- Create a shared experience to connect with our customer.

- **Relationships with Clients/ customers**

Some buyers and sellers are more interested than others in building strong relationships with each other. Generally speaking, however, all marketers are interested in developing stronger relationships with large customers. Because serving one large customer can often be more profitable than serving several smaller customers, even when the large customer receives quantity discounts. Serving many small customers—calling on them, processing all their orders, and dealing with any complaints—is time consuming and costs money. To illustrate, consider the delivery process. Delivering a large load to one customer can be accomplished in just one trip. By contrast, delivering smaller loads to numerous customers will require many more trips. Marketers, therefore, want bigger, more profitable customers.

## Self Check Sheet 1.1

1. What is Communication?

**Answer:**

2. What are the types of Communication?

**Answer:**

3. What is the elaboration of each 'C' in the Communication?

**Answer:**

4. What are the steps to improve customer service?

**Answer:**

5. What is Rapport building?

**Answer:**

6. What are the popular rapport building techniques?

**Answer:**

## Answer Key 1.1

### 1. What is Communication?

**Answer:** Communication is usually defined as the transmission of information. It is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

### 2. What are the types of Communication?

**Answer:** There are 5 types of communication. These are

- Verbal Communication
- Non verbal communication
- Written Communication
- Listening
- Visual Communication etc.

### 3. What are the elaboration of each 'C' in the Communication?

**Answer:** The elaboration of each C in the communication are

- Clear
- Concise
- Concrete
- Correct
- Coherent
- Complete
- Courteous

### 4. What are the steps to improve customer service?

**Answer:** The steps to improve communication are as follows.

- Build a relationship
- Listen to customers
- Develop customer service standards
- Resolve disputes quickly etc.

### 5. What is Rapport building?

**Answer:** Rapport Building is the process of establishing connection. It is usually based on shared experiences or views, including a shared sense of humour. Building rapport tends to be most important at the start of an acquaintanceship or working relationship.

### 6. What are the popular rapport building techniques?

**Answer:** The popular rapport building techniques are

- Mirroring
- Pacing
- Backtracking

## **Activity Sheet 1-1: Prepare an introduction mail to a buyer**

### **Working Procedure:**

1. Collect and wear appropriate Personal Protective Equipment for the job
2. Collect all needed materials, supplies and equipment.
3. Prepare the mail to the buyer
4. Use buyer name and other information on your own way
5. Clean and maintain your workplace

## **Activity Sheet 1-2: Prepare a mail on updated production report to a buyer**

### **Working Procedure:**

1. Collect and wear appropriate Personal Protective Equipment for the job
2. Collect all needed materials, supplies and equipment.
3. Prepare the mail to the buyer
4. Use buyer name, production and other information on your own way
5. Clean and maintain your workplace

## **Learning Outcome 2: Interpret the apparel marketing process**

### **Content:**

1. Apparel marketing process
  - Marketing process
  - Effective business communication with customers
  - Market segments with key details and data.

### **Assessment Criteria:**

- 2.1 Marketing process is interpreted.
- 2.2 Effective business communication with customers is demonstrated.
- 2.3 Market segments are identified with key details and data.

### **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: Interpret the apparel marketing process

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 Build and Maintain an Effective Business Relationship with Clients/Customers	1. Instructor will provide the learning materials “Interpret the apparel marketing process”
2. Read the Information sheet/s	2. Information Sheet No:2.1 Interpret the apparel marketing process
3. Complete the Self Checks & Check answer sheets.	Self-Check/s Self-Check No: 2.1 Interpret the apparel marketing process Answer key No. 2.1 Interpret the apparel marketing process
4. Read the Job Sheet and Specification Sheet and perform job	Job- Sheet No:2.1- Interpret the apparel marketing process Specification Sheet 2.1 – Interpret the apparel marketing process

## Information Sheet 2.1: Interpret the apparel marketing process

### Learning Objectives:

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

1. Interpreted marketing process
2. Demonstrated effective business communication with customers
3. Identified market segments with key details and data

### 1. Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.



#### ▪ **The four Ps of Marketing**

The four Ps form a dynamic relationship with one another. Rather than one taking priority over the other, each is considered equally important in crafting a strategic marketing plan.

**Product:** The product is the good or service being marketed to the target audience. Generally, successful products fill a need not currently being met in the marketplace or provide a novel customer experience that creates demand. It is essential to consider the target audience and their unique needs.

- **Price** Price is the cost of a product or service. When marketing a product or service, it is important to pick a price that is simultaneously accessible to the target market and meets a business's goals. Pricing can have a significant impact on the overall success of a product. For example, if we price our product too high for our targeted audience, then very few of them will likely purchase it. Similarly, if we price our product too low, then some might pass it up simply because they are concerned it might be of inferior quality and cut into our potential profit margins. To identify a successful price, we want to thoroughly understand our target audience and their willingness to pay for our product.
- **Place** Place is where we sell our product and the distribution channels we use to get it to our customer. Much like price, finding the right place to market and sell our product is a key factor in reaching our target audience. If we put our product in a place that our target customer doesn't visit whether on or offline, then we will likely not meet our sales target. The right place, meanwhile, can help us connect with our target audience and set up for success.

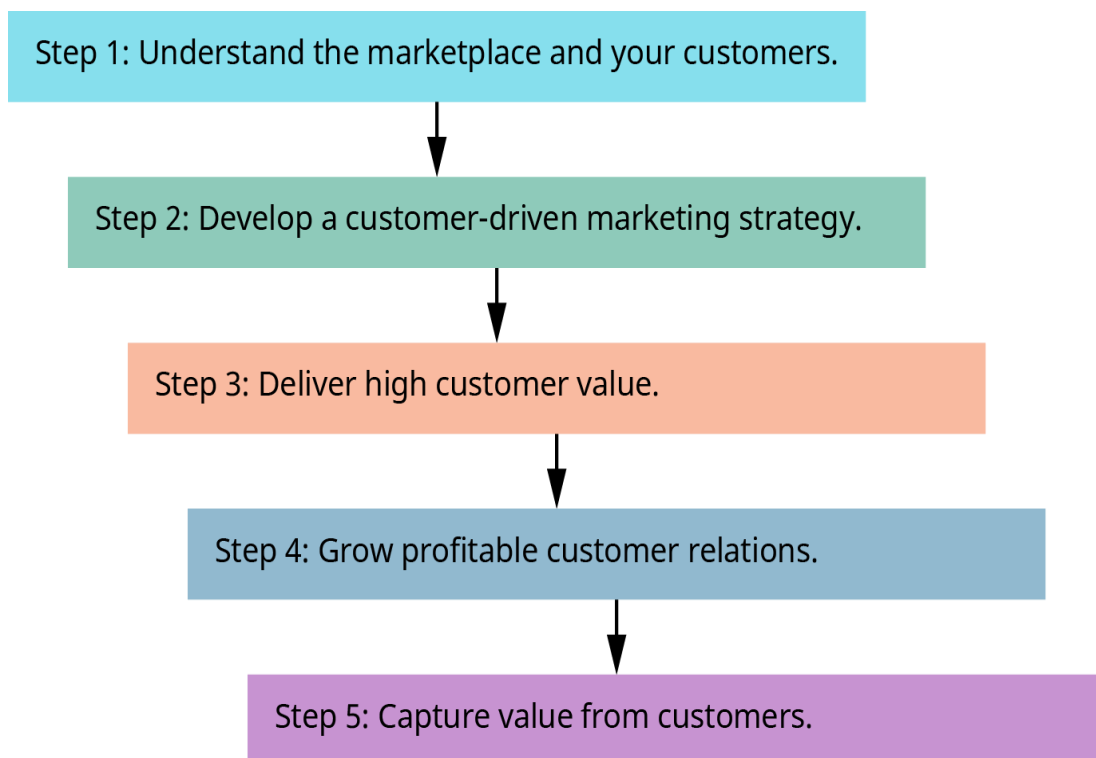
For example, imagine we are selling an athletic garment we designed. Our target market is athletes in their early twenties to late thirties, so we decide to market our product in sports publications and sell it at specialty athletics stores. By focusing on sports stores over garment stores in general, we are targeting our efforts to a specific place that best fits our marketing mix.

To decide the best place to market and sell our product, we should consider researching the physical or digital places that our target audience shops and consumes information.

**Promotion:** Promotion is how we advertise our product or service. Through promotion, we will get the word out about our product with an effective marketing campaign that resonates with our target audience. There are many different ways to promote our product. Some traditional methods include word of mouth, print advertisements, and television commercials. In the digital age, though, there are even more marketing channels that we can use to promote our product, such as content marketing, email marketing, and social media marketing.

### 1.1 Marketing process

The 5-step process involves understanding the marketplace and customers, developing a marketing strategy, delivering value, growing customer relations, and capturing value from customers.



#### **Step 1: Understand Both the Marketplace and Customers**

Before we can start the marketing process, we need to have a good idea of what our marketplace looks like. This means answering some basic questions about our customers, like who they are, their income and purchasing power, and how much they're likely to spend (particularly on our products or services). If we decide to sell at lower prices in order to attain higher unit sales volume, our marketing strategy would look very different than if we decided to sell fewer products at a higher price.

#### **Step 2: Develop a Customer-Driven Marketing Strategy**

Marketing strategy refers to a business's overall "game plan" to focus its limited resources in order to reach prospective customers and turn them into paying customers, hopefully for the long run.

It's said that there are two basic types of marketing strategy: a product-driven, "build-it-and-they-will-come" strategy and a customer-driven strategy, in which we analyze prospective consumers and then and only then—create something that they want or need. We're going to focus on the latter strategy. What happens in a customer-driven marketing strategy is that the company shifts the focus from the product or service itself to its users. Customers' needs are the central focus and the point of beginning, not an afterthought. Our primary goal in a customer-driven marketing strategy is to determine what users want and/or need and then satisfy those users. Instead of being product-centric, it's about being customer-centric and developing a mutually beneficial relationship with customers.

In a nutshell, it's about establishing a connection and a relationship. It's about understanding who our customers are, what their needs and wants are, and how we can best meet those needs and wants. It's about knowing our target market better than our competitors do and creating a strong value proposition for those users a promise of value that communicates the benefits of our company's products or services. In short, it's what makes our product or service desirable to potential customers, helps them understand why they should buy it, how our company's product or service differs from those of its competitors, and how our offerings are superior to similar offerings.

### **Step 3: Deliver High Customer Value**

Customers have myriad buying options and alternatives today. Given that, how can a company attract and even more importantly retain its customers? The answer is relatively simple: you give them value for their money. By definition, customer value is the ratio between the perceived benefits and costs incurred by the customer in acquiring your products or services. But "value" from the customer's perspective is a complex term, because we're really considering four different values types:

Functional value: what the product "does" for the customer in terms of solving a particular want or need

Monetary value: what the product actually costs relative to its perceived worth

Social value: how much owning the product allows the customer to connect with others

Psychological value: how much that product allows the customer to "feel better"

Value is increased by boosting the benefits (in the form of product, place, or promotion) or minimizing the price.

### **Step 4: Grow Profitable Customer Relations**

The bottom line is that profitable customer relationships are the "secret sauce" of any business. This step in the marketing process is where marketers acquire, keep, and grow customer relationships. Successful marketers know that acquiring customers is one of the hardest elements of marketing. However, when we know clearly who those potential customers are, we can more effectively determine how to reach them, thus maximizing our marketing dollars.

### **Step 5: Capture Customer Value in the Form of Profits**

The goal of successful customer relationship management (CRM) is creating high customer equity the potential profits a company earns from its current and potential customers. It's a relatively simple concept: increasing customer loyalty results in higher customer equity.

Increasing customer equity is the goal of marketers because it's a bellwether for financial success. Think about it in simple terms: the higher a company's customer equity, the more profit the company generates, and the more valuable that company (and its products or services) becomes on the market.

## **Apparel marketing**

Apparel/ Fashion Marketing is a specialized field of marketing focused on selling fashion items, including clothing, accessories, and jewelry. Fashion marketers work to create promotional campaigns that appeal to a target audience and increase interest in the product or brand. Fashion marketing typically involves creating strategic partnerships with designers, influencers, celebrities, and retailers to create awareness for the fashion item.



Marketers may also utilize data-driven strategies such as utilizing user profiles to tailor messages for segmented audiences. Marketers often use visual elements such as videos and online content to create a compelling narrative around the fashion item. Fashion marketers must be skilled in areas such as creativity, consumer psychology, market trends analysis, product design, and communication.

### **Essential Elements for Apparel Marketing**

- Company Profile
- Customers Communication
- Products / Samples
- Price offer
- Sales and marketing policy
- Promotion etc.

### **Basic Principles of Apparel Marketing**

- **Quality Product:** Apparel marketing professionals need to make sure that the quality of products meets the needs of their clients. It is essential to sell items at a favourable cost while ensuring quality. Similarly, clients need their products, product benefits, and market competitiveness. Furthermore, do not focus only on the quality of the apparel or accessories but define the features and style of the product to attract more consumers. Moreover, it might be hard to select a target client, but an apparel marketer should know their customers to sell more and more products. It gives higher productivity and success to the product. Meanwhile, feedback from people also helps to make the necessary changes to the product.
- **Price:** An apparel marketer must try to set a price for their product that customers can pay and earn a fair profit for the business. Typically, the price of the product depends on the demand for the brand, cost of production, and desired level of profit. Pricing depends on the cost and selling price of the product. Usually, to promote a product,

companies lower selling prices to attract customers. It is a good strategy for marketing our apparel or accessories.

- **Availability:** The availability of a product determines whether the customer can stretch their hand to buy it. In addition, availability depends on the need for the fashion product to ensure its growth. It may exist in a specific region, country, all markets, or eCommerce. Therefore, to succeed, it is essential to choose the correct layout for the distribution of the product. The place to sell the goods can be actual stores or online shopping sites. Both are amazing for selling our apparel. Nowadays, people tend to search for their needs online also. Thus, digital marketing sites have a positive impact on sales.
- **Promoting the Product:** Branding and promotions are yet another fundamental principle of apparel marketing to grow our business. Promotion is raising the awareness of a brand, product, or service for customers. The motivation behind the promotion is to help customers understand the fashion product and why they should buy it. In addition, online advertising tools can help expand the business and enhance the brand image by solidifying relationships. Furthermore, it provides analysis and understanding of the market according to global trends. By promoting our brand in different ways, we can attract many customers. Furthermore, branding helps communicate with the target audience through technology or directly. There are some ways to design a promotional campaign.
- Email marketing refers to sending promotional emails and building relationships with customers. Emails may include business details, donations, advertising information, or sales requests.
- Advertising is advertisements through paid channels, such as television, social media advertising, and magazine advertising. These ads are called promotional messages. It helps to raise brand or product awareness.
- Direct marketing refers to the direct communication or distribution of products to individual customers. This promotion does not require third parties. Therefore, it establishes direct relationships with customers or organisations through bilateral communication.
- **Attractive Packaging:** As we know, the first impression is the last, don't let this chance slide away. We need to deliver the appropriate package during delivery. After all, it illustrates how the product represents the brand. With the increase in fashion marketing strategies, packaging has become very vital. Good packaging also increases the image of the brand. Furthermore, the other use of packaging is physical protection from vibrations, mechanical shocks, pressure, etc. Apparel marketers should try to make unique and attractive packaging their customers can't resist!
- **Important Events:** Important events and festivals bring positive vibes and excitement. Apparel marketers should take advantage of these events or festivals to show their collections to spectators. People are attracted to buying accessories and apparel on the runway or online sales. It is interesting to attract the attention of holiday-related buyers. Often, businesses see a good rise in their sales during festival seasons. It is an efficient opportunity to increase the business through fashion marketing.

- **Create Customer Loyalty:** It's important to get continuous feedback to help one understand their audience. The feedback can help in evolving a product or a service-like delivery. Apparel marketers should even try to do different polls on social media to know about customer choices and needs. It helps to customise your product more according to the consumer's needs. It will help to create the right image to influence the audience. The current audience and potential customer needs answers to questions. In this way, one can build integrations and increase brand affinity.

## 2. Effective business communication with customers

### Ways to Communicate with Customers

There are various ways to communicate with customers. Some of the ways are shown below.

- 2.1 **E-mail:** These days, e-mail seems practically old-fashioned, but it remains one of the best ways to connect with our customers because it's convenient, cheap, and swift. If we have a new product or offer, we can use e-mail to send out newsletters and/or personalized messages. In addition, our customers can use e-mail to get in touch with us about everything from any comments, complaints to new orders. It's an essential component of any business communications platform.
- 2.2 **Website:** A website is a business necessity. Customers rely on websites for information and, in many cases, expect websites to allow them to order products and check on order delivery schedules. If we don't have a website, we are missing one of the key ways to communicate with customers.
- 2.3 **Phone Technology:** Modern phone technology allows us to use automated menus to provide answers to customer questions and/or ensure customers reach the right person in your organization. While some customers complain about such technology, it can help you connect with the most customers in the least amount of time.
- 2.4 **Text Messaging:** No matter the size of our business, text messaging can be a great way to connect with customers. If we are a smaller business, text messaging is a convenient way to quickly communicate with clients about meetings, orders, delivery schedules, etc. If we are a larger business, we can allow customers to opt-in for text messaging about offers and deals. We can also have a dedicated texting support number that allows customers to text, rather than call, with issues.
- 2.5 **Web Chat:** Not every customer wants to pick up the phone to ask a question. That's why it can be effective to include a chat option on our website. With web chat, all a customer has to do is type in a question to start a conversation. Web chat applications can allow us to automate answers to common questions and bring in a representative for more complex ones. It makes easier for customers to reach us.

**2.6 Social Media:** social media has created a whole new way to interact with customers. On one level, we can use our accounts to promote our products and brand. But we can also use our accounts to engage in one-on-one communications. On Facebook, customers can interact directly with our representatives. On Twitter, we can use dedicated service hashtags so that customers can tweet their issue and we can respond directly. If we want to take it further, we can also monitor every mention our business receives, note the ones with complaints or questions, and then respond with an offer to help. Social media allows us to be more responsive than ever before.

**2.7 Video Messaging:** Consider it the modern way to conduct a face-to-face meeting. Video messaging platforms such as Skype allow us to connect with a customer via video, which can help us build relationships and make certain transactions easier.

### **Effective business communication for merchandisers:**

Merchandisers need to know effective business communication. Following are some of the important points which are helping merchandisers for better business communication.



- **Highlighting the areas of attention:** A message can be big, so the receiver may not be able to understand what the area needed corrective action. That's why mailing communication must be highlighted to focus the area need correction.
- **Clear and simple Message:** Message should be very simple & clear so that anyone can understand it at any level of downward & upward stream.
- **Descriptive and specific:** Message in details by using picture, graphics will help receiver to understand meaning appropriately.
- **Completeness:** The message must be complete. It should convey all the facts required by the receiver.
- **Relevancy in the communication:** Irrelevant message always create doubt & confusion. So careful discussion & writing should have to be taken in consideration for effective communication.
- **Correctness and accuracy:** In order to ensure correctness better to use references and document.
- **Offering feedback:** Giving and receiving feedback effectively is an important part of communication whether inside or outside the organization.
- **Confident communication:** This will help to build trust level between the parties. So, body language, firm hand shake, good eye contact & smiling face will be an added advantage to get good feedback from the others.

- **Face to face communication:** Conferences and other face-to-face communication can take merchandising to a new level. This will help to get immediate action & solve the problem.
- **Follow up in writing:** Merchandiser while taking notes during phone or in-person meetings, the other party might not be, so need follow up after the meeting with a written message, giving an overview of the discussion to make sure that both are on the same track. Require summarizing what was agreed, repeat questions that were raised and outline the next steps and responsibilities for both parties.
- **Politeness and avoid rude word:** No one like a rude person so carefully rude words should have to be avoided.

### 3. Market Segmentation:

Market segmentation is a marketing strategy that involves dividing a broad target market into subsets of consumers who have common needs, and then designing and implementing strategies to target their needs and desires using media channels and other touch-points that best allow reaching them. Market segments allow companies to create product differentiation strategies to target them. Target Marketing involves breaking a market into segments and then concentrating marketing efforts on one or a few key segments. It can be the key to a small business's success. The beauty of target marketing is that it makes the promotion, pricing and distribution of your products and/or services easier and more cost-effective. It provides a focus to all of our marketing activities.

#### 3.1 Market segments of the apparel/ fashion industry

Various types of market segmentation can be seen for apparel industry. Some of the segments are described below.

- **Gender-related segment:** small clothing marketers use gender-related segments. For example, small independent stores may sell lines for men and women. These clothing lines include casual and business attire for men and women in the fashion market segmentation.
- **Age-related segment:** Age is another differentiating factor that helps clothes marketers determine their buying audiences. Many clothing retailers target teenage girls with trendy Fashion. Infants and toddlers represent additional age segments. This segment is also significant.
- **Geographic Segments:** The customers prefer clothing from different regions or geographical areas. Weather determines the clothing of the people for example, people in warmer places wear shorts and swimsuits whereas in colder places they wear long jackets.
- **Lifestyle Segmentation:** Fashion market segmentation includes small clothing retailers, manufacturers, and product selections. For example, clothing manufacturers produce hunters' and soldiers' clothes and sell them in camouflage to meet their client's lifestyles. Opinions even matter when the client is buying in a particular segment. For example - the manufacturer will only produce coats instead of fur coats for animal welfare.

## Self Check Sheet 2.1

1. What do you mean by Marketing?

**Answer:**

2. What are the 4P's of Marketing?

**Answer:**

3. What are the essential elements of Apparel Marketing?

**Answer:**

4. What are the ways to communicate with customers?

**Answer:**

## **Answer Key 2.1**

### **1. What do you mean by Marketing?**

**Answer:** Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

### **2. What are the 4P's of Marketing?**

**Answer:** The 4P's of Marketing are

- Product
- Price
- Place
- Promotion

### **3. What are the essential elements of Apparel Marketing?**

**Answer:**

- Company Profile
- Customers Communication
- Products / Samples
- Price offer
- Sales and marketing policy
- Promotion

### **4. What are the ways to communicate with customers?**

**Answer:**

- E-mail
- Website
- Phone technology
- Text messaging
- Web chat
- Social Media
- Video Messaging etc.

## **Activity Sheet 2-2: Show/ list the type of customer type based on market segmentation**

### **Working Procedure:**

1. Collect and wear appropriate Personal Protective Equipment for the job
2. Collect all needed materials, supplies and equipment.
3. Prepare the list of customer type based on market segmentation
4. Clean and maintain your workplace

## **Learning Outcome 3: Perform the order handling procedure**

### **Content:**

1. Order handling procedure
  - 1.1 Information about style and materials
  - 1.2 Order confirmation
  - 1.3 Execution process of order
  - 1.4 Order handling procedure

### **Assessment Criteria:**

1. Information about style and materials are collected.
2. Order confirmation is interpreted.
3. Execution process of order is illustrated.
4. Order handling procedure is demonstrated.

### **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: Perform the order handling procedure**

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.

<b>Learning Steps</b>	<b>Resources specific instructions</b>
1. Student will ask the instructor about Build and Maintain an Effective Business Relationship with Clients/Customers	1. Instructor will provide the learning materials “Perform order handling procedure”
2. Read the Information sheet/s	2. Information Sheet No:3.1 Perform order handling procedure
3. Complete the Self Checks & Check answer sheets.	Self-Check/s Self-Check No: 3.1 Perform order handling procedure Answer key No. 3.1 Perform order handling procedure
4. Read the Job Sheet and Specification Sheet and perform job	Job- Sheet No:3.1- Perform order handling procedure Specification Sheet1 – Perform order handling procedure

## Information Sheet 3.1: Perform the order handling procedure

### Learning Objectives:

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

1. Collected information about style and materials.
2. Interpreted order confirmation.
3. Illustrated execution process of order.
4. Demonstrated order handling procedure.

### 1. Information about style and materials

For manufacturing Ready Made Garments, it is very important to know about the style and materials which will be used in the garments. We are getting this information in the specification sheet. It is also called Technical Package or Tech Pack. Apparel product specification sheet, also known as Spec. sheet or BOM (Bill of Material) is an important sheet containing details of the new styles/ designs. It contains all the important data regarding the style.



Essentially, Spec. sheet should be issued to the development merchandiser by the buyer whenever a sample needs to be made. This will enable product development team to know exactly what is supposed to happen with the construction and trims for each style.

When the factory has a complete set of detailed instructions, the execution of accurate samples will improve the turnaround time and simplify communication during each stage of manufacturing and quality control.

In essence, the Spec Sheet is the “blueprint” for sample development and garment production, as it contains all the necessary components required to manufacture it. The Spec. Sheet is also useful as a resource document for purchasing materials and trims.

It is important to pay attention to the spec sheet and update it as the style progress towards becoming a production style. During the sampling process, it is highly likely to change certain style details, fabric and trim specifications. Some changes are significant hence chances are, a buyer will send an updated spec sheet yet some changes will be minor hence may not get an updated version. It is vital to make a note of the changes, including the date and the time of the change occurred. Its good practice to keep a hard copy of the email in the file.

Apparel Spec. Sheets include detailed technical drawings, also known as flats, along with construction notes, finished garment measurements, fabrics, other material and trim details. Some designers also include the measurement grades between sizes as well as the detailed size gradation for the garments. The more information it contains, better for the development team as it reduces the confusions and misunderstandings.

- **Product sketch:** Product sketch should include front- and back-line drawing with the measurement details for the garment. Every product component and special comments must be marked on the sketch.
- **Fabric details:** Fabric quality must be mentioned in the spec sheet. If possible, material swatches, Product code, Fibre content and supplier details (pre-approved vendors)
- **Trims and Accessories details:** Trim details, fastenings required with product codes, fibre content and supplier details.
- **PoMs (Points of Measure):** The various size measurements of the required item. The 'point of measure' will be used to check that the measurements are correct on the finished garment.
- **Print placement:** Information regarding the type of print on the garment and its placement.
- **Embroidery placement:** Information regarding the type of embroidery, its size and placement.
- **Workmanship Instructions:** Details of stitch type, seam class with seam diagram, thread size to be used for different component, and Stitch Per Inch (SPI)
- **Garment washing instructions:** Details of wash finishes for items such as denim garments also included.
- **Garments finishing and packing instruction:** Details finishing and packing instruction is also included.

## 2. Order confirmation

The word order confirmation is very vital in RMG business. After doing the marketing some development activities and price negotiation, the order may confirm. Order confirmation means, to get the following documents from the buyer.

- Copy of master L/C
- Purchase Order (PO) sheet
- Final tech pack / Buyer's comments regarding approved sample.

Once we get these documents in our hand, we can ensure that, the order is confirmed.

## 3. Order execution:

A garments merchandiser has to face a lot of problems from receiving order to shipment of that. If the merchandiser will follow an accurate order execution process, then he can easily solve those problems, also can ship out the goods on time.

### 3.1 Garments Order Execution Process:

During executing of a garment order, the following processes should be maintained by a merchandiser:

- Receive order file from marketing department
- Raw material booking
- Back-to-back (B/B) L/C is given to the suppliers

- Fit sample sent to the buyer for the fit approval
- Pre-production (P.P) sample submitted to the buyer
- Fabrics and accessories should be in-housed according to TNA plan
- Pilot production should be started according to TNA plan
- Inspection by the buyers Q.C
- Bulk production should be started according to TNA plan
- Final inspection
- Commercial department prepares the shipping documents
- Goods sent to port (Sea port or airport)
- Goods handed over to the forwarder

#### **4. Order handling procedure**

Order handling is the prime activities of a merchandiser. Order handling starts with receiving the inquiry from the buyer and finishes with payment and feedback collection. Some of the activities are done by the merchandisers directly and some are his follow up jobs. During order handling, merchandisers need to do the following activities.

- Study on technical package.
- Style analysis.
- Lead time / space availability.
- Consumption and costing.
- Pricing.
- Negotiation.
- Price revision.
- Order confirmation.
- Production.
- Shipment.
- Payment and feed back receive

## Self Check Sheet 3.1

1. Where we get the information about style and materials of an order?

**Answer:**

2. What are the information we can find in a specification sheet?

**Answer:**

3. Which documents are related with order confirmation?

**Answer:**

4. What are the activities related to order execution process?

**Answer:**

## **Answer Key 3.1**

### **1. Where we get the information about style and materials of an order?**

**Answer:** We get the information about style and materials in the specification sheet of an order.

### **2. What are the information we can find in a specification sheet?**

**Answer:**

- Product sketch
- Fabric details
- Trims and accessories details
- Point of measure
- Print placement
- Embroidary placement
- Workmanship instructions
- Garments washing, finishing and packing instructions etc.

### **3. Which documents are related with order confirmation?**

**Answer:**

- Copy of master L/C
- Purchase Order (PO)sheet
- Final tech pack / Buyer's comments regarding approved sample.

### **4. What are the activities related to order execution process?**

**Answer:** During executing of a garment order, the following processes should be maintained by a merchandiser:

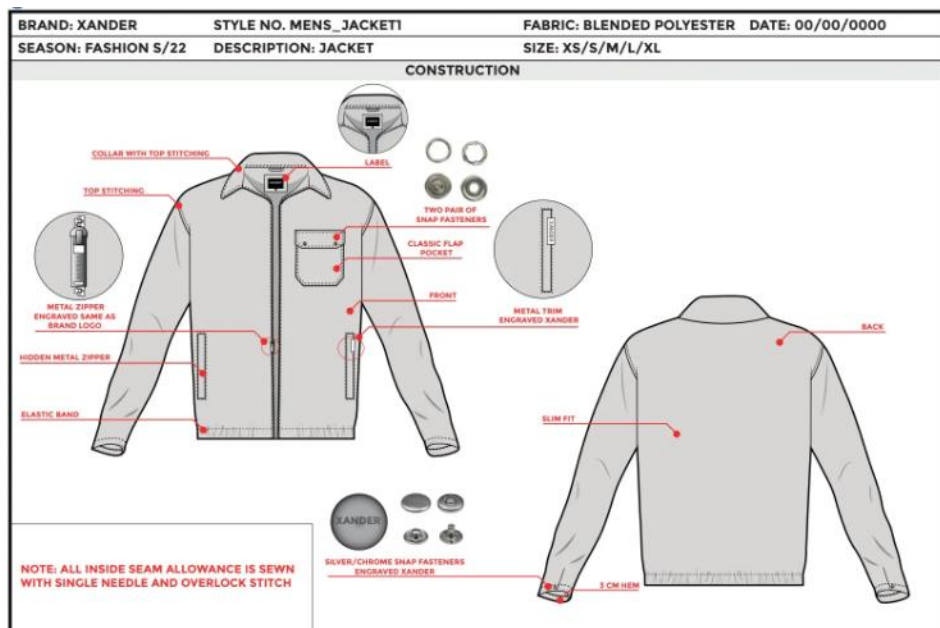
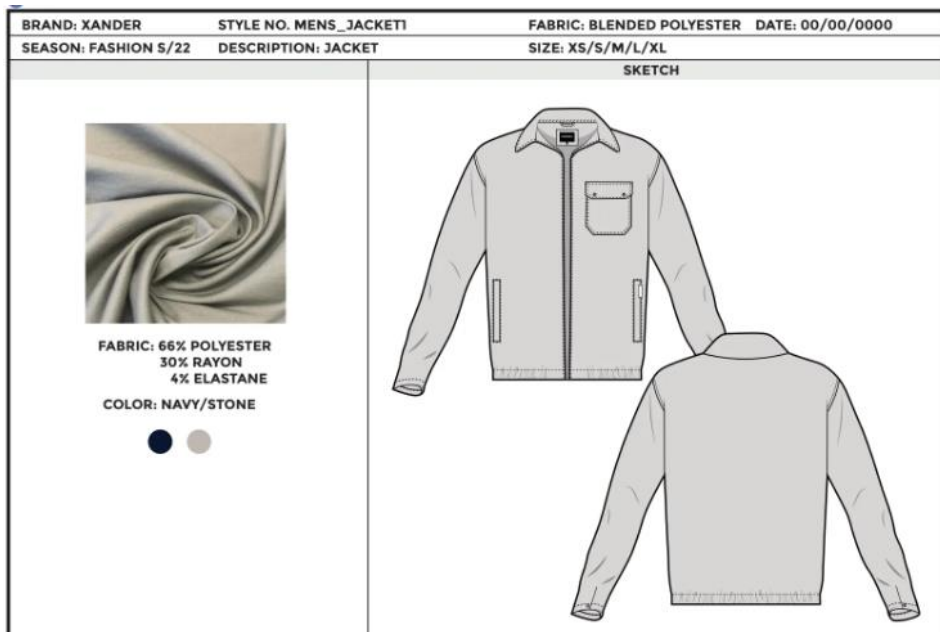
- Receive order file from marketing department
- Raw material booking
- Back to back (B/B) L/C is given to the suppliers
- Fit sample sent to the buyer for the fit approval
- Pre-production (P.P) sample submitted to the buyer
- Fabrics and accessories should be in-housed according to TNA plan
- Pilot production should be started according to TNA plan,
- Inspection by the buyers Q.C
- Bulk production should be started according to TNA plan
- Final inspection according to TNA plan
- Commercial department prepares the shipping documents
- Goods sent to port (Sea port or airport)
- Goods handed over to the forwarder.

## Activity Sheet 3-1: Prepare a material list for a style from tech. pack

### Working Procedure:

1. Collect and wear appropriate Personal Protective Equipment for the job
2. See below the tech pack carefully
3. Collect all needed materials, supplies and equipment.
4. Prepare a material list for a style from given tech. pack using below format
5. Clean and maintain your workplace

### Tech. pack





## **Learning Outcome 4: Interpret the process of reporting**

### **Content:**

1. Process of reporting
  - 1.1 Reporting Process
  - 1.2 Report preparation and submission
  - 1.3 Reports documentation

### **Assessment Criteria:**

1. Reporting Process is interpreted.
2. Report is prepared and submitted.
3. Reports are documented.

### **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 4: Interpret the process of reporting**

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.

<b>Learning Steps</b>	<b>Resources specific instructions</b>
1. Student will ask the instructor about Build and Maintain an Effective Business Relationship with Clients/Customers	1. Instructor will provide the learning materials “Interpret the process of reporting”
2. Read the Information sheet/s	2. Information Sheet No:4.1 Interpret the process of reporting
3. Complete the Self Checks & Check answer sheets.	3. Self-Check/s Self-Check No: 4.1 Interpret the process of reporting Answer key No. 4.1 Interpret the process of reporting
4. Read the Job Sheet and Specification Sheet and perform job	Job- Sheet No:4.1- Interpret the process of reporting Specification Sheet1 – Interpret the process of reporting

## Information Sheet 4.1: Interpret the process of reporting

### Learning Objectives:

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

1. Interpreted reporting process
2. Prepared and submitted report
3. Documented reports

### 1. Report

A report is a document that presents information in an organized format for a specific audience and purpose. Although summaries of reports may be delivered orally, complete reports are almost always in the form of written documents.

Reporting can also be understood as the process of presenting the results of a series of research and analysis. All

reports address some specific goal. They are structured to meet reader's expectations and deliver accurate and objective content.



#### Types of report used in RMG industries

- Production report
- Quality report
- Store inventory report
- Attendance report
- Machine maintenance report
- Compliance report
- Accident/ Injury report
- Health and safety report etc.

#### Methods of reporting in RMG industry

- Verbal report
- Written report on a format
- Reporting by E-mail etc.

#### Common written reporting formats

- Material receiving report
- Material delivery report
- Daily production report
- Material inspection report
- Inline production inspection report etc.

Following are some of the report format / sample reports which are using in RMG industries.

- Raw materials inventory Report



Line/Section No.	T-4	Checker Name	Ajay	Total units Checked	266
Style No.	#29845	Date	.	Total Defective units	20
				% Defective	7.52

Hours	Total Pieces Checked	Total Pieces Accepted	Total Defective Pieces found	Remarks
Hour - I	20	19	1	
Hour - II	32	30	2	
Hour - III	25	21	4	
Hour - IV	30	28	2	
Hour - V	25	24	1	
Hour - VI	22	18	4	
Hour - VII	26	24	2	
Hour - VIII	30	29	1	
OT Hours	56	53	3	
<b>Total</b>	<b>266</b>	<b>246</b>	<b>20</b>	

- Cut to ship/ order closing report

Details of Cut to Ship quantity																																																												
Order#	Shipped on	Order quantity	Cut quantity	Extra cut qty @ 3%	Issue to sewing department	Stitched quantity	Garments damaged in stitching	Quantity issued to finishing dept.	Finished quantity	rejected/damaged garment in finishing	Packed quantity	Shipped quantity	Excess quantity																																															
#KSP235	5-Jan	10000	10300	300	10300	10251	49	10251	10187	64	10187	10100	87																																															
<table border="1"> <thead> <tr> <th colspan="7">Breakdown of Packed Quantity</th> </tr> <tr> <th rowspan="2">Color</th> <th colspan="5">Sizes</th> <th rowspan="2">Total/color</th> </tr> <tr> <th>S</th> <th>M</th> <th>L</th> <th>XL</th> <th>XXL</th> </tr> </thead> <tbody> <tr> <td>Red</td> <td>2</td> <td>10</td> <td>6</td> <td>5</td> <td>7</td> <td>30</td> </tr> <tr> <td>Navy</td> <td>3</td> <td>5</td> <td>12</td> <td>2</td> <td>3</td> <td>25</td> </tr> <tr> <td>White</td> <td>5</td> <td>8</td> <td>10</td> <td>4</td> <td>5</td> <td>32</td> </tr> <tr> <td></td> <td>10</td> <td>23</td> <td>28</td> <td>11</td> <td>15</td> <td>87</td> </tr> </tbody> </table>														Breakdown of Packed Quantity							Color	Sizes					Total/color	S	M	L	XL	XXL	Red	2	10	6	5	7	30	Navy	3	5	12	2	3	25	White	5	8	10	4	5	32		10	23	28	11	15	87
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### Characteristics of Good Report

- Precision
- Accuracy of Facts
- Relevancy
- Conciseness
- Grammatical mistake free
- Clarity
- Presentation
- Complete Information etc.

## 2. Report preparation and submission

An effective report can be written going through the following steps

- Determine the objective of the report
- Collect the required material (facts) for the report
- Study and examine the facts gathered
- Plan the facts for the report
- Prepare an outline for the report
- Edit the drafted report

- Distribute the draft report to the advisory team and ask for feedback and recommendations
- Report finalization and submission

The essentials of good/effective report writing are as follows

- Know the objective
- Analyze the niche audience
- Decide the length of report
- Disclose correct and true information in a report
- Discuss all sides of the problem reasonably and impartially. Include all relevant facts in a report.
- Concentrate on the report structure and matter. Pre-decide the report writing style. Use vivid structure of sentences.
- The report should be neatly presented and should be carefully documented.
- Highlight and recap the main message in a report.
- Encourage feedback on the report from the critics. The feedback, if negative, might be useful if properly supported with reasons by the critics. The report can be modified based on such feedback.
- Use graphs, pie-charts, etc to show the numerical data records over years.
- Decide on the margins on a report. Ideally, the top and the side margins should be the same but the lower/bottom margins can be one and a half times as broad as others.
- Attempt to generate reader's interest by making appropriate paragraphs, giving bold headings for each paragraph, using bullets wherever required, etc.

## Self Check Sheet 4.1

1. What is a report?

**Answer:**

2. What are the types of report used in RMG industries?

**Answer:**

3. What are the common reporting formats in RMG industries?

**Answer:**

4. What are the steps of report preparation and submission?

**Answer:**

## **Answer Key 4.1**

### **1. What is a report?**

**Answer:** A report is a document that presents information in an organized format for a specific audience and purpose.

### **2. What are the types of report used in RMG industries?**

**Answer:**

- Production report
- Quality report
- Store inventory report
- Attendance report
- Machine maintenance report
- Compliance report
- Accident/ Injury report
- Corporate Social Responsibility (CSR) report
- Health and safety report etc.

### **3. What are the common reporting formats in RMG industries?**

**Answer:**

- Material receiving report
- Material delivery report
- Daily production report
- Material inspection report
- Inline production inspection report etc.

### **4. What are the steps of report preparation and submission?**

**Answer:**

- Determine the objective of the report
- Collect the required material (facts) for the report
- Study and examine the facts gathered
- Plan the facts for the report
- Prepare an outline for the report
- Edit the drafted report
- Distribute the draft report to the advisory team and ask for feedback and recommendations
- Report finalization and submission

## Activity Sheet 4-1: Prepare a production report

### Working Procedure:

2. Collect and wear appropriate Personal Protective Equipment for the job
3. Collect all needed materials, supplies and equipment
4. Prepare a production report on given format
5. Consider production and other related information on your own way
6. Clean and maintain your workplace

### Working Format:

Buyer		Style	
Order No.		Shipment Date	
Order Quantity		Quantity with 3% Excess	
Date of Reporting			
Cutting Complete			
Sewing Complete			
Finishing Complete			
Packing Complete			
Pre final inspection date		Final inspection date	

## Activity Sheet 4-2: Prepare a production follow up report

### Working Procedure:

1. Collect and wear appropriate Personal Protective Equipment for the job
2. See below the report format carefully
3. Collect all needed materials, supplies and equipment.
4. Prepare a production follow up report using below format
5. Clean and maintain your workplace


### Information:

Style no.: 503034

Style description: Full sleeve woven shirt

Order Quantity: 35000 pcs

Note: Use other information on your own way

Buyer: MNO apparels		
Date:		
Style No:		
Style description:		
Order Quantity:		
Cut quantity (with 5% Excess)		
Issues	Quantity	Remarks
Cutting complete		
Cutting balance		
Sewing complete		
Sewing balance		
Washing complete		
Washing balance		
Finishing complete		
Finishing balance		
Packing complete		
Packing balance		
Remarks:		
<b>Prepared by:</b>	<b>Approved by:</b>	

## Review of Competency

Below is yourself assessment rating for module “Build and Maintain an Effective Business Relationship with Clients/Customers”

Sl no	Assessment of performance Criteria	Yes	No
1.	Communication requirements of customers are identified.		
2.	Communication with customers is demonstrated.		
3.	Rapport building techniques are demonstrated.		
4.	Marketing process is interpreted.		
5.	Effective business communication with customers is demonstrated.		
6.	Market segments are identified with key details and data.		
7.	Information about style and materials are collected.		
8.	Order confirmation is interpreted.		
9.	Execution process of order is illustrated.		
10.	Order handling procedure is demonstrated.		
11.	Reporting Process is interpreted.		
12.	Report is prepared and submitted.		
13.	Reports are documented.		

I now feel ready to undertake my formal competency assessment.

Signed:

Date:

## Development of CBLM

The Competency Based Learning Material (CBLM) of ‘**Build and maintain an effective business relationship with clients/customers**’ (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 07<sup>th</sup> May 2023.

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