

IV Year B.Tech. Textile Technology I - Semester	L	T	P	To	C
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TT429 GARMENT MERCHANDISING (ELECTIVE - III)

Course Description & Objectives:

This Course Teaches The Students About Fundamental Concepts Of Garment Merchandising that includes the types of merchandising, product development, sampling procedures, procurement techniques, costing and various channels of sourcing.

Course Outcomes:

1. Understanding the different roles and works fulfilled by merchandiser
2. Understanding the fashion merchandising principles
3. To learn different concepts in costing, sourcing, sampling.

UNIT I - Introduction, Types Of Merchandising

Structure of Fashion Industry, Need of Merchandising, Different forms of merchandising -Export merchandising, merchandising in garment production, Marketing merchandiser, Sampling merchandiser, Product development merchandiser, planning merchandiser, Buying house merchandising, Retail Merchandising, , Visual merchandising, etc. Traits of merchandiser.

UNIT II - Product Development

Functions of Production merchandiser: Product development, Sampling, Costing, Planning (T&A Calendar) , Coordination, Sourcing.

Product development: product development stages, different types of samples, costing at sampling stage, Role of Production merchandiser in product development.

Communication: Back bone of merchandising, Modes of Communication. Brief note of virtual prototyping, EDI. Communication Tools off Fashion merchandiser: quality manual, Purchase order, Tech Pack. Color communication tools: Lab dip / yarn dip / knit down, Desk Loom, Print Strike Off, Thread Run, art work etc. techpack contents .

UNIT III - Coordination & Sampling

Coordination: internal coordination and external coordination . Internal Coordination with sampling, PPC, Sourcing, Quality, Pattern making / CAD, cutting, Production, Finishing and Packing, IE, Finance / Accounts. External coordination with sub vendors (printing / Washing / Embroidery), Third Party testing, Fabric and trim Suppliers, Freight forwarder and Buyer.

Sampling: Different types of samples. Brief note on different samples like Design development sample, proto sample, fit sample, AD or photo shoot sample, salesman sample, pre production sample, GPT sample, size set sample, TOP sample, wash sample, shipment sample. Assessment of sample.

UNIT IV - Costing

Costing: Components of cost of garment. Brief note on costing of fabric, trims, CMT, Value added services (print, embroidery, washing, appliqué), Garment testing, quality cost, transportation and logistics cost, profit fixing. Brief note on INCO terms like ex-factory, FOB, CIF and DDP.

UNIT V - Sourcing

Merchandising Sourcing : Material sourcing & buying, Different Sources, Domestic and International Sourcing :Advantages, Disadvantages, Buying Offices, Services offered by a Resident buyer, Buying Cycle, Vendor

Management: Vendor selection & development Logistics and Transportation, Vendor, Partnership, causes and conflicts between retailer and vendor, process and factors involved in Fabric / trims sourcing. Lead time, logistics, Quality parameters,sourcing costs, MOQ. Types of Supplier: Nominated supplier, Non – Nominated suppliers – advantages. Brief note on ordering specifications.

TEXT BOOKS:

1. Fashion Buying & Merchandising by Sydney Packard
2. Fashion Merchandising by Elain Stonepage

REFERENCE BOOKS:

1. Supply Chain Management by B.S. Sahay
2. Techniques for Merchandising Buying by M.S. Bohlinger
3. Articles by Vasant R.Kothari, NiFT in Bangladesh Textile Today.
4. Fashion Buying by Elain Stonepage