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## **A Study on Impact of Problems and Challenges in Exporting Readymade Garments in Clifton Export Private Limited Tirupur**

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### **ABSTRACT:**

The objective of the study focuses on examining the impact of problems and challenges in exporting ready made garments in Clifton export. The abstract provides a brief overview of the research conducted in this study. The research investigates the barriers and difficulties faced by Clifton export in exporting ready made garments. It explores the factors that hinder the smooth export process, such as transportation issues, quality control, and market competition. The study aims to identify the key challenges and propose potential solutions to enhance the exporting capabilities of Clifton export in the ready made garment industry. The findings of this research contribute to the understanding of the complexities involved in exporting ready made garments and offer valuable insights for businesses in overcoming the challenges in this sector. The size has been taken as 122 the data has been collected through questionnaire method. After collecting the data, it has been analyzed by percentage analysis and graphs and charts.

Keywords: Challenges and opportunities in garments export, packaging and quality..

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### **Introduction**

The export of ready made garments plays a vital role in the economic growth of a country. However, the export industry faces various problems and challenges that can impact its overall performance. This study aims to analyze the impact of these problems and challenges in exporting ready made garments from Clifton Export. Clifton Export is a prominent player in the ready made garments export industry, contributing significantly to the local economy. The study will focus on identifying and understanding the key problems and challenges faced by Clifton Export in their export operations.

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### **Objectives of his Study**

- To analyze the problem faced in garments export in Clifton export.
- To find the association between challenges and opportunities in garments export.
- To analyze the factors responsible for challenges in exporting.

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### **Statement of the Problem**

The Garment industries has faced many problems in the terms of industrial organization, city infrastructure, natural raw material sources, needs for man power, workforce organization, and so on. This study attempts to analyse problems and challenges of Clifton Exports. To understanding and addressing these challenges, this study seeks to contribute the enhancement of the export potential and competitiveness of the readymade garments industry.

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### **Literature Survey**

Saha, R. G., & Purushothama, M. K. (2018). Marketing issues and operational problems of export marketing of Indian readymade garments. Export marketing is a systematic process of developing and distributing goods and services in overseas markets. The export marketing manager needs to undertake various marketing activities, such as marketing research, product design, branding, packaging, pricing, promotion etc

Junayed, A., & Akter, F. (2023). Economic Growth and Challenges of Readymade Garments in Bangladesh. Bangladesh maintained its position as the EU's second biggest apparel supplier, after only China. The readymade garment (RMG) sector, which is now Bangladesh's top source of export revenue,

has played a critical role in the nation's economic development. The research aimed to examine the current landscape of the sector using the porter diamond model to identify its strengths and threats.

## Data Analysis

Census method is used in this study as total the population of the study is 122. Data collection tool used here is Questionnaire and survey method is adopted for data collection.

TOOLS USED FOR ANALYSIS in Simple percentage analysis and Garrett Ranking.

## Analysis and Results

### 1. SIMPLE PERCENTAGE ANALYSIS

#### TO ANALYZE RESPONDENTS BASED ON POSITIVE IMPACTS OF SUBSIDIES ON GARMENT EXPORT

S.NO	PARTICULARS	RESPONDENS	PERCENTAGE%
1.	Strongly agree	38	31.1%
2.	Agree	61	50.0%
3.	Neutral	19	15.6%
4.	Disagree	3	2.5%
5.	Strongly disagree	1	0.8%
	<b>TOTAL</b>	<b>122</b>	<b>100</b>

#### INTERPRETATION:

From the table positive impacts of subsidies on garment export 31.1% (38) respondents are Strongly agree and 50.0% (61) respondents are Agree and 15.6% (19) are Neutral and 2.5% (3) respondents are Disagree and 0.8% (1) respondents are Strongly disagree.

### 2. GARRETT RANKING

#### CHALLENGES FACED IN EXPORTING READYMADE GARMETS

FACTORS	I (76)	II (61)	III (50)	IV (40)	V (25)	TOTAL	MEAN SCORE	RANK
<b>Time requirement</b>	14	32	28	20	28	5916	48.49	4
	1064	1952	1400	800	700			
<b>Raw material</b>	21	26	34	25	16	6282	51.49	2
	1596	1586	1700	1000	400			
<b>Quality of material</b>	41	28	15	16	22	6924	56.75	1
	3116	1708	750	800	550			
<b>Transportation</b>	26	25	13	29	29	6036	49.47	3
	1976	1525	650	1160	725			
<b>Storage</b>	20	12	31	32	27	5757	47.18	5

	1520	732	1550	1280	675			
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**INTERPRETATION:**

It is known from the above table that according to Garrett's ranking factors which induces the respondents to show the Challenges are in this order namely, Quality of material (Rank 1), Raw material (Rank 2), Transportation (Rank 3), Time requirement (Rank 4), Storage (Rank 5).

**Conclusion**

The survey was undertaken to study on impact of problem and challenges in garment industry with reference to Clifton export private limited Tirupur. Given the remarkable entrepreneurial initiatives and the dedication of its workforce, Tiupur can look forward to advancing its share of the global readymade garments market. Technological advancement as a cornerstone for enhancing the export competitiveness of the garment industry. Transportation advancement in facilitating the garment industry's export activities by accelerating global connectivity and expanding market reach. It highlights how improvements in transportation infrastructure, logistics networks, and shipping technologies have enabled garment exporters to access distant markets efficiently and cost-effectively.

**References**

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