



A Study on Challenges in Fabric Manufacturing Export Products in Arthanari Loom Center Private Limited, Salem.

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ABSTRACT:

The study title “a study on challenges in fabric manufacturing export products in arthanari loom center private limited, salem.” This study delves into the multifaceted challenges encountered in fabric manufacturing for export products, with a specific focus on Arthanari Loom Center Private Limited situated in Salem. The textile industry in Salem, renowned for its fabric manufacturing prowess, faces an array of hurdles that hinder seamless export operations. Through a combination of qualitative and quantitative methodologies, this research aims to identify, analyse, and propose solutions to the prevalent challenges faced by Arthanari Loom Center. Key findings reveal a spectrum of challenges including but not limited to technological obsolescence, supply chain inefficiencies, regulatory complexities, and market fluctuations. Additionally, socio-economic factors such as labour skill shortages and fluctuating consumer preferences further compound these challenges

Keywords: fabric manufacturing, fibres, cotton, polyester, viscose, linen, fibre making, spinning, and weaving. The textile industry.

Introduction:

Garment manufacturing requires fabric as the main input and several types of Accessories for functional and aesthetic purposes. Fabric variety to be used depends on the Type of garment, its price, season for usage, etc. In terms of fibres, cotton, polyester, viscose, Linen, and their various blends are quite popular. Accessories that are used in garment Production include sewing threads, buttons, zips, laces, hooks, labels, etc. Although modern consumers may take the production of clothing for granted, making Fabric by hand is a tedious and labour intensive process involving fibre making, spinning, and Weaving. The textile industry was the first to be mechanized – with the powered loom – during the Industrial Revolution.

Objectives of the Study

To investigate the current practice employed in fabric manufacturing.

To analyses the challenging faced by fabrics manufacturing process.

To analysis the efficiency and existing management strategies Arthanari loom centre pvt.

To analyses the technological advance fabric manufacturing process.

Statement Of The Problem

Despite being one of the largest industries in the world, the textile and apparel sector has been facing various challenges in recent times. Arthanari Loom Center Private Limited. located in Salem, is one of the leading players in the clothing industry that has been exporting its products to different countries. However, there is a lack of clarity on the factors that affect the export performance of the company. Therefore, the main problem that this study aims to analyses the challenges faced specifically in fabric manufacturing for export products with special reference to Arthanari Loom Center Private Limited., Salem and identify the factors that influence its fabric manufacturing of export products.

Literature Survey

Wolfgang Mining (1998) revealed that the way in which a dealer is treated by its manufacturer has decisive influence on the dealer's commitment to the brand as well as on the dealer's business success, an examination of dealer satisfaction or dissatisfaction has become strikingly important during the last

few years. For this purpose, Bamberg with the aim to assess the Dealer Satisfaction Index (OSI). The main objective of this questionnaire is to evaluate the significance of various factors with regard to business success for all brands and dealerships, and to provide a profound result concerning satisfaction or dissatisfaction of all dealers with their brand. Since its start in 1995, the OSI has gained increasing importance throughout both trade and industry. With regard to the development the dealer satisfaction has undergone since 1995, it is highly remarkable that the dissatisfaction still persisting in 1996 did not continue in 1997. The overall satisfaction has increased markedly.

Kevin Nield (2000) carried out an empirical investigation amongst a 341-sample population visiting the black sea resorts of Romania in August 1997. The purpose of the study was to investigate the role and importance of food service in tourist satisfaction and to note any differences in satisfaction levels between regional groups. Analysis of the findings revealed that significant differences existed between three tourist groups' satisfaction perceptions of value for money, quality of food, number of dishes, standard of food service, variety of dishes, presentation of food and speed of service in general; and of bread, coffee, meat and soup in particular. Overall results further indicated that quality of food, value for money, variety of dishes, attractiveness of surroundings and presentation of food were the attributes that most affected the overall food service experience in Romania. The paper concludes that food service is an important contributor to tourist satisfaction and that there are significant differences in satisfaction levels with food service between Eastern and Western European, and Romanian tourists.

Data analysis

Census method is used in this study as the total population of the study is 110. 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.

1. SIMPLE PERCENTAGE ANALYSIS

AGE CATEGORY OF THE RESPONDENTS

S.NO	VARIABLES	RESPONDENTS	PERCENTAGE%
1.	MALE	38	35%
2.	FEMALE	72	65%
	TOTAL	110	100.0

INTERPRETATION

From the above table, it is found that, 35% (38) of respondents are Male and 65% (72) of respondents are Female. Finally, it is concluded that the majority 65% of respondents are Female.

2. GARRETT RANKING TESTS

CHALLENGES ON THE EFFICIENCY OF FABRIC MANUFACTURING FOR EXPORT PRODUCTS.

Factors	I (75)	II (60)	III (50)	IV (40)	V (25)	Total	Total score	Mean score	Rank
Human Resource Challenges	48	15	10	13	24	110	6120	55.63	1
	3600	900	500	520	600				
Financial Challenges	23	20	31	27	9	110	5780	52.54	2
	1725	1200	1550	1080	225				
Sustainability Challenges	17	37	20	20	16	110	5695	51.77	3
	1275	2220	1000	800	400				
Globalization Challenges	16	21	30	25	18	110	5410	49.18	4
	1200	1260	1500	1000	450				
Miscellaneous Challenges	20	25	15	21	29	110	5315	48.31	5
	1500	1500	750	840	725				

INTERPRETATION

It is known from the above table that according to Garrett's ranking the factors which induces the respondents to show the factors responsible for which challenges on the efficiency of fabric manufacturing prefer more are in this order namely Human Resource challenges (Rank 1), Financial challenges (Rank 2), Sustainability challenges (Rank 3), Globalization challenges (Rank 4), Miscellaneous challenges (Rank 5).

CONCLUSION

The survey was undertaken to study challenges in fabric manufacturing export products at Arthanari Loom Center Private Limited highlights the critical findings and insights garnered from the research. It encapsulates the key challenges faced by the company in exporting its fabric products and offers recommendations for addressing these challenges effectively. Furthermore, it emphasizes the importance of addressing these obstacles to enhance the company's competitiveness in the global market and ensure sustainable growth.

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