

1. INTRODUCTION:

The readymade garment industry is considered an off-shoot of India's Textile industry which dates back to the middle of 19th century. The textile industry is the maximum revenue gathering industry in the country. The industry can be divided in to two segments, the natural fibre segment and the man-made synthetic fibre segment. The industry even after the introduction of power – driven machines or mechanical process of button holding, stitching or embroidery, continued to remain labour intensive and cheap labour is our forte.

The overall demand of clothing has gone up in the state because of increasing degree of industrialization, effecting clothing habits. The increasing level of communication leading to increased travel and tourism has in turn created the demand for both seasonal and occasional clothing.

2. PRODUCT & ITS APPLICATION:

Ready-made garments are mass-produced finished textile products of the clothing industry. They are not custom tailored according to measurements, but rather generalized according to anthropometric studies. They are made from many different fabrics and yarns. Their characteristics depend on the fibres used in their manufacture. Ready-made garments are divided into the following types: outer clothing, which includes work wear and uniforms, leisure wear, and sportswear (e.g., suits, pants, dresses, ladies' suits, blouses, blazers, jackets, cardigans, pullovers, coats, sports jackets, skirts, shirts, ties, jeans, shorts, T-shirts, polo shirts, sports shirts, tracksuits, bathing shorts, bathing suits, and bikinis); and undergarments, which include jersey goods and lingerie (e.g. underpants, undershirts, briefs, socks, stockings, and pantyhose).

3. MARKET POTENTIAL:

Readymade garments are the choice of urban people. It is also gaining wider acceptance in semi-urban and rural areas. The huge charges made by tailors and delay in delivery have made people to switch over to readymade garments. In domestic market and export market, it has made spectacular progress in the last decade. This industry is becoming very vibrant and lot of foreign investment pouring in this industry because of low risk and high earning nature of this industry. As these products are fashion oriented, entrepreneurs should always keep in mind the changing fashion styles. Considering its advantageous position, it is assumed that there will be no constraint in marketing of gent's readymade garments.

4. RAW MATERIAL REQUIREMENTS:

The main raw materials for garments are:

- Clothes of different quality and specifications
- Other items like laze, buttons, threads
- Packing materials

The raw materials needed include fabrics of different kinds and other sewing materials. They are easily available and care will be taken on the quality of the same.

5. MANUFACTURING PROCESS:

The clothing are taken and cut to required design. Then they are stitched together to form the product. The necessary buttons, zips, hooks etc. are fixed and it is then taken to ironing and ready for sale. The embroidery works are carried out if necessary.

6. PLANT & MACHINERY:

The plant & machinery include sewing machines, embroidery machines, furniture, cutting table, Scissors, etc. The cost of the same will be Rs.2.5 lakhs. The selected machinery can be made available from authorized suppliers of these items.

7. FINANCIALS:

The total project cost Rs.4 lakhs. Initial annual turnover shall be Rs.15 lakhs and profit shall be Rs.2.5 lakhs. The break-even point will be 40%.

8. SOURCES OF INFORMATION:

- i) The Clothing Manufacturers Association of India
902, Mahalaxmi chambers, 22, Bahulabhai Desi Road,
Mumbai – 400026, Maharashtra, India
- ii) MSME Development Institute
4th floor, Harsiddh Chambers, Ashram road,
Ahmedabad – 380014, Gujarat, India
- iii) The Gujarat Garments Manufacturers Association
4th Floor, Karnavati Garment Mall, Old Madhuram Cinema,
Bhadra, Ahmedabad, Gujarat - 380001, India