



## A Case Study on S.L.D.R Fashions: A Government Recognized Export House

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### Abstract

*Study of textiles is the study of yarns, construction of fabrics and finishes of the same. Clothing came into existence at a very early age. Primitive people made their clothing from skin of animals and bark of trees. With the development of science, textile industries developed and different fibers came into use. Fibers are fundamental units used in fabrication of textile yarns and fabrics. Fibers are obtained from natural sources and also are man made. Cloth is manufactured by spinning fibers to give strength and ultimately garment is made by the fabric. Today fashion changes are dramatic and frequent and they are coupled to an unending variety of clothes for every occasion and activity. As a result the clothing producer has to reconcile the conflicting requirements of the market and of his manufacturing facilities in order to stay in business. The basic needs of the market are: i. Garment with up to date fashion appeal, ii. Low forward commitments in order to leave open option to exploit sudden demand during the season, iii. Competitive prices, iv. Acceptable quality standards, v. Quick response and short delivery times. But to produce goods efficiently and profitably, the producer requires: i. A minimum of style and cloth variety, ii. Large orders well in advance of delivery dates, iii. Adequate time for planning, iv. Time to develop garment and method engineering for 'price sensitive' and other critical types of merchandise, v. Reasonable level of work in progress. The key to optimizing this conflict of interest lies in the ability of management to maximize the productivity of available resources and to decrease response time. This can only be achieved by increasing the effectiveness of the operational performance levels of every department within the company. In the fast moving fashion business of today these performance level determine success or failure.*

**Keywords:** Garment manufacturing industry, fashion, occasion, quality, standards, price sensitive market.

**AIMS and Objectives:** i. To have the knowledge regarding latest yarns and Fabrics used in garment manufacturing industries. ii. To impart training to the students for the complete knowledge of garment manufacturing technology..

### Introduction

Knitting is the second most frequently used method of fabric construction. The popularity of knitting has grown tremendously within recent years because of the increased versatility of the techniques, the adaptability of many new manmade fibers and the growth in the customer demand for wrinkle resistant, stretchable, snug fitting fabrics particularly in the casual wear apparel and sports wear<sup>1</sup>

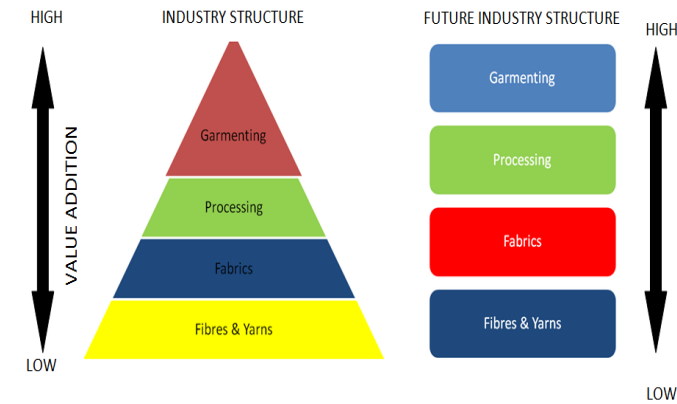
Throughout its long history the garment manufacturing industry has always been characterized by change and variety but never so much as today. Until recent times, changes in styles of dress were very gradual and a popular fashion could have a very long life. At the same time the variety and types of clothing produced were limited by the life styles and conventions of the day. During the past three decades or so this situation has undergone a complete turn around and now the reverse is true<sup>2</sup>

The garment industry is characterized by manufacturing firms of all sizes. A business person with a good idea or the ability to all a product can capitalize on his or her talent and pay

subcontractors to complete the manufacturing process. Unlike manufacturers in other industries, even the largest apparel manufacturers may not own the factories where their products are actually made. Most manufacturers use specialized sewing contractors to construct all or parts of the garments they produce<sup>3</sup>.

In garment Industry, indirect system of measurement is followed i.e. chest measurement because the customer is far away<sup>4</sup>

In India, there are selected people who are engaged in garmenting sector then in manufacturing of fibers and yarns. But now a days many companies are coming in garmenting sector also, and also this sector not only sells goods in domestic market but also in international market. In this field knitting has played a very important role. As the manufacturer have become conscious in this field, they have replaced out dated machinery to the latest computerized knitting machine India has already entered in the market of asia like Srilanka, Cambodia, Bangladesh, Thailand and Malaysia. In China also Indian industries has become very popular. Figure-1



BRIEF PROFILE OF THE COMPANY:

**Figure-1**  
**Brief Profile of the Company**

**Brief profile of the Company:** S.L.D.R Fashions is a leading manufacturer and exporter in Garment Industry. The Organization was incorporated in 1997, in the name and style of “S.L.D.R Fashions”. Initially the business had been started in the name of M/S Sham Lal Dev Raj, in year 1942 with the efforts of Late Sh. Dev Raj, dealing in yarns and knitted cloth and then the business has expanded and the firm diversified its activities in a phased manner. Since then our organization has never looked back and has been moving forth towards its objective of success.

### Management

Mr. Vijay Kumar Vij: is the partner of the firm. He has always believed in sincerity and hard work. He started his business of trading of yarns and knitted cloth, in 1976 and since then has never looked back. He then diversified and expanded his business by setting up a manufacturing unit under the name of S.L.D.R Fashions, situated at 4196, Basti Jodhewal, Jalandhar Bye Pass Road, Ludhiana. He has a vast experience of 37 years in Fabric Industry. His supreme guidance and innovative vision has led the firm to be one of the leading business houses of Ludhiana.

Mr. Vinay Kumar Vij, is also the partner of the firm. He has been actively associated with the production of the units. The business has well flourished under his guidance.

Mr. Abhishek Vij S/o Sh. Vijay Kumar Vij, is the Export Head of the firm. He has full control over the Export market with a firm belief to maintain quality and good business relations with foreign buyers. He is also actively associated with the production of the company. He has to his credit a total experience of 8 years in this industry.

Products: The firm is a major manufacturer and exporter of following products:-

Knitted Fabric in Cotton, Blends, Lycra or Polyester, Fleece Blankets, Single Jersey. Double Jersey, Jacquards, Pique, Fleece, Rib, Dyed Stripers, Single Jersey Jacquard, Sherpa, Terry, Coral Knits, All type of T-Shirts, Bermudas, Capri, Lowers, Sweat Shirts, Summer Track Suits, Winters Track Suits and Sando Nicker-Sets.

They also have vast knowledge and experience in Home Furnishings and Blankets and also Trading of Mink Blankets.

**Raw material:** The major raw materials used by the business unit are:

Yarn: The firm uses yarn as its major raw material which is being purchased from various suppliers viz. Nahar Spinning Mills Limited, Venus Garments India Limited, Monte Carlo Fashions Limited, Duke Fashions India Limited, SEL Manufacturing Co. Limited, Rana Polycot, Aarti Spinning Mills, Vardhman Spinning Mills etc.

Knitted Fabric: Other major raw material used by the company is knitted fabric which is manufactured by the firm itself under the same roof.

**Location:** The unit has been set up in an area of 5000 square yards at 4196, Adjoining Sardar Filling Station, Basti Jodhewal, Jalandhar Bye Pass Road, Ludhiana-141007, Punjab.

**Facilities:** The factory is equipped with a full complement of machines to be able to manufacture fabric, knitted cloth and garments of finest quality. The main machinery includes imported computerized knitting machines and circular knitting machines of various brands like Fukuhara, Keumyong, Jumberca, Meyar, Pilotelli, Kamber, Lafer, Broma and LKM.

**Capacity:** The installed capacity for producing fabric is 120 Tns per month, blankets is 50,000 pcs. per month and that of producing garments is 2,00,000 Pcs. per month. The entire focus of the factory is on producing finest quality of Knitted Fabric and Garments that match the highest standards of workmanship, quality and appearance.

**Strong customer base:** The Company has strong customer base in the local market. Over a period of time, The Company has built-up a track record for quality products and timely delivery. Our Marketing team closely interacts with the customers, understands their requirements and delivers the products as per their requirements. The Company has been able to retain customers and further strengthen the relationship by providing them products suited to their requirements.

**Manpower:** This Organization has the man power of around 350 people engaged in various activities.

**Export possibilities:** The Company is currently exporting to United Arab Emirates. They look forward aggressively for expanding their market globally.

**Quality:** This organization has well expressed staff for quality control. It also has a quality manager who checks the quality at every step of manufacture. Standards are maintained as per order and specification

**Vision and business philosophy:** Its endeavor is to anticipate and exceed customer satisfaction by understanding customer requirements and concerns by pursuit of the following: i. Being in close contact with the customer and getting their feedback. ii. Continual improvement in QMS (Quality Management Systems) through HRD, Modernization of Plant and Machinery and improvement of methods of work. iii. Participation of all employees and Management as one team.

They look for long-term relationship with Customers, Employees and Suppliers. Looking to make each one of The stakeholders successful in partnership with us.

**Merchandising Evaluation:** In this industry buyers and management analyze financial and other pertinent information to evaluate the effectiveness of merchandising activities as merchandising activities as reflected by consumer acceptance. With the help of this information, they try to measure the merchandising impact on the store's profitability. The analysis can be an ongoing or periodic process. Daily, weekly or monthly reports give the buyer an overview of current sales activities<sup>5</sup>

**Table-1**  
**Other Information**

Particulars	Figures
Capacity for Knitted Fabric	120 Tons
Capacity for Blankets	50,000 pcs. Per month
Capacity for Garments	2,00,000 pcs. Per month
Annual Turnover	Rs. 550 Millions

### Conclusion

Garments are first choice of any person starting from childhood till old age either male or female .These type of garment industries not only help us to know how the readymade garments are manufactured but also the society becomes aware of latest fashion coming in the market. This manufacturing unit employes around 350 people` directly or indirectly so, it is a good source of employment also This company is a strong customer base, well managed and fully equipped with all significant imported machinery used at various stages of manufacturing.

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