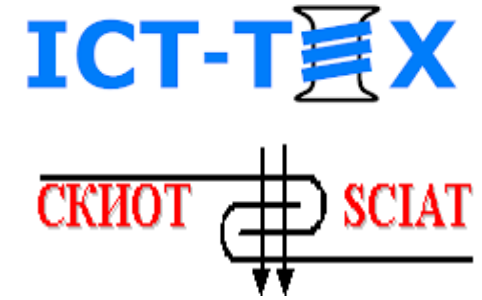




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# TOPIC 11. PRACTICAL STEPS FOR STARTING YOUR OWN TEXTILE AND CLOTHING BUSINESS

The course is developed under Erasmus+ Program Key Action 2:  
Cooperation for innovation and the exchange of good practices [Knowledge Alliance](#)

**ICT IN TEXTILE AND CLOTHING HIGHER EDUCATION AND BUSINESS**

Project Nr. 612248-EPP-1-2019-1-BG-EPPKA2-KA

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## AGENDA

- Select Your Product Category
- Know Your Textile and Clothing Market
- Estimate Production Requirements
- Estimate Raw Materials Requirements
- Factory Space Requirement. Find a Location
- Manpower Requirement
- Internal Process Flow
- Suppliers and Vendors
- Establish Your Brand
- Reach Your Customers. Distribution
- Time Management
- Find a Mentor



## Learning goals and objectives

In this topic the students will receive practical tips and instructions on how to start their own T&C business. This presentation can be used as a practical guideline into the field of fashion entrepreneurship.

## Short summary of content

Selection of T&C product category. TCI market analysis. Factory space and location. Materials and equipment requirements. Manpower requirement. Fashion branding. Suppliers and vendors. Distribution. Finding a mentor.

## Expected results

Students to use this guideline for starting their own successful T&C business. To be able to plan, organize, lead and control all the necessary activities of their future business.



## Practical questions before starting your own textile business

1. Know who you are. State your target consumer, the retailers that will sell your product, your breakeven point, and how you'll do your sales.
2. How will you develop the line? Find factories? Go into production?
3. Why should anyone buy your line?
4. Who your target market is?
5. What are your price points? Who will you "hang with"?
6. What retailers fit your market?
7. What is your niche?





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## Select your product category

- What type of garments are you going to make?
- Narrow your product profile as much as possible. There is a wide range of product categories.





## Know your textile and clothing market

- You need to understand your customers and what they seek.
- Study your competition. What are your competitors doing
- Define the capital you would need to start your textile business, your funding options.
- What are the steps you need to take to promote your business?
- What type of licensing does your business need?





## Know your textile and clothing market

- **Product Demand** - it is important to understand the nature of demand for the particular type of product you are planning to sell. Demand may not be same everywhere, so you should carry out an area-wise survey to determine it.
- **Competition** - if there are other competitors in the same locality, selling similar products that you intend to sell, then try to discover what you can do to outplay them.
- **Pricing** - it is an important factor in all kind of businesses. Try to price your products as competitively as possible.





## Estimate production requirements

- Decide about the production capacity - how many pieces are you planning to make daily?
- Calculate the number of sewing machines and other equipment.
- What types of machines are required to make garments that you have selected from the wide range of product categories. Find the number of machines to be purchased in each machine type. This step would help you to calculate capital investment in machines. For example: sewing machines, pressing tables, cutting room machines, steam generator for pressing table, diesel generator for power back-up, finishing room equipment, furnishings etc.







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## Estimate raw materials requirements

- Make a list of raw materials, required to make the garment with average consumption. This would help you to prepare your budget on material sourcing.





## Factory space requirement

- How much space is required for installing machines and office for staff? To set up factory you need space for installing machines, office space and setting up departments for production and associated processes. Calculate space requirement.
- According to what you have planned for a factory building you can rent a space. Estimate rent amount for the project budget.





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## Find a location

Whether it is a shop for selling textile products or a factory that produces textiles, location is a major factor that influences the success and growth of your business. If it is a factory, make sure it is well connected. At the same time it should also have an abundant supply of water and electricity. For shops, it should be located in an area frequented mostly by your target buyers.





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## Manpower requirement

- Manpower is one of the primary resources for a business. In manpower planning, include number of staffs, supervisors and workers (operators and helpers) you need to hire to make projected garments and to run business smoothly.
- Estimate salaries for each employee and add to your budget to running cost. Get an idea from the market how much salary you need to pay to managers and workers.





## Internal process flow

- Make a detailed process flow of an order. This will help you to decide what all departments you need to set up and you can plan hiring people accordingly. You can cross check about your equipment requirement process by process.





## Project costs

- To know the estimated budget you have to prepare cost of the project. You need to calculate total capital investment, rent, workers wages and running costs. Also include finance required for sourcing raw materials for initial months and other expense etc.
- Prepare a monthly cash flow requirement for at least one year to run you business without financial problem.





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## Suppliers and vendors

- Start working on finding good and reliable suppliers for fabrics, trims and other necessary items required to manufacture your garments.
- Start establishing suppliers with your region, then go to another country and even you can source from the international market for the quality and cost-effective materials.





## Establish your brand

- Establish your brand name. Every creation of you should carry the name of your brand. Whenever you host an exhibition or fashion show, highlight your brand name.
- Use your brand name for sponsorship. The brand name will give you recognition and with time, people will remember and prefer your brand.







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## Reach your customers

- Make a list of potential customers and start contacting them for business leads.
- Visit textile and apparel fairs and exhibitions.
- Use the social media channels for advertising and selling your products.





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## Distribution

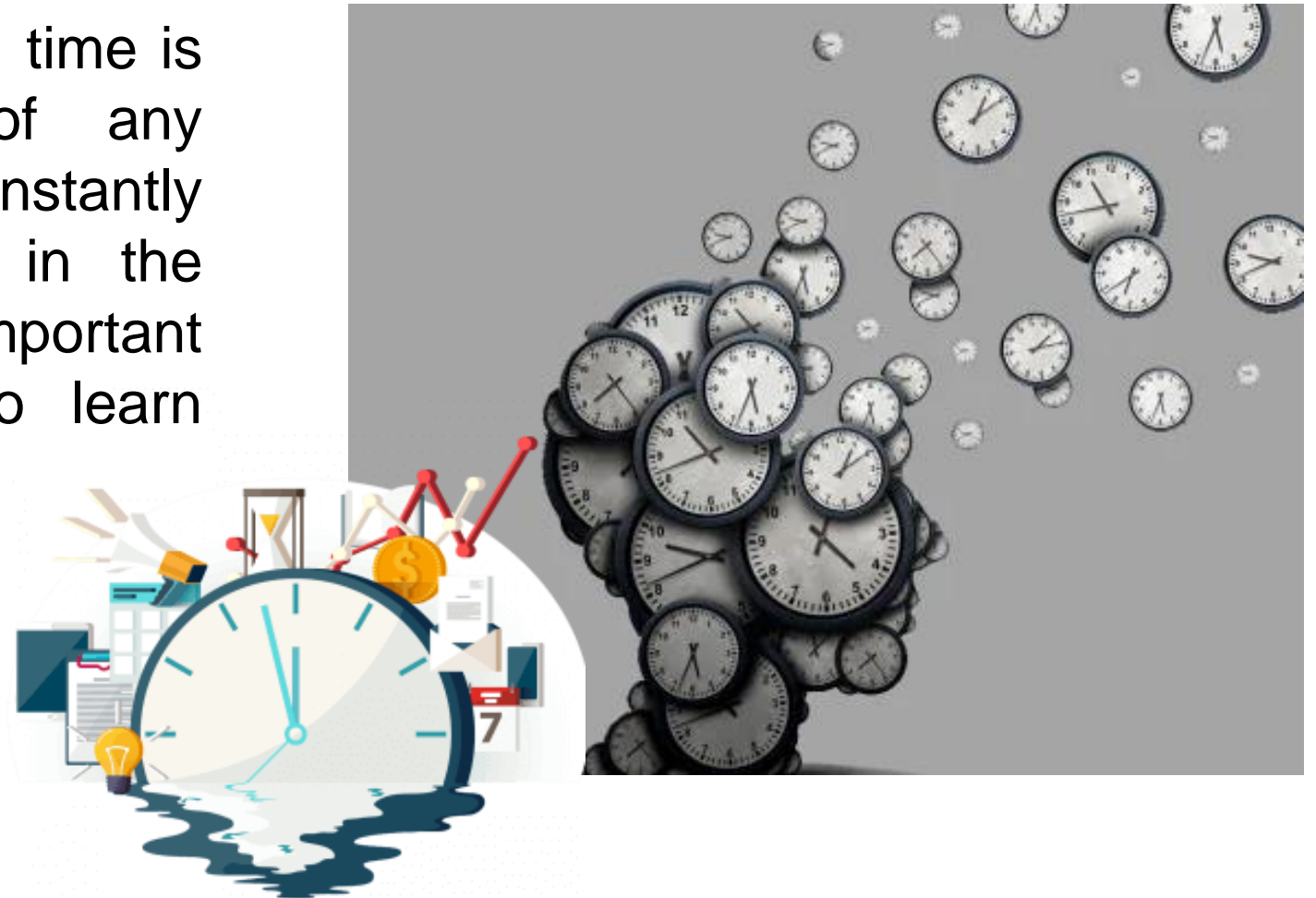
- An important consideration in your textile business will be transportation.
- You must include the cost of transportation in your budget before starting any business venture.





## Time management

Mastering the art of managing time is crucial to the success of any business. If you are constantly running short of time and in the process missing out on important tasks, it is time for you to learn effective time management.





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## Find a mentor

- Seek help from an expert. An expert's guidance will help you to save your time, money, and efforts. You can also learn many things about business insights from an expert.
- Finding a mentor for advising and helping through your business' life, using online resources, and finding in-person assistance.





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## Tips for success

- Deliver “today” in fashion.
- Respond flexibility to apparel distribution needs.
- Innovate in high quality production facility.
- Innovate in functional innerwear technology.
- Develop products according Aging society.
- Do environment friendly production.





## Assignment

- Using the [Your Textile and Clothing Business Ideas Document](#) define what are the barriers to entering each business? (Such as high initial capital costs, unique technology, or customer need for brand recognition).
- Which business would you like to do according to the skills and competencies you have?
- Which type of textile and clothing business, presented in the document, do you find the most possible and practically applicable, when you do not have a lot of financial resources?
- Try to describe a brief profile of the main customer segment for each business.
- What will be the initial cost for starting each business?

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