

Tailoring: A Perfect Friendly Enterprise For Urban Women

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ABSTRACT

Tailoring is now regarded as one of the profitable enterprise practiced by both male and female entrepreneurs. It is a service based enterprise. Earlier tailoring acquired greater importance due to unavailability of ready-made garments. Still tailoring business is existing and gaining importance day by day due to its perfect fitting which helps in the enhancement of one's personality. Previously like other enterprises, tailoring was also dominated by men who used to stitch both male and female clothing. At present, more of women are entering in to this business for a number of reasons like unemployment, less education, economic independence, supplementing family income and a healthy work life balance. It is a women friendly enterprise. It is regarded as a challenging profession to prepare the outfit which fits one perfectly as well as enhancing its personality.

Key Words : Challenging, Women friendly, Personality enhancement

INTRODUCTION

The term 'Tailoring' is an ancient origin which dates back to the 13th century. It took its modern sense in the late 18th century referring to makers of mens' and womens' suits, coats, trousers and similar garments. Previously like other enterprises, tailoring was also dominated by men who used to stitch both male and female clothing. At present, there is a drastic change in this enterprise because lot of women have been plunging in to this business for a number of reasons, like unemployment, less education, economic independence, supplementing family income and a healthy work life balance. Large number of women have been entering this field especially stitching and designing women clothing. Women entrepreneurs generally open this enterprise hiring both skilled men and women tailor who stitch clothes according to customers' orders. Hence, women are now at an advantageous position and are more comfortable in stitching their clothes by a women tailors who can understand their needs very well. Stitched clothes are more comfortable to wear because it is specially designed for the person who ordered it according to his/her physique. Sometimes, tailors also suggest the customer appropriate designs suitable to their personality and selected fabric. It is a challenging profession because dress enhances one's personality. Tailoring is an affordable way to get a perfect fitting cloth.

Women entrepreneurs who are practicing tailoring business are now earning attractive amount, giving employment to many and achieving a social status. They are not only economically independent but are also supplementing their family income and earning a dignified position in the family. Tailoring

is a never ending profession as it will go on as long as the existence of human race.

Reviews:

According to Davis (2005), Before starting and in the course of operating their business, women entrepreneurs in neighbouring countries like China, Indonesia, and India face challenges that are not experienced by their male counterparts. They face challenges, such as, less access to business and financial training, difficulty in obtaining credit, and lack of collateral security to obtain credit. This deprives them of the opportunity to become entrepreneurs or successful entrepreneurs.

Mohanty (2009) opined that women entrepreneurs are described as a group of women who take initiative to establish and effectively run or manage businesses.

The findings of Bajpai (2014), Women entrepreneurs require pre-entrepreneurial training to plan an organised business venture successfully.

Daynard (2015) suggested that in order to foster female entrepreneurship it is imperative to ensure that all children complete mandatory education and young women are encouraged to pursue higher education.

Objective of study:

- To determine socio-economic status of tailoring entrepreneurs
- To determine the business dimensions of tailoring units in the area under study
- To find out problems associated with tailoring enterprise
- Suggestions for promotions of tailoring products in the locality under study

METHODOLOGY

The study is designed to investigate the socio-economic status of the sample, their business dimension and to find out the problems associated with the tailoring enterprise. The present study was conducted taking 25 women entrepreneurs of twin city Bhubaneswar and Cuttack. The criteria of selection based on the consideration of (i) existence of unit for more than five years, (ii) annual turnover more than five lakh and (iii) providing employment to a minimum of five persons.

RESULTS AND DISCUSSION

Objective 1 : Socio-economic status of respondents :

The study has examined socio-economic parameters of the entrepreneurs practicing tailoring. The sample respondents were categorized as high and low performers based on their volume of business on annual income. The total annual income of all respondents was classified taking mean value as dividers of high and low level of business performance.

Age and Business performance:

The classification of sample was made on age group like young, middle and old. The relation of age with business performance was also studied. It was found out that maximum middle aged entrepreneurs have high business performance. The 'r' value reveals a positive correlation between age group and business performance.

Education and Business performance :

On basis of educational attainment the sample was divided into two categories- below college

and college education. The results show that education is negatively correlated with tailoring business. Comparatively low educated women are more attracted to tailoring enterprise. On other hand higher educated persons are not attracted to this enterprise.

Caste and Business performance:

The tailoring entrepreneurs mostly belong to general caste. The high level of performance was found with entrepreneurs belonging to general caste. The general caste women dominated the tailoring business and the OBC women are yet to compete with general caste.

Family size and Business performance:

Family size is indirectly related with economic status and status of family. Highest number of high achievers was found with larger family size.

Family type and Business performance:

Family type is a reflection of family size. The data collected from sample show that nuclear families are dominating the tailoring business but the joint family system are good performers so far as tailoring business is concerned. The data reveal that joint family system provides better supporting environment for women to operate tailoring enterprise.

Occupation and Business performance:

Maximum high achievers were from business occupation group while from business with service group all belong to high performance category. Business combined with service provides better support and hence they are better performers in tailoring enterprise.

Number of earning members and Business performance:

The economic status and business performance are interlinked. The study revealed that maximum number of good achievers are found with respondents having three and above earning members per family.

Training and Business performance:

For any enterprise, training is a basic requirement and more so in case of tailoring. Data reveal that maximum number of respondents have undergone training and are high performers. It is an established fact that sample availing training is better business performers.

Annual Income and Business performance:

Annual income of the family was computed taking 5 lakhs per year and also more than 6 lakhs. Sample having income more than 6 lakhs per year were found to be good achievers as they come under high level of business performance group.

Experience and Business performance:

Experience adds to the efficiency in business dimension. It is hypothesized that higher the experience better is the business performance. As expected maximum sample have experience of more than 6 years and they are high achievers. In short, experience increases efficiency leading to better business performances.

In summarising the findings, the following table was framed.

Table 1 : Correlation values of independent variables with business performance		
Sr. No.	Variables	r value
1.	Age	0.45 *
2.	Education	-0.134
3.	Caste	0.14
4.	Family size	-0.06
5.	Family type	0.11
6.	Occupation	0.09
7.	Size of earning members	0.286 *
8.	Training	-0.15
9.	Annual income	0.846 *
10.	Experience	0.40 *

The table above contains correlation value of 10 socio-economic parameters. Out of these, the variables like, age, size of earning members, annual income and extent of experience are found to significantly associated with business performance of the respondents.

Objective 2: Business Dimension and Employment Opportunities :

Tailoring is an old enterprise which has constant demand with frequent changes in designing of dresses. The study attempted to examine the business dimension of tailoring enterprise under the following headings:

Annual Volume of business:

(a) *Investment and Profit:* The business volume per year reveals the status of business. The classification of sample on level of investment was made as high, medium and low taking upper and lower level into consideration. It is inferred that most of the tailors are in the scale of low investment followed by medium level.

Table 2 : Comparison of investment and profit						
Level	Range	Investment		Profit		Difference (%)
		Frequency	%	Frequency	%	
High	>10 lakhs	01	4.00	07	28.00	24.00
Medium	5 -10 lakhs	08	32.00	10	40.00	8.00
Low	<5 lakhs	16	64.00	08	32.00	32.00
	Total	25	100.00	25	100.00	

A look at the table reveals that difference is observed in case of high, medium and low dimensions with extent of 24%, 8% and 32%, respectively. Comparing both investment and profit, it is evident that there is increase in income and volume of business.

(b) *Business dimension :* The opinion of sample about the business dimension of tailoring enterprise was ascertained on a three point scale which are contained in the following table.

Out of the total sample 56% mentioned to be increasing, 16% decreasing, while 28% mentioned to be constant in their business. Out of 25 sample, 16% mentioned decreasing of business because of stiff competition, variation in demand and cost of product.

Table 3 : Business dimension (N=25)			
Sr. No.	Business dimension	Frequency	Percentage
1.	Increasing	14	56.00
2.	Decreasing	04	16.00
3.	Constant	07	28.00
	Total	25	100.00

Objective 3 : Problems associated with Tailoring Enterprise:

The study attempted to analyze the constraints in tailoring enterprise in terms of management, finance, raw materials, production system and distribution system which has been presented in table below.

Table 4 : Problems associated with Tailoring units			
Sr. No.	Problems	Yes (f)	Percentage
	Management		
1.	Appointment and turnout of employee's	13	52.00
2.	Term of employment	12	48.00
3.	Provision of training	04	16.00
4.	Managerial ability	02	8.00
	Finance		
1.	Availing of bank loan	01	4.00
2.	Procedure of availing bank loan	02	8.00
3.	Suitability of bank of credit	02	8.00
4.	Rate of interest	04	16.00
5.	Suitability of repayment period	04	16.00
	Raw materials		
1.	Procurement of raw materials	02	8.00
2.	Transport	-	-
3.	Raw materials quality	02	8.00
4.	Inadequacy of raw material	04	16.00
5.	Storage of raw material	01	4.00
	Production system		
1.	Process of production	04	13.79
2.	Equipment maintenance	11	37.93
3.	Production per unit time	04	13.79
4.	Value addition	-	-
5.	Packaging	05	17.24
	Distribution system		
1.	Channel of distribution	01	4.00
2.	Selection of sale points	04	16.00
3.	Place of marketing	03	12.00
4.	Season of sale	09	36.00
5.	Preference of product	-	-

Management:

Management in tailoring faces various problems. It totally depends on turnout of employees. A look at the table reveals that problem faced by entrepreneurs is appointment and turnout of employees, term of employment, capacity building and managerial ability. For smooth running of enterprise, the

appointment of competent, honest workers is essential which is not available in many cases.

Finance:

The financial problems of tailoring enterprises are noted as high rate of interest, term of loan repayment, long procedure to sanction loan and willingness of bank to advance loan.

Raw materials:

The data reveal that quality, procurement of raw materials and storage are the major problems that the tailoring entrepreneurs are facing in operating their business.

Production system:

The process of production per unit time and maintenance of equipment actually poses problem for entrepreneurs. In addition packaging, value addition also poses problem in tailoring unit.

Distribution system:

Once the materials are produced, these have to reach the customers in time. Sometimes it takes much more time for disposal of the produce.

Objective 4: Suggestions for Promotion:

Within the framework of study, information has been collected for the improvement of the enterprises on the following aspects:

Equipment:

New equipments like motorised sewing machine, picco machine are the basic requirement followed by button hole machine and other appliances for performance.

Location and space:

The important suggestion for location and space include good location, easy accessibility, more space and interior decoration of the unit.

Management:

Regarding management, trained and honest employees, good customer dealing, business awareness, time management, manager employee friendly relation are good suggestions to run the business of tailoring.

Promotion:

In case of promotion of business, personal contact and advertisements are needed. Medium of advertisement like banners, leaflets, newspaper, attractive hoarding, one day completion service and creation of more outlets for sale are needed to run business successfully.

Conclusion:

The study was conducted basically to determine the business dimension of tailoring enterprise in the city and problems associated with it. Suggestions for improvement of tailoring enterprise were also collected from the sample which can be used for the benefit of the enterprise. From the study, it was revealed that tailoring is a challenging and remunerative enterprise. Day by day it is

growing as well as more and more women are coming to this field. The state government of Odisha is encouraging women entrepreneurs and has made some provisions like financial assistance in form of bank loans with easy installments to run the business. Not only monetary help but also material help in the form of machineries and equipments were also provided to them. Women entrepreneurs are now running the enterprise successfully, making profit, creating jobs for many as well as earning a social status.

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