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## **Case 2**

The decade 1995-2005 proved revolutionary for fabric sector in India, a country known for quality cotton fabric and on the threshold of being largest ready to wear garment exporter. The shift in choices of customers from tailor made garments to ready to wear (RTW) garments had its impact on all from manufacturers to ultimate consumers. The trend was evident in segment of female and children as well where variety is demanded.

Secondary and tertiary sector of industry has also contributed in this trend by offering employees, workers, students ready to wear uniforms. This scenario propensated development of large number of small and medium enterprises (SME) dealing in ready to wear apparels.

There are reputed national and international giants in fray having varied focus. Some brands are focused on executive wear whereas few are known for casual wear. But when it comes to SME sector, there is variety of products available flooding the market. The key buying influences for apparels are price, texture, style, color, durability and brand name

There are many established units in market having well received own brands. Some units are also found engaged in job work providing ready stitched garments from raw material supplied by other companies. The present scenario is that RTW SME sector has dominated the market and has acquired 2/3<sup>rd</sup> of market share. The sector also claims Lion's share in exports.

One such small unit in MIDC, Kolhapur is owned by Ms. Shivani Shinde a graduate in fashion designing and MBA from reputed institute. At present the unit is manufacturing Cotton Shirts and Dresses and caters to the need of major shops and boutiques in city. Shivani is specialized in dress designing and she has a well received clientele through boutiques. She is successfully running this unit from last two years with the help of trained assistants. Shivani wishes to seek your unbiased opinion on.

1. Market segmentation and targeting.
2. Distribution planning
3. Product mix and product proliferation.