

## **GARMENT MANUFACTURING AND ENTREPRENEURSHIP: THE PLACE OF CLOTHING AND TEXTILES**

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### **Abstract**

This paper looks at garment manufacturing and entrepreneurship: the place of clothing and textiles. Its highlight ways of owing and starting a garment manufacturing business. Also examines garment production in clothing and Textiles as its relates to entrepreneurship as well looking at some technological developments in garment production and recommendations were made. The paper concludes that the clothing and Textiles graduates should study the market trends and demands so as to make sales and profits. That the clothing and textiles entrepreneurs should set standards and ensure that all garments or fashion manufactured meet the standard set by making sure that fabrics used for the production of garments are right and of good quality.

**Key words:** Garment, manufacturing, entrepreneurship, fashion, clothing and textiles

## **Introduction**

Garments are single item of clothing. The garment production business otherwise known as fashion designing business in Nigeria is just an aspect of clothing and textiles. Clothing and textiles involving needle crafts, fashion or garment manufacturing and designing body and hairs care saloons, furnishing and decorating, manicure and pedicures. Accordingly Anyakola (2005) in Edafe (2006) persons in fashion designs create new designs for garments. These garments are produced to specifications according to the fashion dictates or fashion order (command). While Tortora and Market (2020) identified three types of garment production systems including:

- Production cone – off production
- Batch production
- Continual- flow production

A garment/fashion manufacturing business can be started using one or combined systems of production types. However, in job production system, a garment is made from start to finish by one person or by a very small team. All of whom are highly skilled – the clothing and textiles. In batch production system, a team of workers who share the tasks and equipment produces specific qualities of identical or similar garments. Workers may become skilled at one or more of the operations involved. While in continual – flow productions system, large quantities of the same garments are produced by workers who are semi-skilled/unskilled that just do one part of the garment production process passing the garment on to the next person. Phyllis, (2014)

Clothing and Textiles entrepreneur in garment production business may adapt any type of garment production system specified or mentioned above depending on the capital base and target groups.

Notwithstanding, when the garment is made from start to finish by one person or a very small team, the following item could be produced:

- Theatre costumes for a particular character
- Designer garments unique to individuals

- Wedding dresses

Osin (2013) noted that specified qualities of similar garments can be produced by a team of workers and items made in this way include:

- Design details (e.g number of pockets)
- Small batches of different garments for e.g T-shirts, trousers, tops, sweatshirts, joggers.
- All - in – one protective overalls-made in batches of different colours, sizes, patterns.
- Fastenings e.g zip/buttons
- Collar shapes, cutts/no cuffs

Moreover, when more identical garments are to be made very quickly e.g one pair of Jeans every five-ten minutes, each worker – semi – skilled/unskilled, does just one part of the garment production process before passing the garment on to the next person. Clothing items made in this way are jeans, socks, basic T-shirts, under wear, tights, disposable cloths, plan weave cotton etc.

Usually, garments are made from a number of two- dimensional (flat) shapes which when joined together create a three – dimensional (shaped) structure called **blocks**. Pattern cutters start with standard blocks for each size of a particular garment that are basic garment shapes, constructed to fit an average figure. The standard block is adapted to create the style and details required by the clothing and Textiles personnel. The altered shapes of the pieces are determined by the design of the garment for example, if a garment is paneled, more pattern pieces will be required to make up “One” piece. All garment pattern pieces are collectively called **master pattern piece** is done and to create larger or smaller sizes (Onwuned, 2016).

Subsequently when an order is made on the style by expected or anticipated customers or marketers, a lay plan is carried out either manually or by computer. A lay plan is the sorting and arrangement of all individual pattern pieces onto fabric. At this stage, mass production techniques can be used to manufacture large quantities of clothing or garments of similar sizes and also for different styles that the consumers may desired for both adults and children within a short time. This result in the optimum manufacturing cost. During mass production in garment construction, many piles of fabric layers are cut out at one time using either hand

shears or knives (straight, band) or cutters (circular, died or computer – controlled cutting machines).

In order words, during mass production of garments, pieces of fabrics are joined together using industrial machines. Individual machines vary considerably depending on the type of stitch possible, number of tasks they do in an operation and the position of the bed plate.

Types of industrial machines including:

- Flat – bed machine
- Post – bed machine
- Raised – bed machine
- Cylinder – bed machine
- Side – bed machine (Phillis, 2014)

Skilled worker either by hand or machine can carry out finishing. Finishing may include:

- ❖ Addition of surface decoration – topstitching, embroidering, beads/sequins, logos
- ❖ Addition of fastening – buttons and button holes/press, studs/hooks/rivets

Pressing is carried out at the end of garment production. Pressing is setting the garment into a desired shape by the application of heat and pressing before being packaged for sale. This circle of production continuous as long as the business last.

### **Factors that Promote the Success of Clothing and Textiles Enterprises**

**1. Hard work and commitment:** As manufacturer, you should think fast, follow up and push your request through. You should try hard to succeed by supplying orders on time and to the specifications of your customers.

**2. Equipment and space:** Hand tools and equipment for the job are essential. Select the best you can afford for maximum efficiency and durability. A well ventilated room with adequate lightning is also important. Make sure they are in place and maintain them very well for the smooth running of the business.

**3. Quality of product or workmanship:** The quality of product should be high to attract commendation from customers and observers. High quality products will always attract customers.

**4. Honesty and reliability:** as a garment producer or manufacturer, you should be able to conduct yourself as a reliable and trustworthy person. You should be transparent and honest in all your business transactions or dealings. Do not over charge and ignore delivery date agreement such behavior will drive away customers.

**5. Appropriate work ethic:** Work ethics like time to report for duty and time to close should be strictly followed. There should be discipline among the staff and respect for each other. Managerial and interpersonal skills which will promote effective and healthy relationship among workers and customers should be cultivated and maintained both staff and management.

### **Garment Production in Clothing And Textiles**

There are several ways in which clothing and textiles/garment construction can be used for personal improvement in this world of work and rational economic development (Edafe, 2004). Mass production in garment construction is one of such ways. Designing is the beginning stage of garment production. It involves drawings, sketches and picture fabrics are then selected according to its compatibility with the product function. Here the fabrics properties/ characteristics must suit the product's end use.

Apart from having entrepreneurship skills, an entrepreneur needs to have effective managerial performance, skills which include:

- **Technological skills:** This is the skill acquisition necessary for accomplishing the job for which they are responsible
- **Human Skill:** is the ability to work with and understand people
- **Conceptual Skill** involves the understanding of how the organization functions as a whole and how the part depends upon or related to one another (Ogalanya, 2017).

Plenshette (2019) Specify five basic skills needed by garment producer to succeed in any kind of garment manufacture-business including sales and marketing skill. These skills enable individuals in business to get customers, be able to market the business and possess the skills

to close the sale. With these skills the individual must have a knack for understanding what people wants, listening to their needs and interact, well with other people.

**Self-motivation skills:** With these skills, an individual who wants to succeed in business must be a self-motivated individual that started with a clear desired goal in mind, he/she must have the confidence in self and in your ideas.

**2. Financial know-how:** Is the ability to handle money well. It includes knowing how to stretch the limited start-up capital that one has, spending only needed and making do with the equipment and supplies that one currently has.

**3. Time management skills:** These skills enable one to have a clearer idea of the things he/she must do for the day, and must have the ability to multi-task and prioritize your tasks.

**4. Administrative skills:** This is the ability to do all the work in terms of billing, printing invoices, collecting payment and managing all receivables. Similarly, the success story of any business (garment, fashion construction business inclusive as pointed out by Igbo (2019) includes:

- ❖ Identifying business opportunities
- ❖ Fixing tips (gifts) to customer
- ❖ Taking all customers as a king
- ❖ Planning for-short and long term goals
- ❖ State objectives and write mission statement
- ❖ Planning how to appeal to target consumers.
- ❖ Taking your business to where it is wanted.
- ❖ Deciding on how to source for funds.
- ❖ Finding out who the target consumers of the goods and services are.
- ❖ Looking for innovative ways to deal with customers pleasantly.
- ❖ Carrying out possibility study- this examine lost, markets, sources of supplies (raw – materials) expected profit about services one can start with a few number of people.
- ❖ Deciding on whom to employ.
- ❖ Writing adverts based on quality, accessibility and availability of the products.

Nwachukwu (2019) noted that one could start any business with a small capital and grow by ploughing back profits furthermore the success of an entrepreneur depends on hard work, intuitive skill and persistence.

Mass production in garment construction increases the output for small business venture where large numbers of apparel to consumer's desire are manufactured within a short period of time.

Notwithstanding Nwachukwu (2019) mentioned manufacturing process, which is adapted and applied also to mass production in garment construction for clothing and textiles graduates.

- Selection in development and procurement of all sewing machines, fabrics and other equipment required for the manufacture of the garments fashion at the required quality and rate of production.
- A careful review of the garment designs and specifications to make sure that economical manufacturing is feasible.
- Mass production method of manufacture that will result in the optimum manufacturing cost which also means more profits margins.

During mass production in the manufacture of garments, the master pattern pieces must be positioned in a length wise direction on the piles of fabric layers observing the straight grain line direction i.e. selvedge – to – selvedge direction. However, a beginner could cut five different garments (Edafe, 2004) in Entrepreneurship and clothing and textiles.

Entrepreneurship refers to the art or science of innovation and risk taking for profit in business. To Phyllis (2014) entrepreneurship is the process of establishing and managing a business. Phyllis 2014 further explained that entrepreneurship as art of using personal initiative to engage incalculated risk- taking venture, to create new business by raising resources land, labour, capital and knowledge to apply innovative ideas and to develop products or services in order to solve problems or satisfy the needs of a clearly defined market. According to Edafe (2006) entrepreneurship refers to the creation of small or medium – size business by an entrepreneur. While an entrepreneur is someone who sets up and manages a business. Dressmakers, tailors, textiles producers and sellers are all entrepreneurs. Similarly, the National Directorate of Employment defines entrepreneurship as an art involving, recognizing a business opportunity mobilizing resources and persisting to exploit the opportunity (Federal Republic of Nigeria,

1987). The inclusion of entrepreneurship education into the Nigeria curriculum of teacher education is a reaction of the escalating (increase) incidence of graduate unemployment (Anikweze, 2021). The worst affected among the unemployed are the graduates of colleges of Education as well as graduates of Universities, Igbo (2018) maintain that no nation has ever survived successive high rates of unemployment because of the attendant waste of human resources, which it breeds. Entrepreneurship Education is a well come idea that make better these wastes of human resources since it exposes the student to think, modify and innovate new things the brain behind the success of any business.

The objective or purpose of entrepreneurship skills education therefore, is to orient students towards self- reliance if wage – earning jobs become inaccessible. However, clothing and textiles is studied as a course at N.C.E Level emphasizes skill acquisition for its graduates with a view to enhancing their capability for self – employment ventures (Anyakoha 2005). Clothing and textiles as a skill oriented course forms the basis for many professions, which can utilize its potential in entrepreneurship skill so that the graduates can become job creators rather than job seekers. The clothing and textiles as a skill so that the graduates can produce various types of garments from fabrics (material) for themselves and others.

Anya (2019) observed that the establishment of Small and Medium Enterprises Development Agency of Nigeria (SMEDAN) are entrepreneurial drive towards self-employment and industrialization. Therefore, clothing and textiles with all her skill acquisition components cannot be left out in this notable drive for-self-employment. There is however the need for the clothing and textiles graduates to establish garment production business nevertheless; there are those basic ways of owing a business. They include:

- ❖ Inheriting an existing enterprise
- ❖ Buying an existing enterprise
- ❖ Creating a new venture (Nwachukwu 2018). Whichever way an Entrepreneur owns a business, achieving success remain the same.

**5. Costing and pricing:** costing is calculating the cost of a product, which is the money spent in producing the product. This is made up of two components, namely variable direct or production cost and fixed (indirect) cost. Since every business has cost, knowledge in costing



will assist you set your price to make profit, use your inputs wisely to avoid waste and make correct estimates about future expenditures. Pricing is the charge put on a product. It is determined when you know the total cost plus a reasonable.

- **Profit margins:** Transport, handling cost price of materials used, labour charges, should be factored into the costing and pricing to ensure that the amount of money invested in production is recovered and enough profit is made to cater for salaries, rent, electricity etc.

**Appropriate work ethics:** Work ethics like time to report to duty and time to close should be strictly followed there should be discipline among the staff and respect for each other management and interpersonal skills which will promote effective and healthy relationship among workers and customers should be cultivated and maintained.

**Marketability of the product:** There are different strategies for marketing products and services. These include advertisement exhibition and packaging advertisement, which is the means of spreading information about a product or service to potential customers is very importance you can advertise your garments/fashion through hawking, newspapers, radio, internet, fashion shows and television you can exhibit or display the garment at a bazaar, trade fair, or fashion fair. The garment should be packaged by the use of attractive and appealing wrapper, labels, finishes and containers to entice people to buy and use the garment/fashion being marketed.

### **Garment Production and Technological Development.**

A clothing and textiles graduate into garment manufacturing business must ensure quality control and assurance from the point of purchase of fabric for the garment to the delivery stage of finished garments to the direct consumers. In order to ensure quality control and assurance, the use of computer aided design and computer – aided manufacture has to be introduced in garment production technology has continued to redefined the skill needed for the emerging job assignments in all technical occupations garment production inclusive. According to MacArthur, e.t.c bells and Shepard (2015) the use of computer – aided design

- ✓ Improves quality of presentation
- ✓ Maximize creativity

- ✓ Allows for quick and easy changes/modifications.
- ✓ Speed up response time
- ✓ Increase productivity
- ✓ Reduces development time
- ✓ All a single person to control many operation at the same time.
- ✓ Ensures accuracy throughout manufacture
- ✓ Reduces human error
- ✓ Reduces sample cost.

In like manner Tortora and Merket pointed out that computer-aided manufacture can be used to :

- ✓ Spread fabric ready to be cut
- ✓ Cut fabric
- ✓ Work out the most economical lay plan
- ✓ Produce a cutting marker
- ✓ Control garment-handling systems, provide technical specifications, size charts and construction details
- ✓ Program knitting and sewing machines to produce a range of stitches and control the movement of small pattern pieces during stitching
- ✓ Control ordering and stock.

However, computer-aided design and manufacture can be cost intensive but ensures that the entrepreneur continues to remain in business engages in mass production and mass customization of garments. Mass customization is a new approach to manufacturing and producing services that is revolutionizing business (MacArthur and Shepard 2015). In like manner Nwachukwu (2019) pointed out that the entrepreneur needs to know about the garment produced the market for the garment manufactured to ensure quality control for a garment construction enterprise to succeed the entrepreneur that the clothing and textiles graduate must have the characteristic habits of risk- taker, self-confident, hard worker, goal setter, accountable and innovation. The clothing and textiles entrepreneurs must appoint a supervisor who can be held responsible for any undetected defects in any of the garments products. Other employees

also should be taught to be quality conscious and able to detect any defects in the garments produced.

### **Conclusion**

Garment manufacturing and entrepreneurship the place of clothing and textiles cannot be over emphasized. Looking at the fact, the clothing and textiles graduate has to study the market trends and demands so as to make sales forecast for some specified future period of time. The clothing and textiles entrepreneurs must specify standard and ensure that all garments or fashion manufactured meet the standard set by making sure that fabrics used for the manufacturing garment are of right grade and quality. Fashion in vogue is an aspect that must not be let out. The clothing and textiles entrepreneur should be knowledgeable enough to see and take special advantage of it so as to choose garment style that the consumers would want when they are mass produced. Interest must be the guard for the clothing and textiles entrepreneurs and must avoid too much successful sales forecast in order not to be disappointed by the end of the day.

### **Recommendations**

Therefore, recommendations are made for the clothing and textiles graduates to succeed in the business of mass manufacturing of garment fashion construction and remain self- employed thus the recommendation are therefore provided:

1. Incentives should be given to staffs in clothing and textiles this is to encourage them to put in more time and effort.
2. Governments should sponsor lectures in clothing and textiles unit of Home Economics Departments in tertiary institutions to conferences and workshops to enrich and update their knowledge of in clothing and textiles so that their instructions would tailored towards the means survival of the clothing and textiles graduates in the period/time of unemployment on graduation that is emphasizing entrepreneurship skill acquisition.
3. NUC, NCCE as well as other higher institutions offering clothing and textiles should as a matter of urgency establish production shops, studio or laboratory for

entrepreneurship practice of clothing so as to enhance the knowledge of mass production in garment manufacture.

4. Federal and state governments should make loans available to clothing and textiles graduates in order for them to establish the mass production in garment manufacture business ventures so as to become self – employed.

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