

# Construction Of Sample

Garment samples are inevitably important and are developed tested before starting the bulk production. It means making a sample of the garment /fabric which requires to be sold. Sampling is one of the main process in Garment Industry and it has a vital role in attracting buyers. Because the buyers generally places the order after they are satisfied with the quality of the samples. The samples decide the ability of an exporter. The buyer will access the exporter and his organization only by the samples. If the samples are of good quality and with reasonable price naturally the buyers will be forced to place the order. So it is essential that the samples should be innovative and of optimum quality.

The purpose of sampling is not only to get bulk orders and also give some additional benefits to the exporters. By doing sampling the exporter can estimate the yarn consumption for developing the fabric, a clear idea on costing more ever the manufacturing difficulties. Besides by doing sampling only, the exporter can optimize the processing parameters for mass production, which helps to avoid all kind of bottlenecks. All these works are carried out by the sampling department, which we led by a sampling in charge.

# The Details Attached to the Garment Sample

After the confirmation of order, each sample sent to the buyer has the following details attached to it, with the help of a tag. It contains the details pertaining to both, what the buyer has demanded and what supplement fabric/trim etc they have used (if applicable).

- Ref no.
- Color
- Fabric
- Composition
- Description
- Quantity
- Style n0/ Size
- Store

There may be a separate sampling department in a company. But as the merchandiser is the person who is interacting with the buyers regarding samples and other requirements, this sampling department will work under the supervision of merchandising department. Also as the samples are to be made according to the buyers' price ranges and quality levels, merchandiser has to advise sampling department suitably.

# Persons Involved in Sampling

We have to send many samples to buyers. They are

- Salesmen samples or promotional samples
- Proto samples or fit samples
- Counter samples or reference samples or approval samples
- Wash test samples
- Photo samples
- Fashion show samples
- Pre-production samples
- Production samples
- Shipment samples

## Sampling Process

The process of sample department varies from context to context, and the development process covers a wide range of diverse products from new fibers, fiber blends, new yarns, fabric structures, finishes and surface effects and all types of made up products such as knitwear, hosiery, cut and sewn garments, household products, technical and medical . There are different phases of sampling; the first phase covers the development of the initial concept or design idea through its approval by the customer and full review/risk analysis by the development and production teams.

The second phase covers the process following acceptance of the first prototype sample and includes the functions of sourcing and ordering component, testing the product and carry out trails once the finalized sample specifications have been drawn up, the third and final phase commences. The phase includes a range of activities that are carried out before large scale or bulk production capacity outside the home producer/developers wherever this is applicable.

# Development Samples or inquiry Samples

When we work with some buyers continuously, we will have to keep on sending samples to them very often. Whenever they have inquiries, the buyer may need samples. Buyers may like to see the garments in a new fabric. For one inquiry, they may need samples in different fabrics to choose from. If they want to develop a new style of new fabric, then also we will have to send these samples.

We may have to spend too much on these samples. But these samples are inevitably important to develop business. Sometimes, even the buyer is not so confident of some inquiries, if our samples are good and attractive at reasonable prices, they will bring orders to us.

Also, we will have to send samples to the newly contacted buyers to show our workmanship, product range, quality standards and price level. These samples should be sent so that they would attract the buyers.

So it is better for a company to have a separate sampling department so that they can create new styles in new fabrics to impress the buyers.

Topic to be continued.....