Dissertation Thesis Writing

Thesis Topic

Examining The Correlation Between Trim Quality and Customer Satisfaction in The Context of Merchandising Efficiency, Evidence taken from Fnf Trend Fashion Ltd

Prepared by
Md Shamim Hossen
ID: 2223401067
Department Of FDT
Uttara University
Industrial Context
Fnf Trend Fashion Ltd.
Academic Supervisor
Engr. Md. Sadiqur Rahman
Industry Supervisors
Mr. Azim and Mr. Humaun
Bangladesh

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This report is always also a means to express my greateful to everyone who helped me to develop as a Fashion Design and Technology student. Also I am grateful to Uttara University where I learned how to develop apparels, how manufacturing processes of apparel take place and how to coordinate to manufacturers supply buyers with garments.

We extend our gratitude to Engr. Md. Sadiqur Rahman and Mr. Azim, Sadman, Moin and Mr. Humaun of Fnf Trend Fashion Ltd. for their support. We observed the daily activities of the garment departments such as that of information flow in the merchandising, store, Hr admin, It & mis, accounts, cutting, sample, research and development, sewing, production, washing, quality control and finishing sections.

Many teachers, class fellows and family members have supported me in my learning process and inspired me to write on this topic. The connection of apparel technology with everyday factory coordination is the major motivation behind writing this thesis.
The sources used in the thesis, including the proposed evaluation framework, were checked by us for accuracy. Any primary research approved by us has been added to the thesis and it has been written in accordance with the university's academic-integrity requirements.

DECLARATION

This thesis is written for academic purposes, as part of my studies Fashion Design and Technology. It contains information on what has already been published on the subject, how products are being developed in the apparel industry and an evaluation of Trim Quality, Customer Satisfaction, Merchandising Efficiency by myself. This document does not contain any formal survey or interviews, time studies or even a formal experiment conducted in a factory. However, should such data have been generated by other means, this data can be included in this document provided that the relevant data is given separately. Any information that is specific to a particular factory must be verified with the relevant organization before it is submitted. The analysis and recommendations provided in this document are intended to afford opportunities for learning and research into the Trim Quality in the apparel manufacturing process.

CERTIFICATE

This thesis, “Examining The Correlation Between Trim Quality and Customer Satisfaction in The Context of Merchandising Efficiency" written by Md Shamim Hossen, Student of Department of Fashion Design and Technology, Uttara University, in partial fulfillment of his academic thesis for his thesis draft.Apparel product development involves communication among merchandising, design, pattern, sample room, quality, sourcing and production departments to assess the status of samples, comments on samples, approval of samples, revision of samples and handing over of samples. This thesis describes the current practices and develops a model to measure and assess the performance of tracking-system in sample development process of apparel manufacturing.

Abstract

The Ready-Made Garments (RMG) industry is one of the most important part for the economy of Bangladesh.In this industry, specially trim quality plays an important role in confirming product quality, customer satisfaction, merchandising efficiency, and overall business profitability. Trims related item of sewing threads, buttons, zippers, labels, interlinings, elastics, and other accessories directly influence the appearance, durability, testability, and overall quality of garments.The main objective of this study is to examine the correlation between trim quality and customer satisfaction in the context of merchandising efficiency, profit, and business benefits. It focuses on how the quality of garment trims contribute customers' communication, product development, order execution, production efficiency, and buyer satisfaction.This research will follow a gain research approach using a structured questionnaire to collect primary data from relevant respondents, including merchandising professionals, quality control personnel, production employees, and other stakeholders in the garments industry. Secondary data will also be collected from relevant books, research papers, journals, and industry-related sources. The collected data will be catalyzed to identify the relationship between trim quality, customer satisfaction, and business profitability. The learning is connected to demonstrate that maintaining high-quality trims can less production defects, minimize product rejection, decrease unnecessary costs, developed merchandising efficiency, and Better relations customer satisfaction. Furthermore, proper trim management can maintain to long-term buyer relationships, repeat next orders, improved brand reputation, and project profitability.Finally, this research will provide valuable insights and practical required for garment manufacturers, merchandisers, and industry professionals to improve trim quality management and achieve sustainable business benefits.It will also greate the importance of selecting standard trims and maintaining effective quality control throughout the merchandising and production processes.

Importent Keywords: Trim Quality, Customer Satisfaction, Garments Merchandising, Merchandising Efficiency, Profitability, Business Benefits, Quality Control, Overall Relationship, Ready-Made Garments.

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Ensure High-Quality Trims
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Improved Merchandising Efficiency
Adopt Modern Technology
Focus on Profitability and Business Benefits

1.Introduction

The apparel garment industry is International Business. It is Business Buyer Satisfactory - driven, where product high quality,on time delivery, supply chain trim and accessories follow up problem and solution & instantly cost plan & efficiency maintain, and customer satisfaction play significant roles in determining the success of a business. it is the most important part of garment Business. The apparel garment industry, and main Department in apparel merchandising Department this department is mainly work buyers communication, suppliers delivery trim & accessories problem discuss and solve, manufacturers, and other section follow up stake holders. Merchandisers are main focus for products related problem and instantly solution a all various activities throughout first priority the sample development buyer and supplier Between communication all item problem and right decision then for decision making and production process on time shipment plan for all garment department of discuss and on time maintain the smothly work to ensure that the final product meets the buyer's requirements. Merchandiser is basically for working Among these activities, the guildline for product development, Planning section with discuss, sourcing, on time supplier communication and urgent garment all item on time delivery came to factory. final inspection, not defect goods and check of right goods and maintain buyer all requirement for shipment process and management of trims are completely for maintaining product quality and ensuring smooth production. It is mainly importent part of this goods for to make body. Trims & accessories are important elements of apparel products and may include buttons, zippers, labels, threads, Drawstring, Rubber patch, fusing,elastics, drawcords, patches, hooks, eyelets, and other item or functional accessories. Although trims may represent a relatively small portion of the overall garment, their quality can't neglect the arrival, functionality, durability, smoothly and overall access of the finished product. if all trim are not buyer approval we can't for the final production process. and not to be on time shipment process. Buyer don't accept for goods. as a result Quality is most important part and maintain is not possible. Because trim & accessories quality is not finally perfectly. Poor-quality or improper trims may result in production delays, product and other cost is high and to loss the business for a garment industry increased rejection rates, reworking, additional costs, and customer complaints. Therefore, mainly focus on trim quality management is an important improved of merchandising efficiency. Merchandising efficiency refers to the activities of the merchandising are mainly focus function to dicision making manage product requirements effectively while buyer requirement maintaining quality, cost of all goods, communication, and delivery performance. Efficient merchandising requires accurately and properly of buyer specifications, timely trim sourcing then quality best goods purchase for supplier product, proper and maintain final quality control, effective supplier coordination, and Daily continuous follow-up.trim-related issue may for effective for humber production problem and activities may create operational difficulties and ultimately affect the delivery of the final product.so merchandiser activities is high and durability instantly dicision making communication supplier product and inform for supplier product quality for will know how to product are urgent solution.

if the urgent shipment goods product is not maintain the quality and don't buyer satisfactory therefore buyer are not order for next season. so buyer satisfactory we need must fabric trim and accessories quality is high. as a result, trim quality as early as possible can be considered an for the maintain all operation process important factor that may influence the overall manufacturing of the merchandising process. Buyer satisfaction is another critical include indicator of business overall activities in the apparel industry. Buyers and customers relationship generally expect products to meet the all item problem share and discuss and instantly problem solving to the supplier negotiation trim item concerning arrival, importent focus on quality functionality, durability, consistency, and shipment. When the trims actually used in a garment goods the required high quality product standards, and running production quality is improvement and then the final finished product is more likely to satisfy customer satisfaction.The supplier communication relationship between all item trim quality and customer satisfaction is therefore important to investigate from a merchandising perspective. While arrival attention is generally given to mainly focus on fabric quality, sewing quality, and production efficiency, production planning,trim quality & wash Quality, print quality standard may receive competitive less attention despite its potential influence on the final product.A correlation examination of this process relationship can help focus whether improvements in trim quality & Others quality matarial contributes to higher customer satisfaction and whether merchandising efficiency strengthens this will be buyer satisfied relationship. This thesis writing course learning outcome, titled “Examining the Correlation Between Trim Quality and Customer Satisfaction in the Context of Merchandising Efficiency,” aims to examine the relationship between trim quality and customer satisfaction and supplier Between communication relationship within the garment industry apparel merchandising process and procedure.The study will mainly focus on how different best of trim quality, including consistency,functionality, arrival, durability, test and check with buyer and confirm with supplier problem and solving compliance with buyer requirements, may influence create better relationship quality and service customer satisfaction.It will also must consider the role and practically of apparel merchandising efficiency in coordinating all section communication trim sourcing, quality assurance, supplier with mail & other side communication, and on time maintain the goods delivery. The findings of this higher research are a can be expected mainly focus all trim item best be ensure the best quality useful insights for apparel manufacturers, merchandisers, supplier, quality, sourcing professionals, and include suppliers.A better properly of the build up communication and relationship between trim quality and customer satisfaction may help encolsed organizations improve trim quality management practices, reduce quality related problems and experience, many kind of tolerance production disruptions, and strongly buyer relationships. Ultimately, merchandising management of higher trim quality can contribute solution not only to improved better product quality but also to greater merchandising mainly procedure and working for efficiency and long-term with customer relationship.

2. Literature Review

Introduction

The apparel garment industry is one of the most important part and competitive benifits business sectors of the International manufacturing and export economy zone.In this industry, Better product quality, customer requirement, cost maintain and control management, and merchandising planning efficiency play greate roles in achieving improve business success.Trims are commonly main products elements of garments and include buttons, drawstring, zippers, sewing threads, labels, hangtags, elastics, interlinings, and other accessories are attatch used in garment production. it is completely quality of these trims can competitively the appearance, functionality, durability, equipment and overall perceived quality and finally of the finished garments.Poor-quality trims may effectively product defects, customer complaints, production delays, and other costs. Poor-quality trims may cause product defects, bad product customer feedback, customer complaints, production delays, Can't on time shipment, and other costs is high.In contrast, Between trim selection and other materials operation and quality control may contribute to better improved customer satisfaction and more efficient merchandising operations.Therefore, examining the correlation relationship between trim quality and customer satisfaction is important for Connective how merchandising efficiency can improved practices can support profitability and business performance in the garment industry.

Concept of Trim Quality

Trim quality refers to the improved to which garment trim & accessories and materials meet specified buyer requirements regarding better quality, functionality, durability, appearance, Color and performance. In apparel garment merchandising, trims must be meet buyer-approval specifications, all item quality standards, and delivery requirements. Say For example, Zipper should have appropriate grading standard value and real buyer requirement accurately colour, Hook & bar should must be length quality, labels should be proper accurate information, and sewing threads should provide suitable strength and not contrast.Trim quality do be highly competitive through several dimensions:

Standard quality: Whether the trim performs can be strongly.

Durability: Whether the trim maintains its performance garment attatch for color, thickness, and then washing can be strength.

Appearance: Whether the trim meets the requirement are all item color, washing, durability and finished.

Specification compliance: Whether the trim matches buyer approval sample and include other materials.

Consistency: Whether trim quality different production batches.
These degree provide a basically for approciate trim quality customer satisfaction and merchandising efficiency in garment manufacturing and its possible relationship with customer satisfaction.

Trim Quality and Customer Satisfaction

Customer satisfaction refers to the basically all trim & accessories to which a product meets or overpass customer best satisfaction.In the garment apparel industry, customers may value garment quality based mainly focus on fabric, stitching, fit, design, style colour, trim & accessories, ironing, finishing, and accessories.Fiore and Damhorst (1992), in their study of intrinsic cues as predictors of apparel quality, examined how garment characteristics influence consumers' perceptions of overall quality. Their findings indicated that fabric nature gsm include and construction characteristics were important, while aesthetic features also contributed to perceived quality. This research provides a useful foundation for examining whether trim appearance and functionality may influence customers' evaluations of make complete finished garments. Similarly, Rayman, Burns, and Nelson (2011) explored the nature and measurement of apparel product quality. Their work highlights the importance of topic how consumers good garment quality and how those perceptions can be assign. In the context of garment poor quality item trims, poor-quality buttons, sewing thread, fusing, defective zippers, incorrect labels, hangtag and inconsistent colours may reduce the good quality of a garment. Conversely, durable and visually approximately trims may contribute to a positive product experience. However, the justify to which trim quality independently affects customer satisfaction requires need experience investigation.Other factors, such as fabric quality, button, zipper, negotiation price, fit, and brand authority, may also include customer evaluations. Customer satisfaction is an important judgment in highly most competitor apparel markets because customers evaluate both the functional and Design characteristics of clothing. Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL measurement instrument to assess perceived service quality. Although their research primarily concerns service quality rather than garment trim quality, it provides useful background on the importance of understanding customer perceptions and expectations. In apparel manufacturing, customer satisfaction can be gather from two perspectives:
Buyer satisfaction: The satisfaction of garment buyers and brands with newly product style or models and new feature are created.

End-consumer satisfaction: The satisfaction of specifically who purchase and wear final finished good garments. finally use to make the garment and gather experience Customer use to be better result. These perspectives are Between but different.

Buyers may focus on approved samples, trim & accessories defect rates, delivery schedules, and product consistency, whereas end consumers may place greater on comfort, appearance, durability, testability and ease of use. For this research, the questionnaire must be gather should clearly customer group is being studied.

This will help confirm that the results accurately and focus on garment all item reflect the relationship between trim quality and customer satisfaction. Profitability is improvement by the buyer and supplier relationship between communication and the costs required to manufacture and deliver products.In garment manufacturing, trim-related issue best quality decrease may include purchasing costs, inspection costs, transportation, storage, replacement materials, rework, and losses associated technical fault the effective products.Selecting trims is not actual quality on the basis of the lowest purchase price may create additional costs and long time rework the delays shipment effective if the materials fail to meet quality requirements.In contrast, selecting right trims and produce supplier quality may should be helpful reduce avoidable

increase.Potential business benefits is always must be better quality management include: properly trim selection and don't rework cost. lower trim rejection and rework replacement costs.Production process is decrease.if properly elements and don't rework and other material waste.Improved right goods and for the buyer requirement.More order successful and right time goods delivery.strongly improvements in customer requirement and profitability.These are potential benefits, not guaranteed outcomes. Higher-quality trims always must be carry higher purchase prices.Therefore, the connected with business question is whether the benefits of improved the product quality relevant the additional costs.A useful accordingly is to compare trim purchase costs and then product make cost with also total trim-related quality costs, rather than valuable purchase price alone.

Quality Management and Continuous Improvement

Quality management contribute a systematic approach the product check and finally to ready the best product to meeting product requirements and improving operational performance. The International Organization for Standardization describes ISO 9001 as a quality-management standard intended to help organizations improve performance, meet customer satisfaction, and continually improve their processes. Applied to apparel merchandising, supply chain quality-management principles may support:

Clear trim specifications and approval procedures.Supplier evaluation and performance rights.Incoming trim & accessories inspection. Documentation current check and then go make a report of defects and right actions. Continuously communication among merchandising, buyer communication, discuss trim & accessories and finally dicision make purchasing, production planning, and controling quality teams.Continuous improvement based on inspection and customer-feedback data.These activities may reduce a practical foundation for managing trim quality and customer satisfaction important consistently and evaluating its relationship with customer satisfaction and business profitability.

Merchandising Efficiency in the Garment Industry

Merchandising efficiency refers to how basically merchandising activities are managed to achieve the required first focus better supply chain, product quality, maintain cost, quantity, and delivery schedule.Garment merchandisers cooperation communication among buyers, suppliers, production teams, IE team, maintanance team, quality-control departments, and other relevant stakeholders. Their responsibilities often include trim sourcing, sample approval, price negotiation, purchase-order follow-up, quality assurance, T&A maintain and delivery coordination.Effective trim merchandising may involve:

Selecting reliable trim suppliers.Ensuring on time submission and approval of trim samples.Checking buyer requirement before bulk purchasing. Checking trim quality during production. Coordinating deliveries to avoid production decrease. Controlling accurate records of trim & product costs and consumption.These practices may help reduce production delays, material waste, rework, technical problem and rejection. Nevertheless, the actual effect of merchandising efficiency on these outcomes depends on supplier performance, production planning, order complexity, and quality-control activities accordingly.

RESEARCH GAP AND FRAMEWORK

Research Gap

In the manufacturing and supply-chain domain, communication, coordination, information systems and traceability are important. However, traceability in supply-chains in general does not equal sample tracking. Also, findings from ICT-research cannot simply be transferred to the sample-room of a factory. Sample development has its specific characteristics.We identify a practical need to develop an evaluation framework to link sample tracking functions and related operational outcomes that can be observed in manufacturing settings. In other words, rather than verifying whether a tracking system has been installed, a factory would like to verify whether all relevant inputs are entered in a timely manner, whether the records are accurate, whether all overdue tasks are visible and whether the correct version of a sample can be retrieved quickly.

These will remain hypotheses for the time being. To test the functionality of a factory as described here, one needs to compare a given time frame before and after the introduction of the functionality described here (e.g. order complexity, staffing, buyer response time, seasonality). The above conceptual framework will then serve as a structure for the methodology and the corresponding discussion in the chapters to follow.

Conceptual Framework

Independent Variable
Trim Quality with best satisfaction
Durability, appearance, functionality, testability and specification compliance
strongly relationship
Dependent Variable
Customer Satisfaction
Perceived quality, satisfaction, complaints and repurchase intention

Related Business Outcomes
Merchandising Efficiency and Profitability
Defect reduction, fewer delays, cost control, reduced waste and highly profit improvement.

Conceptual Research Framework

Proposed Research Framework

Independent Variable

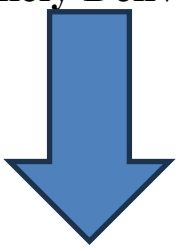
Trim Quality
Buttons • Zippers • Sewing Thread • Labels • Interlining • Accessories



Mediating / Related Variable

Merchandising Efficiency

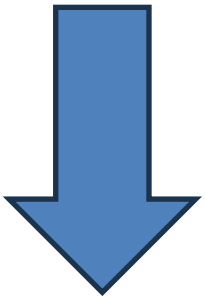
Cost Control • Timely Delivery • Reduced Wastage • Production Efficiency



Dependent Variable

Customer Satisfaction

Product Quality • Customer Trust • Repeat Orders



Business Outcomes

Profitability and Business Benefits

This thesis research are some picture of trim and accessories quality given below


JEANS
JEANS·HENGSHENG·
Jeans wear
THE STATE OF TEXAS
JEANS



WI_CR13236

CROPP

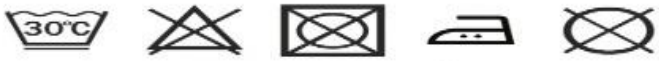
cropp.com

MEN`S TROUSERS - SPODNIE MĘSKIE - МЪЖКИ ПАНТАЛОНИ - FÉRFI NADRÁG - PANTALONI PENTRU BĂRBAŢI - VYRIŠKOS KELNĖS - BIKSES VĪRIEŠIEM - PÜKSID MEESTELE - PÁNSKE NOHAVICE - ШТАНИ ЧОЛОВІЧІ - PÁNSKÉ KALHOTY - HERREN HOSE - MUŠKE HLAČE - MUŠKE PANTALONE - ШТАНЫ ДЛЯ МУЖЧЫН - ЕРЛЕР ШАЛБАРЫ - MOŠKE HLAČE - MIESTEN HOUSUT - PANTALONI PER UOMINI - PANTALLONA PËR MESHKUJ - მამაკაცის შარვალი - ΠΑΝΤΕΛΟΝΙ ΑΝΔΡΩΝ - بنطلون رجالى - МАШКИ ПАНТАЛОНИ - ERKAKLAR SHIM - KİŞİ ŞALVARI

מכנסי גברים

MADE IN BANGLADESH - WYPRODUKOWANO W BANGLADESZU - ПРОИЗВЕДЕНО В БАНГЛАДЕШ - GYÁRTÓORSZÁG: BANGLADES - FABRICATE ÎN BANGLADESH - БАНГЛАДЕШТЕ ЖАСАЛҒАН - СДЕЛАНО В БАНГЛАДЕШ - VALMISTATUD BANGLADEŠIS - VYROBENÉ V BANGLADÉŠI - ВИРОБЛЕНО В БАНГЛАДЕШ - VYROBENO V BANGLADÉŠI - HERGESTELLT IN BANGLADESCH - PROIZVEDENO U BANGLADEŠU - IZDELANO V BANGLADEŠU - VALMISTETTU BANGLADESISSA - FATTO IN BANGLADESH - PRODHUAR NË BANGLADESH - ᲓᲐᲛᲖᲐᲓᲔᲑᲣᲚᲘᲐ ᲑᲐᲜᲒᲚᲐᲓᲔᲨᲘ - ΚΑΤΑΣΚΕΥΑΣΜΕΝΟ ΣΤΟ ΜΠΑΓΚΛΑΝΤΕΣ - صنع في بنغلاديش - ПРОИЗВЕДЕНО ВО БАНГЛАДЕШ - BANGLADESHDA QILINGAN - BANQLADEŞDƏ HAZIRLANMIŞDIR

תוצרת בנגלדש



WASH WITH SIMILAR COLORS - PRAĆ Z PODOBNYMI KOLORAMI - ДА СЕ ПЕРЕ С ПОДОБНИ ЦВЕТОВЕ - HASONLÓ SZÍNÜEKKEL KELL MOSNI - SPĂLAŢI ÎMPREUNA CU CULORI SIMILARE - SKALBTI SU PANAŠIOMIS SPALVOMIS - MAZGĀT KOPĀ AR LĪDZĪGAS KRĀSAS AUDUMIEM - PESTA KOOS SARNASTE VÄRVIDEGA - PRAŤ S PODOBNÝMI FARBAMI - ПРАТИ З

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3. Research Methodology

Introduction

This chapter present explain the business technique and procedures used to examine the correlationship between trim quality and customer satisfaction in the apparel garments industry.It has properly the research new feature, technology, population, sampling techniques, style, data collection methods, questionnaire design, and data analysis techniques.

Research Design

This questionnaire will use a higher research approach using a description and correlational research design.

Quantitative research: Collecting research data through questionnaires.

Descriptive research: Explain trim quality and customer satisfaction.

Correlational research: Examining the relationship middlest trim quality and customer satisfaction.

Research Objectives

1.To describe the importance of trim quality in garments product manufacturing.
2.To analysis the relationship enter trim quality and customer satisfaction.
3.To basically explain and focus of trim quality on merchandising efficiency.
4.how to less explain cost for trim quality can production costs.
5.To examine the determine of trim quality to business profitability and benefits.

Research Questions

1.Could trim quality impact customer satisfaction?
2.How can trim quality analysis garment product quality?
3.Does right trim selection developed merchandising efficiency?
4.Do improve trim quality less production wastage and rejection?
5.Could trim quality great to business profitability?

Research Hypotheses

H1: Trim quality has a serious effective relationship with customer satisfaction.
H2: Trim quality reduce improved merchandising efficiency.
H3: Best trim quality develop production defects and wastage.
H4: Better trim quality great positively to business profitability.

Research Population

The target population will enter skill working in the garments and textile industry, such as:
Merchandising Manager

Quality Supervisor (QC)
Quality Manager
Production Manager
Finishing Managers
Buyers and customer all concern.

Demographic profile of the respondents:

All the respondents in this study are supervisors, mid and top level managers of five Rmg companies. Therefore, it was expected that they have adequate knowledge about trim quality,customer satisfaction practices and organizational sustainability (steady profit growth). There were some managers who had decision making authority at the highest level of their respective organizations. Convenience sampling method had been used for this study. The demographic profile of the respondents is as below:

Table-: Demographic profile of the respondents

Name of the organization	Number of respondents (Supervisor and mid level managers)	Number of respondents (Top level managers)	Total respondents
Wucho Fashion Ltd	**8**	**12**	**5**
Fashion forum Ltd	**10**	**12**	**5**
Pretty Composite Ltd	**9**	**10**	**5**
Tazkia Apparels Ltd	**9**	**12**	**5**
Taharat Composite Ltd	**7**	**11**	**5**
Gender	**90 (Male)**	**10 (Female)**	**100**

4. Data Analysis & Findings

This study running presents the analysis and sourcing of data collected for the study. The main objective is to examine the relationship between trim quality and customer satisfaction in the garments industry, particularly in relation to merchandising efficiency, profitability, and business benefits. The study servey collected data will be analyzed to gain important part of how the quality of garment trims influences customer satisfaction, product quality, production efficiency, and overall business profitability.
Discussion of Findings

The results highly will be discussed in relation to the research objectives, research questions, and theoretical explained. The discussion will research explain how trim quality finding customer satisfaction and how effective trim management can support operational efficiency and business profit in the garments industry.
Chapter Summary

This chapter analysis a systematic approach to analyzing the relationship between trim quality and customer satisfaction. It also examines the contribution of trim quality to merchandising efficiency, profitability, and business benefits. The findings will provide a foundation for developing support for conclusions in the subsequent chapters.

Analysis Plan

Summary statistics (e.g. counts, percentages, medians, means) provide an overview of the current tracking. By comparing before and after the implementation of the new system, indicators can be analyzed for possible changes. This analysis should be performed for different product types, sample categories as well as for different time periods of the workload. Also qualitative feedback about possible positive or negative changes of indicators can be very helpful to explain such changes.
Validity and Reliability

Use a data dictionary to train the users. Define clear start- and end-dates and check a small subset of records against the physical samples or the email approvals. Document missing data and use your best guess for filling it. Keep a dated copy of the measurement rules so that the results can be repeated in the future.

Pearson's Correlation for selected independent variables and organizational sustainability:

To examine the direction (positive or negative) and strength (strong or weak) of the relationship between each independent and dependent variables, Pearson's Correlation coefficient has been applied. The following table highlights the result:

Table-: Pearson's Correlation for selected independent variables and organizational sustainability

Independent variables	Dependent variable (Organizational sustainability)
Trim Quality Assessment	**0.58**
Customer Satisfaction	**0.62**
Merchandising Efficiency	**0.56**
Overall Relationship	**0.66**
Profit and Business Benefits	**0.52**

SERVEY QUESTIONNAIRE

This Questionnaire is part of an Academic research study investigating the relationship between trim quality, merchandising efficiency, and customer satisfaction within the apparel/ garment industry. Your responses will be used strictly for academic purpose, treated with full confidentiality, and reported only in aggregate form. There are no right or wrong answers- please respond based on your genuine experience and perception.

Thank you for taking the time to participate in this study.

Name:

Sex: (1) Male (2) Female

Position:

Department:

Length of service in years: (1) Less than 2 (2) 2-5 (3) 5-10 (4) More than 10

Experience about Topic: (1) Not at all (2) Little (3) Good (4) Excellent

For each statement below, please ☐ the box that Best reflect your level of agreement, using the following 7-point scale: 7= Strongly Disagree, 6= Moderately Disagree, 5= Slightly Disagree, 4=Neutral, 3= Slightly Agree, 2= Moderately Agree and 1= Strongly Agree.

No.	Statements	1	2	3	4	5	6	7
Section A: Trim Quality Assessment								
A1	This item have Button/Zippers on garments function smoothly clear complete without defect							
A2	The Labels and tags are accurately attatch placed, legible, and durability, long lasting.							
A3	Stitching and thread Quality is high on trims & accessories appear strong and neat & Clean							

A4	All Trim Colors completely & accurately match the overall garment design/colorway without defect.							
A5	Trim smoothly use regularly wear and washing without damage without not garment effect.							
Section B: Customer Satisfaction								
B1	I am Satisfactory & Believe with the overall all item have best Quality of garments I purchase..							
B2	Trim Quality is best Influences & clearance my perception of the garment Best value							
B3	I would repurchase from a brand if trims are consistently new development and feature Quality is high.							
B4	Poor garment Trim Quality has previously led me to return/exchange a product for garment bad effect. so newly improving the new feature and quality.							
B5	Trim Quality is highly affects my trust with best goods purchase in the brand's overall craftsmanship.							
Section C: Merchandising Efficiency								
C1	Merchandisers is always must smoothly communication trim information to suppliers							
C2	Quality accurately Check on trims are Guided before bulk production/shipment							
C3	Trim are delays rarely Passion on time delivery of orders.							
C4	Efficient Merchandising practices on time production & shipment help trim quality across orders							
C5	Cost efficiency in trim sourcing mainly does not damage quality standards.							
Section D: Overall Relationship								
D1	Better trim Quality improve to higher customer & buyer Contentful.							
D2	Poor trim Quality Negatively affects Between buyer & supplier gratify.							
D3	Effective trim Quality improves new feature the best quality of garment.							
D4	Merchandising mainly focus on efficiency must be help all item satisfactory trim Quality.							
D5	Trim Quality is an important part of garment because customer focus on trim quality factor need to helps customers purchasing Decision.							
Section E: Profit and Business Benefits								
E1	High Quality trims always must be need to help smoothly line production costs.							

E2	Trim quality is highly trims need to helps smooth production control costs caused by rework.							
E3	Right trim selection needed helpful properly improve merchandising efficiency.							
E4	Better trim quality always helpful strength long-term relationships Between manufacturers and buyers.							
E5	In same case Quality may be right trims help minimize product returns and customer neglect.							

Questionnaire design:

The questionnaire was checked properly to find out whether it was understandable to everyone and if there is any improvement needed. The survey questionnaire had 25 questions altogether. A seven point Likert scale was used to measure Trim Quality , Customer Satisfaction, Merchandising Efficiency where 7 was regarded as strongly disagree, 6 for moderately disagree, 5 for slightly disagree, 4 for undecided or no comment and 3 for slightly agree, 2 for moderately agree and 1 for strongly agree. The categorical distribution of statements on the questionnaire has been highlighted on the following table:

Table-: Distribution of statements according to the variables

Variable	Number of Statement
Trim Quality Assessment	**5**
Customer Satisfaction	**5**
Merchandising Efficiency	**5**
Overall Relationship	**5**
Profit and Business Benefits	**5**
Total	**25**

Investment on trim quality customer satisfaction merchandising efficiency and profitability:

Secondary data from the annual reports of the five rmg sector have been used to depict the relationship between application of/investment in trim quality customer satisfaction merchandising efficiency and organizational sustainability (profitability). The flowing table shows the relationship between and profitability of the firm under this analytical study.

Table-: Relationship between trim quality customer satisfaction merchandising efficiency applicability and growth in profit

Company Name	E-HRM functionality (in %)	Profitability growth between 2019 and 2020(in %)
Wucho Fashion Ltd	56	8%
Fashion forum Ltd	48	20%
Pretty Composite Ltd	72	13%
Tazkia Apparels Ltd	42	9%
Taharat Composite Ltd	52	15%
Average functionality of trim quality	65.6 (Aggregate)	15.76 (Aggregate)

It can be observed from the above table that the firms who has invested more or where there is more trim quality customer satisfaction practices, enjoying higher profit growth rate. Therefore, as similar to primary data, the secondary data also conforms the alternative hypotheses and rejects null hypotheses.

5. Challenges and action recommendations:

Challenges Related to Trim Quality

Bad Quality of Trims and Accessories
many times, sewing threads, buttons, zippers, labels, interlinings, and other accessories do not match the approval sample quality standards. Bad-quality trims can harmful garment testability, durability, not color match and customer satisfaction.
Delayed Delivery of Trims
on time not delivery of trims and accessories can late production schedules, shipment dates, and overall order completion.
Supplier Selection Problems
Selecting reliable trim suppliers is a major challenge and higher communication for merchandising departments. Some suppliers fail to maintain defect quality, timely delivery, and competitive prices.

Colour and Shade Variation
Buyer requirement accurately sample in colour, shade, and appearance between approved samples and bulk trims can create right quality maintain.

Delayed Delivery of Trims
supplier communication delay of Late delivery of trims and accessories can delay production schedules, effect shipment dates overall cost and problem.

High Cost of Quality Trims
High-quality trims may reduce the initial production cost. Therefore, merchandisers sometimes supplier communication and negotiation difficulties trim problem balancing quality and cost control.

Customer Satisfaction Issues
many time Defective or low-quality trims can contribute garment durability, testability, functionality, and customer confidence.

Relationship Between Challenges and Business Benefits:

Challenges	Recommended Actions	Expected Benefits
Defect trim quality	Improve quality inspection	Better product quality
Supplier delays	Supplier performance maintain	Right time shipment
High trim cost	Cost maintain and discussion	Higher profit for goods
Colour confirmation	Smoothly shade checking	Improved customer satisfaction
Defective materials	Quality Checking	Minimum wastage
Customer complaints	Quality best improvement	Customer trust.

By implementing these study, garments manufacturers can improve trim quality, increase customer relationship and satisfaction, increase production costs, improve merchandising efficiency, and achieve higher profitability and long-term business benefits.

Lack of Proper Quality Inspection

Decrease inspection and testing of trims can don't check without problem during production and final inspection.

Communication Gaps

Does not strongly communication among buyers, merchandisers, suppliers, and quality assurance departments Because can many problem regarding trim specifications and approval requirements.

Expected Business Benefits

1.Customer Satisfaction: improve trim quality for help garment appearance, functionality, and durability.
2.Improved Merchandising Efficiency: Proper maintain plan and supplier folloen up needful complete orders on time.
3.Production Costs: defects quality maintain and less rework reduce unnecessary cost.
4.Brand Reputation: Develop product quality builds buyer confidence and product value.
5.Competitive Advantage: Standard quality is high delivery help competitor compete in the international garments market.
6. Increased Profitability: improved defective trims rate and production wastage can developed profit margins.

6. Rationale, significance and theoretical contributions:

Garments merchandising is basically main important chapter for confirm that the correct trims are sourced, on time communication approved, inspected, and delivered on time according to buyer requirements. Therefore, approval trim quality management is ensure for proper maintaining product quality and improving merchandising efficiency.
This learning outcome is designed to examine the relationship between trim quality and customer satisfaction and to major issue how effective trim management contributes to smoothly production , customer satisfactory, and all department continious follow up, profitability, and overall business performance.

Customer satisfaction is effects by the required to which product performance meets customer potential. In this research, trim quality is may help an important product-quality factor that may influence customer satisfaction and next season order business. In conclusion, this study aims to gather why trim quality is an important factor in garments merchandising and how it may communication customer satisfaction and business profitability. By examining the relationship between trim quality, merchandising efficiency, and customer satisfaction, the analysis Between is expected to performance practical and theoretical take for improving quality management and business performance in the apparel garments manufacturing industry.

Limitations and further scope of the study:

many research chapter has some need that may influence the research process and its gain. This learning outcome also has several gather, which are discussed below:
1. Limited Research Area: The chapter may focus on a some number of garments manufacturing companies in Bangladesh. Therefore, the research may not represent the entire garments industry.
Sustainability: Further research can analysis the impact of environment trims, sustainable materials, and other sourcing on customer satisfaction and business Successful.
Advanced Quality Management: Future studies can improve new design, style, creation how modern quality control systems and inspection communication relationship of higher trim quality.

Customer Satisfaction Theory

Customer satisfaction is reference by the extent to which product performance meets customer satisfactory. In this study, trim quality is considered an important product-quality factor that may influence customer satisfaction and repeat order business successful.

7. Conclusion

Improve-quality trims can reduce production defects, minimize rejection rates, decrease rework costs, and improve delivery performance. As a result, garment manufacturers can gather better operational efficiency and maintain higher relationships with communication buyers and customers.otherwise, Bad-quality trims may influence product defects, customer complaints, project losses, and damage to business profit.The course learning outcome also impacts the importance of effective merchandising practices in control trim quality. Merchandisers refers to play role in selecting realibity suppliers, approving trim samples, monitoring quality standards, controlling costs, and confirming timely delivery of required materials.Furthermore, maintaining a balance between trim quality and controling purchasing costs is essential for achieving long-term profitability.Companies always better purchasing cost materials; instead, and they should consider quality, durability, customer expectations, long-term testability and overall business benefits.In conclusion, effective trim quality management is an important factor in improving customer satisfaction, merchandising performance, and business profitability in the garments industry.By controlling proper quality standards and strongly supplier communication relationships, garment manufacturers can improve their competitive position in the international apparel market. Trim and accessories of samples is an important part of managing information in garment manufacturing.

A sample goes through different stages and is handled by different departments. Each time a sample is being processed new information is created about where the sample is, what changes are made to it, how it looks like, what comments are given by others and if it is approved or not.

8. Recommendations

Ensure High-Quality Trims

Garment manufacturers should confirm that all trims, including buttons, zippers, labels, sewing threads, and other accessories, meet the accurately quality standards. actual inspection should be conducted before bulk production to minimize fault and right product quality.

Better Trim Quality Control

A highly trim quality control process should be consideration at different stages of production. continuously inspection, testing, and supplier communication can help identify quality problems and reduce the risk of defective products.

Improved Merchandising Efficiency

Merchandising departments shouldbe always improve communication and coordination among suppliers, buyers, quality control teams, and production departments. Effective planning and timely requirement of trims can reduce production delays and improve overall efficiency.

Adopt Modern Technology

Garment manufacturers should use update technologies and digital systems for trim inventory management, procurement tracking, quality inspection, and production planning. These technologies can improve accurately, transparency, and operational efficiency.

Focus on Profitability and Business Benefits

Companies should consider trim quality as a confirmation investment rather than simply a cost. High-quality trims can improve garment value, customer satisfaction, brand reputation, and long-term business profitability.

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