

Merchandisers Development Program by Fashion Futures under the aegis of OGTC

The basis of training merchandisers is recognition of gap between the industry demands and availability of trained merchants. All OGTC members firmly believe in the fact that, given the vast variety of products that are dealt with in various export houses, the role of a merchandiser is extremely vital. Sadly, it was also pointed out that the merchandisers do not have confidence and are weak in dealing with Buying Houses, specially, when under constant pressure. Members felt that new merchandisers were unable to work under pressure.



Participants of the workshop

An interesting observation which was pointed out was that the pool available to buying houses for selection is almost the same as is available to the industry. Accordingly, the difference may be in training and grooming.

It was desired that merchandisers must have basic skills.

1. **Right 1st Time**
2. **Understanding of Capacity & Knowledge of limitation & Bottle Necks.**
3. **Knowledge of Fabric & Quality**
4. **System followed by Respective Vendor**

All members agreed that it is important to develop programs to help them in efficient working and change of mindset of merchandisers.

Five workshops were zeroed down after a detailed discussion with senior merchants and managing directors of various factories. Members identified the below mentioned areas as the "need of the hour", as they felt that training on same would enhance the skill sets of fresher's (merchants) and give them the right platform for better understanding and developing their knowledge.

1. **Timelines**
2. **Finer skills -Communications**
3. **Ownership & responsibility**
4. **Sampling**
5. **Fabric Knowledge**

The workshop is being conducted by specialists in the field- Fashion Futures Consultants, whose Director, Ms Pooja Makhija holds to her credit a Masters from UK and has previous associations with big names like Gap, Target etc. Ms Bhawna Singh (Ex DMM, Macys), Ms Veronica Kaushik (Director, House of Flambé) are a few names who were involved with Fashion Futures for the project.

As an achievement with the help of trainees also developed MIS formats for T&A and sample development. These were drafted by Ms Makhija as per the requirements of the industry and all