## **T-Shirt Manufacturing Business.**

## How to Start a Readymade Garments

#### **Business.**

## **Business Opportunities in Apparel or**

## **Clothing Industry**



#### **Introduction**

T-shirts are not just a fashion essential – they are a medium for expression and an ageless insignia of the young and the young at heart. It's easy to wear, comfortable, stylish, finds space at almost every occasion and hence everybody has one.





The t-shirt market of India includes knit shirts, polos, knit tops, etc., and is specifically targeted towards the youth segment. One of the main reasons behind its popularity among youth is that teenagers are today's rational buyers who keep every aspect in their mind before purchasing the t-shirt including colour, design, garment, logo etc., which allows their mind to take over the t-shirt design as their personality, style, and attitude.

T-shirts have indeed come a long way from its rise to popularity in the back in the 50s. Now, trends in t-shirts change faster than seasons. Moreover, tees are no longer a basic item of clothing, but more a means to showcase attitude and beliefs.



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The consumer wardrobe in international as well as in the Indian market witnessing a constant shift from formal to casual attire. is Consequently, casual wear categories like t-shirts, denims, casual shirts and trousers are witnessing a comparatively higher growth rate. The Indian consumer is no longer restricted to same combo of woven shirt and trouser for all occasions. Wardrobe of an Indian consumer has evolved with time and now it is a combination of various different kinds of clothing for different occasions like office, gym, shopping, morning or evening walk, marriage and social gatherings etc.

This trend of occasion specific clothing has also provided an additional impetus for the growth of the adaptable casual wear categories like tshirts.



#### **Market Outlook**

The emerging trend of occasion specific clothing has given impetus to the growth of casual wear. A peep inside casual wear stores here suggests that t-shirts have a presence that cannot be ignored and also have an ally even among the not-so-fashion-conscious people. The increasing trend of Friday dressing is another driving factor for the tshirts market in India.

India is the sixth largest supplier of readymade garments in the world with a 3.7 per cent share in global exports.





The readymade garment industry is considered an off-shoot of India's Textile industry which the dates back to the middle of 19 century. The textile industry is the maximum revenue gathering industry in the country. The industry can be divided in to two segments, the natural fiber segment and the manmade synthetic fiber segment. The industry even after the introduction of power – driven machines or mechanical process of button holding, stitching or embroidery, continued to remain labor intensive and cheap labor is our forte. The overall demand of clothing has gone up in the state because of increasing degree of industrialization, effecting clothing habits. The increasing level of communication leading to increased travel and tourism has in turn created the demand for both seasonal and occasional clothing.

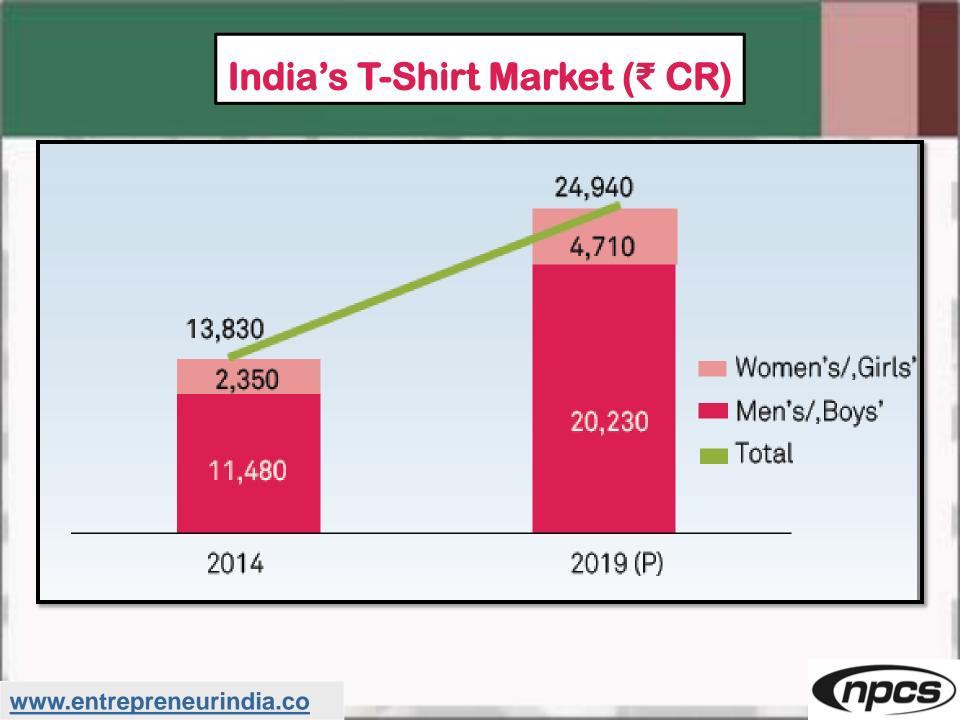


India's Rs. 12,200 crore-worth t-shirt market is expected to grow at an impressive CAGR of 12 percent to reach Rs. 21,250 crore by 2018. This market, which includes knit shirts, polo shirts, knit tops, etc., is presently dominated by the men's and boys' segments, which contribute 85 percent of the market share. The women's and girls' segments are, on the other hand, expected to register a higher CAGR of 14 percent over the next five years, compared to the 11 percent growth anticipated for the men's and boys' segments. The expected faster growth of women's and girls' t-shirts may be attributed to the comparatively lower base of market size and increasing acceptance of casual clothing among women. As a matter of fact, the t-shirts category is one of the top high-growth categories in men's, women's and kids' apparel in India.



In India, most of the brands and retailers that earlier used to focus on men's casualwear have now started promoting women's casualwear, including t-shirts and denims. Many discount schemes and loyalty programmes are being rolled out to tempt women into experimenting with t-shirts. At present, a bulk of the women's t-shirt market is concentrated in the metros and bigger cities. However, in the years to come, the women's t-shirts category is expected to register deeper penetration into tier-I and -II cities as well.





T-shirts market is India has huge opportunities for industry players due to increasing penetration of the category into smaller towns, rural areas, middle aged consumers and women.

T-shirts are also increasingly being used in Indian corporate houses to motivate employees, to build brand loyalty in the market as well as to display the company's attitude by displaying its motto or slogan in front of stakeholders. Today in major corporate houses promotional Tshirts became very popular as corporate gifts and more and more corporate or promotional T-shirts are demanding in the market, manufacturers are also manufacturing best quality designer-type pieces with buyers' logos, institutional advertising, slogans and emblems on Tshirts as well as for the end users.



The global t-shirt industry has evolved, driving fashion trends in form of plain t-shirts, personalized t-shirts, graphic t-shirts, vintage t-shirt designs, and long sleeve custom T-shirts. With leading fashion brands across the globe embracing t-shirt industry, the future outlook appears positive. The global market for t-shirt is quite an established market and is further poised to offer strong growth opportunities, evolving beyond its early adopter stage to reach mass market during the forecast period 2017 - 2025.





The t-shirt category, especially custom-print and designed, has exhibited a higher acceptance for e-tailing. The prevailing trend of Friday dressing is another important trend shaping the market demand. Most of the companies, domestic as well as multi-national companies (MNCs) allow casual clothing (mostly t-shirts with the company's name and logo) as an official dressing on Fridays. This is stimulating demand for casual apparels especially t-shirts. T-shirts are specifically targeted towards the young population segment. One of the main reasons behind the popularity among youth is that t-shirts strike chord with the creativity hidden inside each teenager.





The segment accounted more than half of the global T-shirt market revenue in the same year. Cotton is the most common and preferred fabric for t-shirts as they are ideal for everyday wear. A variety of cotton with different properties is used for making apparels. However, other materials such as linen, lycra, polyester, rayon and blends of two or three materials are also used for manufacturing t-shirts. Each material poses' a unique quality and can be used according to the activity and different climatic conditions. T-shirts made from lycra and polyester are generally used for athletic apparels, while cotton and linen t-shirts are preferred for daily casual wear.





In addition, different blends such as cotton and linen, cotton and polyester and blends of rayon are often used to exploit the merits of different material leaving their shortcomings. The blends are preferred for t-shirt manufacturing and hence are expected to demonstrate a significant growth throughout the forecast period.

The global t-shirt market is valued at 185.1 billion dollars (approximately 1,231,424 crore rupees) which means that, although the Indian market is both sizeable and growing at 5,400 crore rupees, it is not one of the world's largest by a long way.





#### **Readymade Garment Industry**

The readymade garment industry in India has historically been one of the most important segments of the textile industry in India. The Indian readymade apparel market is one of the largest contributors to India's economy, providing millions with employment while making significant contributions to India's annual GDP and export earnings. Today, India is the world's 6th largest exporter of readymade garment products, registering over US\$17 billion in readymade garment export value annually. Combining global demand that is at an all-time high, with much stronger support and preferential policies from the government, India's readymade garment (RMG) industry is set to achieve rapid growth in the future.



The readymade garment sector is currently the largest contributor to India's total textile and apparel exports, accounting for roughly 41%. Employment in India's readymade garment industry now has around 12 million people, making it the largest employment provider for all sectors. This year, this number will increase to 12.9 million. Most of the workers employed in the readymade garment industry in India are women and mainly contributes about 4% of the Gross Domestic Product or GDP of India.





The RMG industry can be categorized into menswear, women swear, kids wear, sportswear, innerwear, knitwear, etc. Menswear is the largest segment. The Ministry of Textiles projects the kids wear segment to capture larger market share by the end of 2021. The market is also segmented by price sensitivity – high end for the affluent, medium priced for the core and high middle classes, and low end for the low and core middle class. Denim holds a prominent place in India's RMG market and accounts for approximately 5% of the market. The increasing demand for denim is driven by its comfort and style, preference amongst youth and increasing usage by women and youth in smaller cities and rural India.



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The readymade garments industry, excluding exports, is set to double to Rs 4 lakh crore in the next five years with the removal of excise duty and increased demand for branded garments.

The readymade garments industry is only a part of a huge textile export market that consists of fabrics, made-ups, yarn, thread, fibre, woolen textiles, silk textiles and readymade garments. The global readymade apparel industry is perhaps among the most advanced, and yet the most fragmented, of all retail sectors. The global market is estimated at \$183 billion, with the US having a major share in it.





## **Project at a Glance**

PROJECT AT A GLANCE						(Rs. in lacs)	
						-	
COST O	F PROJEC	СТ		MEANS	OF FINAN	ICE	
						Propose	
Particulars	Existing	Proposed	Total	Particulars	Existing	d	Total
Land & Site Development							
Exp.	0.00			Capital	0.00		14.41
Buildings	0.00	0.00	0.00	Share Premium	0.00	0.00	0.00
				Other Type Share			
Plant & Machineries	0.00	23.54	23.54	Capital	0.00	0.00	
Motor Vehicles	0.00	5.00	5.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation							
Equipments	0.00	14.75	14.75	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees							
& Exp.	0.00	2.50		Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other				Long/Medium Term			
Deposits	0.00	0.00	0.00	Borrowings	0.00	43.22	43.22
Preliminary& Pre-operative							
Exp	0.00	1.00	1.00	Debentures / Bonds	0.00	0.00	0.00
Provision for				Unsecured			
Contingencies	0.00	2.10	2.10	Loans/Deposits	0.00	0.00	0.00
Margin Money - Working							
Capital	0.00						
TOTAL	0.00	57.62	57.62	TOTAL	0.00	57.62	57.62



#### **Project at a Glance**

Year	Annu	alised	Book Value	Debt	Divide nd		Retained Earnings						Probab le Market Price		Yield Price/ Book Value
	EPS	CEPS	Per S	Share	Per Share	Per S	Share			No.of Times					
	Rs	Rs	Rs	Rs	Rs	%	Rs	%	Rs		%				
1-						100.0									
2	2.08	6.61	12.08	24.00	0.00	0	2.08	0.00	2.08	1.00	0.00				
						100.0									
2-3	6.46	10.38	18.54	18.00	0.00	0	6.46	0.00	6.46	1.00	0.00				
						100.0									
3-4	10.55	13.95	29.09	12.00	0.00	0	10.55	0.00	10.55	1.00	0.00				
						100.0									
4-5	14.26	17.21	43.35	6.00	0.00	0	14.26	0.00	14.26	1.00	0.00				
						100.0									
5-6	17.51	20.08	60.86	0.00	0.00	0	17.51	0.00	17.51	1.00	0.00				



Project at a Glance													
D.	as-	Net	n on		Profita	bility F	<b>≀atio</b>		S	nt			
		a Over all					GPM	PBT		Net Contri bution			
(Nurr	ıber of ti	mes)	•		%	%	%	%	%		%		
, , , , , , , , , , , , , , , , , , ,			3.00	3.00									
1.07	1.07		1.99	1.99	3.79		10.69 %		1.13%			3.26	1.02
1.51	1.28		0.97	0.97	2.32		13.04 %					3.56	1.16
2.01	1.50	1.97		0.41	1.39		14.56 %						1.38
2.56	1.73		0.14	0.14	0.87		15.53 %			172.8			1.64
3.18	1.97		0.00	0.00	0.58		16.09 %				43.55 %	3.22	2.26
	D. Individ ual (Num 1.07 1.51 2.01 2.56	D. S. C. R Individ Cumula ual tive (Number of tin 1.07 1.07 1.51 1.28 2.01 1.50 2.56 1.73	D. S. C. R.      Individ cumula tive    Over all      (Number of times)    all      1.07    1.07      1.51    1.28      2.01    1.50      1.56    1.73	D. S. C. R.    Debt / Deposits Debt      Individ Cumula Over all    Over all      (Number of times)    (Num times)      (Num times)    3.00      1.07    1.07    1.99      1.51    1.28    0.97      2.01    1.50    1.97    0.41      2.56    1.73    0.14	D. S. C. R.Debt / Squity as- Depo sits DebtEquity as- EquityIndivid Cumula Over allIIIIndivid Lumula Over allIII(Number of times)III(Number of times)III1.07III1.07III1.01III1.02III1.03III1.04III1.05III1.07III1.07III1.07III1.07III1.07III1.01III1.02III1.03III1.04III1.05III1.05III1.05III1.05III1.05III1.05III1.05III1.05III1.05III1.05III1.05III1.05III1.05III1.05III1.05III1.05I <td>D. S. C. 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## **Project at a Glance**

#### BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	77.29%
Total BEP (% of Installed Capacity)	79.22%
IRR, PAYBACK and FACR	
Internal Rate of Return (In %age)	25.63%
Payback Period of the Project is (In Years)	2 Years 5 Months
Fixed Assets Coverage Ratio (No. of times)	18.106
	51



#### **Major Queries/Questions Answered in the Report?**

- **1.** What is T-Shirt Manufacturing industry ?
- 2. How has the T-Shirt Manufacturing industry performed so far and how will it perform in the coming years ?
- 3. What is the Project Feasibility of T-Shirt Manufacturing Plant ?

4. What are the requirements of Working Capital for setting up T-Shirt Manufacturing plant ?



**5.** What is the structure of the T-Shirt Manufacturing Business and who are the key/major players ?

- 6. What is the total project cost for setting up T-Shirt Manufacturing Business?
- 7. What are the operating costs for setting up T-Shirt Manufacturing plant ?
- 8. What are the machinery and equipment requirements for setting up T-Shirt Manufacturing plant ?



- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up T-Shirt Manufacturing plant?
- **10.** What are the requirements of raw material for setting up T-Shirt Manufacturing plant ?
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up T-Shirt Manufacturing Business?
- **12.** What is the Manufacturing Process of T-Shirt?



13. What is the total size of land required for setting up T-Shirt Manufacturing plant ?

14. What will be the income and expenditures for T-Shirt Manufacturing Business?

15. What are the Projected Balance Sheets of T-Shirt Manufacturing plant ?

16. What are the requirement of utilities and overheads for setting up T-Shirt Manufacturing plant?

17. What is the Built up Area Requirement and cost for setting up T-Shirt Manufacturing Business?



18. What are the Personnel (Manpower) Requirements for setting up T-Shirt Manufacturing Business?

**19. What are Statistics of Import & Export for T-Shirt?** 

20. What is the time required to break-even of T-Shirt Manufacturing Business?

21.What is the Break-Even Analysis of T-Shirt Manufacturing plant?

22.What are the Project financials of T-Shirt Manufacturing Business?



23. What are the Profitability Ratios of T-Shirt Manufacturing Project?

24. What is the Sensitivity Analysis-Price/Volume of T-Shirt Manufacturing plant?

25. What are the Projected Pay-Back Period and IRR of T-Shirt Manufacturing plant?

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### **Reasons for Buying our Report:**

• This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product

- This report provides vital information on the product like it's characteristics and segmentation
- This report helps you market and place the product correctly by

identifying the target customer group of the product



• This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials

- The report provides a glimpse of government regulations applicable on the industry
- The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions







#### Scope of the Report

The report titled "Market Survey cum Detailed Techno Economic Feasibility Report on Readymade Garments (T-Shirts)." provides an insight into Readymade Garments (T-Shirts) market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Readymade Garments (T-Shirts) project. The report assesses the market sizing and growth of the Indian **Readymade Garments (T-Shirts) Industry. While expanding a current** business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:



- Good Present/Future Demand
- Export-Import Market Potential
- Raw Material & Manpower Availability
- Project Costs and Payback Period

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Readymade Garments (T-Shirts) sector in India along with its business prospects. Through this report we have identified Readymade Garments (T-Shirts) project as a lucrative investment avenue.



## Tags

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#### Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on T-Shirt Manufacturing Business. How to Start a Readymade Garments Business. Business. Business Opportunities in Apparel or Clothing Industry

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And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

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## **Contact us**

#### **NIIR PROJECT CONSULTANCY SERVICES**

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### Who are we?

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- We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad



We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.



We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.



#### What do we offer?

- Project Identification
- Detailed Project Reports/Pre-feasibility Reports
- Market Research Reports
- Business Plan
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- Industry Trend
- Databases on CD-ROM
- Laboratory Testing Services
- Turnkey Project Consultancy/Solutions
- Entrepreneur India (An Industrial Monthly Journal)



#### How are we different ?

- We have two decades long experience in project consultancy and market research field
- We empower our customers with the prerequisite know-how to take sound business decisions
- We help catalyze business growth by providing distinctive and profound market analysis
- We serve a wide array of customers, from individual entrepreneurs to Corporations and Foreign Investors
- We use authentic & reliable sources to ensure business precision



## **Our Approach**

**Requirement collection** 

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

**Report Compilation** 



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