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Semester: 4th

Field: BFd

Subject: Principles of management

Assignment: Final

Topic: SOPs for a clothing brand Submitted to: Sir Sunil Chandar

SOPs for a Clothing Brand

SOPs:

SOPs or Standard Operating Procedures are integral part of modern day business management. SOPs are documented step-by-step instructions meant to serve as a procedural roadmap for a company or organization for the execution of different operational activities involved in various business processes.

For a clothing brand, “Stitches” which produces formal traditional clothes, the ‘standard operating procedures’ are written in order for the manufacturing process of products to be smooth and efficient to ensure the quality of the brand.

The SOPs of the company are given below:

1. To establish brand identity:

The 1st and basic thing to establish a brand is to know what type of brand “Stitches” is and decide what type of clothes it is going to make. This is the base of the brand through which the brand is going to be known by the public.

1. To identify the customers:

 Customers hold the most important position for a brand. The brand must know what type of customers they are going to target and must keep them in mind when making any product.

Production process:

1. Material:

 The company has to decide on the basis of type of product, the type of material (Machines, fabric, threads, and other material required in the factory) required for the production of the garments they are going to manufacture.

1. Place to obtain material:

 It is very important to find a supplier that can provide the factory with material at reasonable prices and that can be trusted.

1. Quality check:

 The quality of the material samples must be checked by the company for the better quality of the products of the company.

1. Approval of bulk fabric and material:

 After the samples are approved, the material and fabric in bulk can be approved by the quality controllers and material can be finalized.

1. Bills of material:

 The bills of material bought must be made from the buyer within 1-2 working days in order to avoid any problem with the prices and for financial records.

1. The employees:

 The employees must be hired according to their skills and abilities.

1. Training the employees:

 The employees at the company must be trained and given the necessary training for their job. For example, the employees who have to cut the fabrics must know the fabrics and how to properly cut fabrics without wasting material. Also the tailors must know the tailoring of every type of garment beautifully.

1. Designs:

 The designs must be according to the brand identity of the brand, in this case formal clothes in traditional designs.

1. Tech pack of designs:

 Tech pack is to create the blue print of every design of the garments created by the factory. It is the detailed specification of each garment style. This information helps in production process and helps to translate your ideas to the manufacturer.

1. Quality of the stitched garments:

 The quality of garments is very important and must be checked every now and then to avoid any product with bad quality in the final products.

1. Embroidery:

 In traditional Pakistani formal clothes, there is always some kind of embroidery. It must be according to the brand identity.

1. Prices of the garments:

 The stitched garments must be priced according to the type and prices of material, the time and work spent on each piece.

1. Samples:

 Before the production of any design, samples must be made in order to check any faults in the designs if any to avoid mistakes in the final products.

1. Packaging:

 The brand must pack the read garments in a proper and beautiful way to make a good impression in the public.

Management

1. Bringing the garments to market:

 It is very important to select where to display the brand. It must be somewhere the target customers can easily access.

1. Management of the outlet of the brand:

 The brand management must deal with customer in proper and best way to make the best impression of the brand in public.

1. Customer service:

 One of the most important factor for the brand popularity is customer service. The brand must listen to their customer’s needs and try to satisfy them.

1. Customer feedback:

 The brand must listen to customer feedback and try to improve their quality.

1. Skilled employees :

 The brand must hire skilled employees and take advantage of their best abilities.

1. Employees wellbeing:

 The brand must take care of their employees and should pay them well.

Advertising and promotion

1. Print media:

 For a clothing brand to promote itself, fashion magazines are the best option to use. Posters and billboards are also very important for this purpose. Beautiful photoshoots of the garments can easily catch the eyes of customers.

1. TV ads:

 TV ads are the best way to catch the customer’s attention and increase the brand popularity.

1. Legal documentation of the brand:

 The brand must have copyrights so that its products cannot be copied by others. So the brand can maintain its uniqueness and individuality.

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