



A STUDY ON MERCHANDISING IMPACT ON FMCG GOODS IN URBAN CITY OF HYDERABAD

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ABSTRACT:

The movement of advancing the offer of products at retail. Marketing exercises may incorporate show strategies, free specimens, on-the-spot exhibition, valuing, rack talkers, uncommon offers, and other purpose of-offer techniques. As indicated by American Marketing Association, promoting envelops "arranging engaged with advertising the correct stock or administration at the ideal place, at the ideal time, in the correct amounts, and at the correct value." Merchandising does not work in detachment. It is influenced by different elements like the association structure, the extent of retail association and stock to be conveyed. The capacity of acquirement of the stock is basic to the retail association, which influence the showcasing. Consequently, this paper endeavors to uncover the attention on the operations, promoting and advertising of retail locations. Retail is India's biggest industry, representing more than 10 percent of the nation's GDP and around eight percent of work. Retail in India is at the intersection. It has risen as a standout amongst the most unique and quick paced enterprises with a few players entering the market. The overwhelming beginning speculations required make back the initial investment difficult to accomplish and numerous players have not tasted accomplishment to date. The achievement of any retail operation is to a great extent in view of the retailer's capacity to give right merchandise to the client, at the ideal place, at the ideal time and at the correct cost. The two capacities to be specific marketing and store network administration are indispensable for the presence of any retail association.

Keywords: Retail, Merchandise, consumer goods

INTRODUCTION:

The term "Merchandiser" defined as a 'Person who do buying and selling of goods for the purpose of making a profit.' Merchandise management includes analysing, planning, acquisition, handling and control of merchandise investments of a retail operation. The main purpose of this paper is to define what visual merchandising elements make the highest impact on consumer buying behaviour. In fashion industry there are different types of merchandising profiles which are meant to perform different types of functions all together at different stages of fashion industry. Over the years of the growth of merchandising as a discipline in the fashion industry, there have been many changes in the job profile of the merchandiser. It has charges from a simple to a much more complex job transcending almost all functions in fashion industry. This has led to a change in the skills required for the job and evolution of the discipline of fashion merchandising.

Objectives of the Study

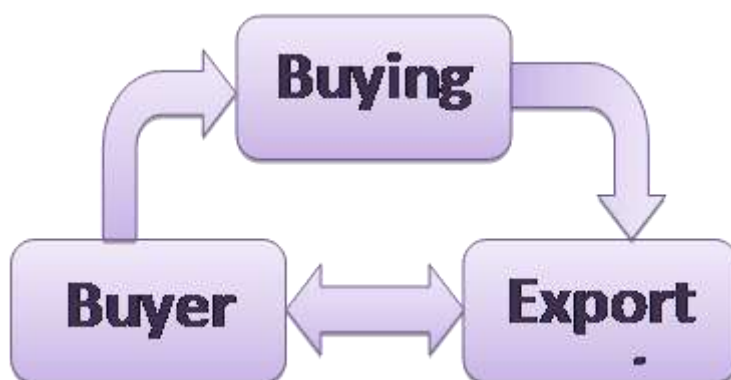
1. To study the merchandise trade of FMC Goods
2. To study the changes in the import and export of FMC Goods
3. To study the growth of products in different places of urban city of Hyderabad.

The part of merchandiser is extremely critical and requesting in FMCG. The improvement of outline, creation execution and sourcing, pitching the stock to client and showing the stock at retail shop, these are the elements of design merchandiser at various level of industry. The aptitudes prerequisite of form promoting tuning with current patterns in showcase, gauging of up and coming design patterns, specialized parameters like texture and trim

points of interest, article of clothing quality, choosing the sourcing procedure, correspondence and coordination alongside concern individuals in the business. Form merchandiser takes outline or draws from creator and creates it such that it will be showcase plausible, generation achievable, and takes care of client requests.

Structure of FMCG industry:

The structure of fashion industry is changes from strategies adopted by the buyers from different country. But the common trend followed in the industry is as.



All over the world this structure is followed, sometimes buyer directly places the order with exporter. But about 60-70% of total business of FMCG products is run through the buying house. In all this process the merchandiser plays the important role.

Need of merchandising:

The need of merchandising in whole FMCG industry is summarised as follows

From buyers perspective:

- To find out the market trend
- To make the forecast of market, in order to develop the new product
- Product development is done by merchandiser
- Development of new line for the next season
- Line plan is developed by the merchandiser
- Make the marketing calendar
- To make Communication and coordination with buying house and manufacturer merchandiser is needed.

From buying house perspective:

- To make the coordination with the vendors as well as buyer
- Follow up of the export order.
- Analysis of market is done by buying house merchandiser
- Bring the orders to buying house



- Costing is done by merchandiser
- Filling the daily reports that buying house deals with

From manufacturer's perspective:

- The production merchandiser plays the bridge between the manufactures and buyer
- The need of merchandiser starts when enquiry of buyers comes for new order
- Buyer communicates all the information to the merchandiser, while merchandiser needs to convert that information into format which is understandable to production executives.
- For the proper order follow up merchandiser is needed

Advantages of merchandising:

- Merchandising Job is very demanding
- Well paid designation
- Opportunity to travel
- Personal growth
- As it is a multiple activity job designation, hence easy to move in related area.
- Wide varieties of job opportunities are available.
- Contact with the people from different background, culture, country, languages.
- Development of soft skills.

Disadvantages of merchandising:

- Excessive work load
- Excessive travelling
- Antisocial approach
- Huge competition
- Rigidity in training program
- Long and late working hours

Different forms of merchandising:

Export Merchandising

Export merchandising is the bridge between the buyer and the manufacturer. It is the back bone of apparel export industry. As the structure of industry is routing through the buying house hence, export merchandising can be divided in two types

- In export production house
- In buying house

1.1 Merchandising in Garment Production:

If the garment production house is small then all the job of merchandising is done by one person, but at the same time if it is big production house then



job of merchandisers is specified, and divided according to the function merchandiser perform, e.g. Marketing, sourcing, sampling, product development, planning, etc.

Marketing Merchandiser:

The main job of marketing merchandiser is to do the marketing of the factory in the market and get the new buyers and the new orders. Once order is confirmed from the buyer, then marketing merchandiser will hand over the orders to the production merchandiser for the further follow ups.

Production merchandising:

Production merchandisers are the face of garment industry. They normally represent the garment industry to the buyer. The role of production merchandiser is very crucial as the success of any export order is largely depends on performance and coordination skill of production merchandiser. The role of production merchandiser can be summarised as follows

- Communication with buyer
- Coordination within the production
- Follow up of different approvals
- Product development
- Costing
- Sourcing or purchasing of raw material
- Preparation of BOM, TNA and trim card
- Shipment scheduling
- Communication with freight forwarder

Sourcing Merchandiser:

Sourcing merchandiser works for the sourcing of texture and trims. He will deal with just sourcing method, follow up of the texture, invalidation on cost and lead time with vendors. This is quite indicated work in the business. In greater association this work is finished by various individual, creation merchandiser will give just details identified with texture and trims.

Sampling Merchandiser:

Examining merchandiser deals with inspecting just; generation merchandiser gives every one of the points of interest to testing merchandiser. As indicated by determination examining merchandiser ensures that example will be send to purchaser on time with redress prerequisites of purchaser. The part of testing merchandiser is to take catch up of all inspecting and in addition take look after nature of the specimens.



Product Development Merchandiser:

A few associations have in-house plan studio or outline advancement office, exporter proactively creates outlines regularly. These plans need to create as tests and needs to present to the purchaser. PD merchandiser takes mind every one of the exercises like outline advancement, accessibility of the textures and trims for the same, get follow up of improvement tests. Once in a while a few associations have in-house texture creation; thus improvement of texture is likewise followed up by PD merchandiser. To convey the business to the association is the potential part of PD merchandiser.

Planning Merchandiser:

ain responsibility of planning merchandiser is to do the production planning. Planning merchandiser normally coordinates with sourcing team to get all the raw material delivery dates and with Industrial Engineering department for get the SAM value of the garments. Then along with production team planning merchandiser will do the planning of production by considering the efficiency and absenteeism of the operator. Planning merchandiser also needs to coordinates with cutting and packaging department in order to send the accurate merchandise on time to buyer.

1.2 Buying House Merchandising

The part of purchasing house merchandiser is somewhat not quite the same as creation merchandiser. Buying house is a specialist who works with the purchaser and maker/exporter to satisfy the commitment of the fare order. Buying house merchandiser specifically spoke with buyer. The capacity of any purchasing house is to speak to their abroad client. The work done by purchasing house is relies on size of purchasing house, volumes took care of, administrations gave to purchaser. Prime motivation behind merchandiser is to guarantee that conveyance of the request is on time. The part of purchasing house can be depicted as

- Research information
- Identifying vendors
- Keeping tracks on trends, understanding the buyers' market
- Product development for buyer
- Development of new fabrics
- Total costing of particular style
- Placement of orders
- Sourcing of fabric and accessories
- Quality control
- Updating the production tracking charts
- Documentation and logistics
- Timely delivery of shipments

Retail merchandising



Retail Merchandisers are in charge of guaranteeing that items show up in the correct store at the opportune time and in the correct amounts. This includes working intimately with the purchasing groups to precisely estimate patterns, design stock levels and screen execution. While the purchaser chooses the lines, the merchandiser chooses how much cash ought to be spent, what number of lines ought to be purchased and in what amounts. In littler organizations, a similar individual might be in charge of both purchasing and promoting. Merchandisers assume a key part inside associations, as gainfulness can be influenced by how effectively they attempt their function. Merchandisers set costs to augment benefits and deal with the execution of reaches, arranging advancements and markdowns as essential. They likewise regulate conveyance and circulation of stock and manage providers.

3. Visual merchandising

Visual merchandising is among those means. By using various combinations of visual merchandising elements, retailers aim at creating an attractive sales environment that affects emotions and behaviour of buyers at the store. High level of excitement and interest of the consumer reduces the ability to assess own actions rationally and enhances the probability of impulse buying. In fact, each person buys impulsively, only some people do it more and some less frequently.

Study of research

Growth in the volume of Hyderabad merchandise exports and production, 2013-2016

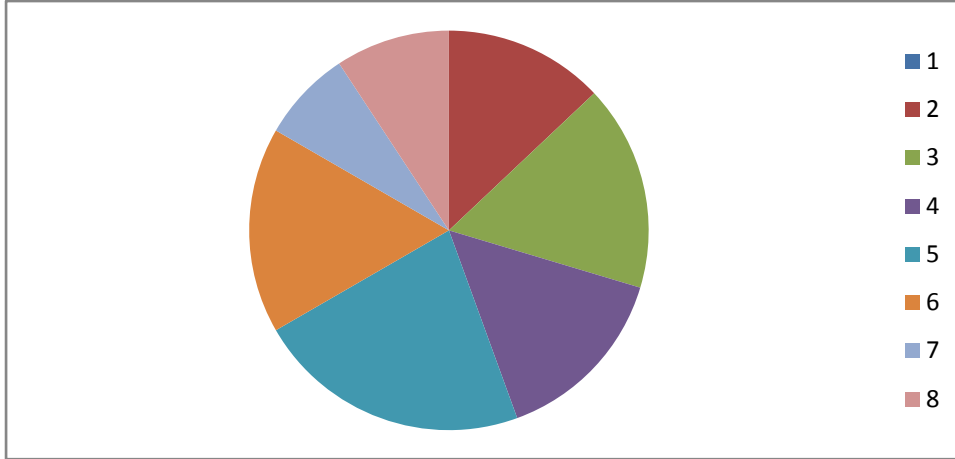
	2016	2015	2014	2013
Hyderabad Merchandise Exports	3.5	2.5	3	2.5.
Agricultural Products	3.5	1.5	3	2.5
Fuels And Mining Products	1.5	3	0.2	1
Manufactures	4	2	2.5	4

Hyderabad merchandise trade and trade in consumer products by region, 2016-2013

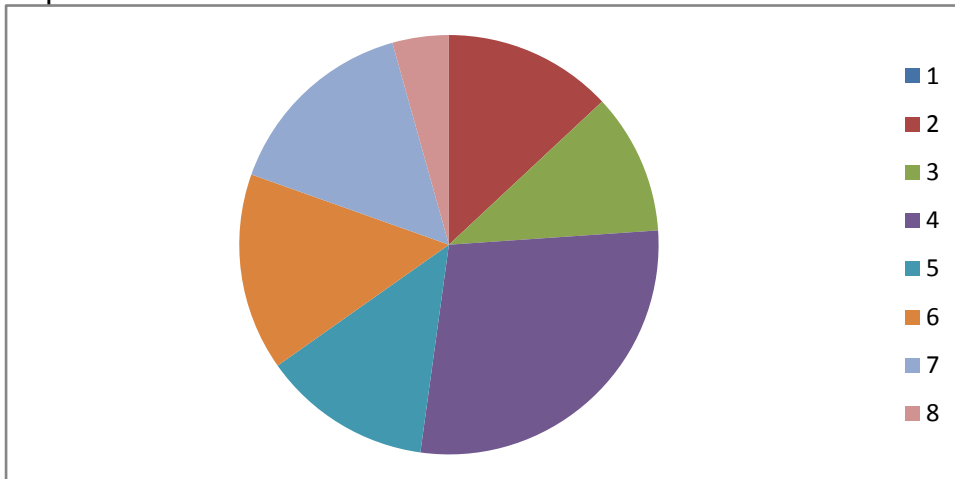
	Exports			Imports		
2016-2015	2014	2013		2016-2015	2014	2013
3.5	3	2.5	Patancheru	3	2	2.5
4.5	2.5	4	Keesara	2.5	1.5	2
4	2	5.5	Chengicherla	6.5	3	7
6	4.5	7	Boduppal	3	1	4.5
4.5	2.5	3.5	Hiyathnagar	3.5	1	4.5

2	2	-1.5	Bolarum	3.5	3.5	-2.5
2.5	2.5	1.5	Golkonda	1	0	2.5

Exports



Imports



Hence the above study clear states the trade of consumer goods at different regions and export and imports of those consumer goods. At few places agricultural products and mining products has been imported in the year 2013 and at the same time the products has been exported to other places with little low ration in the year 2013. In the year 2016-2015 the imports has been decreased with compare to the 2013 and 2014. On the other hand it is clear that demand for those goods that is nothing but exports increased at the rate of 60% when compared with the year 2013 and 2014.

Conclusion

'Merchandising' is very wide terminology used in industry. The role of the merchandiser is varies from stages of the fashion industry like production, buying house, retail and sells, visual merchandiser. The work of



merchandiser dynamically changes from organization to organization. In some organization merchandiser plays wide role while in some organization role of merchandiser is very specific. The job profile of merchandiser is also changing with the growth of apparel industry today it becomes more complicated than previous. The requirement of skills for merchandising changes drastically with respect to organization and stage of fashion industry.

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