A Successful Career in the Garment Business

by Till Freyer, Bogor / Indonesia

Success is the result of:
- Commitment
- Professional Skills
- Hard work
- Plus a bit of luck
Everyone has the chance to
REACH THE TOP

Start to aim for the top right from the start your working life.

I give you the benefit of 40 years work experience in the garment industry in Asia.

You need to contribute a strong will to:

- study and learn;
- acquire extensive skills.
- be TOP FIT for your hard work.
- see and take chances when they offer themselves.
We are surrounded by 3 zones throughout our entire life

You feel comfortable in The Home Zone.

You learn and develop in the Risk Zone and thereby enlarge your Home Zone.

The Panic Zone cannot always be avoided.
There are several thousand years between the fashion on the left and right.

Understanding the development of the industry, especially of the past 60 years, makes it easier to see future trends.
“Adventure” was in my blood

The writer of the training material was borne with the wish to see the world and was ready for adventure.

You might have the same urge. Discipline and determination might enable you to reach the same goal.

Don’t be shy – go for it – it is highly enjoyable.
The atmosphere in an office is entirely different from that of your home.

Closely follow lecture IGTEM-3 to feel at home in the surrounding of your working life.

You will be glad you did the moment you enter your work place for the first time.

Making your customers “hear your smile” on the telephone is a first step up the Promotion ladder.
Communication Skills are an important Marketing Tool.

You will hear it time and again and will be frequently reminded:
“Time is money”.
- Never keep a buyer waiting for your reply to his queries.
- Keep your answers to questions short and to the point.
- Do not forget that the phone is an important marketing tool.

Skillful communication increases your own “market value” in the job market.
Professional Education & Practical Work Experience

I studied “Foreign Trade” in Hamburg, Germany’s most export orientated city.

I had a solid professional education, was eager to venture abroad and arrived in Hong Kong at the age of 23 looking for a job.

I got an employment contract within 8 days – the assignment:

To build up an Export Dept. in a large English Trading Co.
Example of Excellent Marketing
Lecture Ref. IGTEM – 5
29 Presentation Screens & 26 pages Students’ Guide
& 8 pages Teacher’s Guide

29 screens, 26 pages Students’ and 8 pages Teacher’s Guide describe and excellent approach to:

- Gain customers;
- Render customers’ satisfaction;
- Retain customers.

The lecture is based on the writer’s repeated visits to one of the two PAIHO factories in Vietnam.

Manufacturers of
Touch Fasteners – Elastic – Webbing – Shoelaces
Reflective Materials
TPU Logos
A successful supplier needs to know:

- his overseas markets;
- his buyers’ position in the retail business;
- The consumers’ spending power
- and their preference of what to purchase and wear up to six months ahead of the respective time of the year.

The above lecture shows how to achieve this goal.
Watch your Market
Ref. IGTEM - 7

Export orientated professionals need to know everything about their markets – how to be and stay informed about market developments and changing consumers’ preferences.

The lecture is based on Germany but equally applies to other apparel importing countries. It covers:

43 presentation screens
42 pages Students’ Guide
13 pages listing German Retailers
Closely follow your Buyers’ Marketing

Ref. IGTEM - 8

Export marketing & merchandising staff need to understand their buyers’ activities to promote sales and thereby the suppliers’ products.

This results in responsibilities for the supplier to deliver quality goods as promised to consumers in advertising campaigns.
Fabric & Garment Showroom Management

Become aware of the showroom being an essential marketing tool. It shows how to set it up, organize and keep it updated at all times.
Basic Knowledge to achieve SUCCESS

The first 13 pages of this introduction show basic skills as needed.

The following subjects cover essential knowledge to become a qualified Export Marketing & Merchandising Expert. They cover besides others:

Accessories – Fabrics – Woven / Flat Knit / Circular Knit garments
Know your Products

Accessories

Successful Marketing & Merchandising
Staff need to know ALL about accessories.

Having an extensive range of accessories in the showroom and know-how contributes towards an efficient customer service, especially appreciated by visiting buyers if accompanied by designers.

IGTEM-10 contains:
60 presentation screens
36 pages Students’ Guides
14 pages Teacher’s Guide
Know your Products
Fabrics

Knowing your fabrics is essential to be a garment expert. The wide range of qualities are important to give each garment collection a fresh look.

This leads to “impulse buying” by consumers who are always on the lookout for something new.
Know your Products

Jeans – Blouses - Shirts

Knowing your products makes you a qualified business partner. Understanding sample orders, production instructions, int’l size and care labels, combined with knowing fabrics & accessories, are preconditions to experience success.
Let us keep in touch via Our Newsletter

We constantly add new training subjects.

You will be notified as soon as you may download the material.

Such news and other about the garment industry are contained in our News Letters which we publish every two months.

Entering your name and e-mail address will add you to our mailing list.
Tempting offers as a result of Professional qualifications

Your success attracts the attention of others
This leads to new job offers and a chance to climb the career ladder.

Give such offers very careful thoughts and discuss such chances with your present General Manager before making a decision.
Knowing your products is a precondition for rendering satisfactory customer service.

STUDY EVERY ITEM YOU DEAL WITH.
The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don’t settle.

Everyone can do it as many millions have successfully done it before you.

Study hard, acquire skills, take your chances when they come your way and:

Become an Entrepreneur

I wish you all the best & success.
REMEMBER – success needs you:

..... to develop ambition;
..... to work hard;
..... to have a target;
..... to take calculated risks
..... to become a leader.

We wish you SUCCESS