



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

STUDYING THE FEASIBILITY OF INITIATING E-COMMERCE BUSINESS FOR SMALL SCALE APPAREL MANUFACTURERS

Name: Kannan subramanian
Student number : 1605013
Subject: Qualitative research

INTRODUCTION

- ⦿ This research project was based on studying the feasibility of initiating e-commerce business by small-scale apparel manufacturers.
- ⦿ Findings obtained from research participants also echoed the same that it is feasible for small-scale apparel business manufacturers to start e-commerce as it would help them to increase customer base as well as business revenue.

OBJECTIVE OF THE RESEARCH

- ◉ To analyse the ways of forging business relationship with other companies .
- ◉ To study ways of attracting and developing relationships with new companies .

LITERATURE REVIEW

- ◉ In the apparel industry, the impact can be noticed more so than others (Chen, Su and Widjaja, 2016) electronic marketing media have resulted in a more effective dissemination of apparel and accessories which has in turn increased the national expenditure in India around fashion products.
- ◉ This gives the brief explanation about three segments in this research.
 - 1)concept of feasibility
 - 2)concept of variables
 - 3)concept of critical analysis.

RESEARCH METHODOLOGY

- ◉ The data are collected according to the qualitative research through interview .The questions are prepared to interview separately to each development .
 - 1) Business manager
 - 2) Marketing manager
 - 3) Strategic planner
 - 4) Entrepreneur
 - 5) Business developer.

RESEARCH PHILOSOPHY

- ◉ This research incorporates the methodology of realism based on primary data collection technique, which is depends on assumption of scientific method to the improvement of knowledge .
- ◉ The information are collected in front of us and what we get it in return based on the direct realism.
- ◉ Critical realism describes the fact involves the sensation and real world image in terms of human experience.

FINDINGS

- ◉ By the research, awareness in social media has increased and for business people can buy from different online portals .
- ◉ If they start using this platform for their business they will have the growth efficiently ,it will be helpful in having good collaborations with other company.
- ◉ The new companies can easily grow its business to collaborate with other existing business and make new company profit at highest level.

CONCLUSION

- ◉ Awareness of social media is already increased and clothing has its own market already in ecommerce and commerce.
- ◉ online portal is used to sell products to introduce innovative ideas ,to attract customers and to get customer requirements.

LIMITATIONS

- ⦿ For small scale companies they cant use it because they need to know about the market first and only they can use this idea for further implementation.
- ⦿ The collaboration with new companies which cause in sharing information, company ideas only to certain level if its more it will result in the bad relationship .

REFERENCES

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- ◉ Chiu, C.M., Wang, E.T., Fang, Y.H. and Huang, H.Y., 2014. Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, 24(1), pp.85-114.