

# **ABSTRACT**

**TITLE:** Measures taken by the Pakistani Exporters to control the quality of ready made denim pants.

## **OBJECTIVES:**

- To observe the workmanship and quality measures, used by the exporters in order to achieve consistency in quality of denim pants.
- To know, how manufacturers fulfill the buyers' current demand and the problems, they are facing regarding the manufacturing point of view.
- To find out the importance of any certification for the industry to compete in international market.

## **METHODOLOGY:**

This research was conducted in different industrial areas of Karachi which includes Korangi, Site Area, Landhi, Textile Avenue, and South Avenue. In order to gain required data all the exporters of ready made denim pants were listed out. 12 industries were chosen to make a survey, on response basis. Questionnaire method along with interview was applied to collect the information. A pilot study had been carried out in two re-known industries and then questionnaire was redesigned and finalized. The data entry for 12 industries was done on EPI Data Program and analyzed on SPSS.

## **RESULTS:**

Results of the study show that

- The buyer's given quality measures and standards regarding cutting, stitching, pressing, folding and packing have been strictly followed in the