

# ABSTRACT

## TITLE:

Measures taken by the Pakistani manufacturers to control the quality of ladies t-shirts made for export.

## OBJECTIVES:

1. To know about the importance and role of different certifications for readymade garment industries.
2. To explore the measures taken by the exporters to maintain the quality of ladies T-shirts.
3. To find how the manufacturer fulfill the customer's demand and problems faced by them in manufacturing.

## Methodology:

The purpose of my study is to find out the quality measures of ladies T-shirts taken by the exporters and to know how they fulfill the customer's demand and related problems. .

Korangi and F.B. Industrial area were chosen where 12 well organized industries were manufacturing ladies T-shirts. Therefore the selected sample size was 12.

Initially Pilot study was conducted and interview through questionnaire was taken to collect data from 2 samples, and then the questionnaire was finalized. The data was finally entered on epidata and analyzed on SPSS.

## Conclusion:

Through the study it was concluded that different standards such as WRAP, ISO 9000, ISO 14000 and SA 8000 are necessary to maintain the quality of product in order to compete in the international market. The sampling, designing, cutting, stitching, pressing, folding, labeling and packing is all done according to the given specifications. A check is given at each and every step of manufacturing therefore no problem arises.

Pre-testing is always done on the fabric and blended fabric is preferred by most of the buyers. Embellished and tie & dye t-shirts are the current demands of the buyers.