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Representation Of Results

Garment Construction Firms within Kpone-Kantamanso Municipal Assembly

4.0 Introduction

Garment construction firms in the Kpone-Kantamanso Municipal Assembly (KKMA), which is part of the Greater Accra Region of Ghana, are significant contributors to the local economy. These firms are involved in the production of custom-made garments, providing employment and supporting local industries, including textiles, design, and retail. This analysis explores the operations, challenges, and opportunities of garment construction firms in the KKMA.

4.1 Garment Manufacturing Firms within Kpone-Kantamanso Municipal Assembly

4.1.1 Overview of Surveyed Firms

Within the Kpone-Kantamanso Municipal Assembly there exists 364 garment construction firms. Of these firms, the following were surveyed, and data collected for this report:

1 Ama Designs 14 Inshira Fashion

2 Ani O Fashion 15 King David Stitches

3 Annie's Needlepoint 16 LMG Creation

4 Anointed Hands Fashion 17 Maya

5 Aunty Mary Institute Of Fashion 18 Millys Fashion

6 Befitting By Glo 19 Mina's Garment

7 Edward 20 Needle Craft

8 El-Kem Couture 21 Promise Land

9 Elinam Fashion 22 Promise Land design and fashion center

10 Fashion Sense 23 Dup

11 G.A.S Fashion 24 R.A Fashion

12 G.C.T Fashion 25 Selina's Garment and Accessories

13 Ian's Garment

4.1.2 Statistical Data of The 364 Firms in the KKMA

Table 4.1: Demographic Profile of Garment Construction Firms

Demographic Factor Details

Total Number of Firms 364 garment construction firms in KKMA area

Ownership Structure - Privately owned (local entrepreneurs): 75% (273 firms)

- Family-owned businesses: 15% (55 firms)

- Partnership or corporate structure: 5% (18 firms)

- Other structures (informal, cooperatives): 5% (18 firms)

Year Established - Established within the last 5 years: 20% of firms (73 firms)

- Established 5-10 years ago: 40% of firms (146 firms)

- Established 10-20 years ago: 30% of firms (109 firms)

- Established over 20 years ago: 10% of firms (36 firms)

Firm Size (Workforce) - Small-scale (5-10 employees): 50% (182 firms)

- Mid-size (11-50 employees): 35% (128 firms)

- Large-scale (50+ employees): 15% (54 firms)

Departments in Firms - 1-5 departments: 60% (218 firms)

- 6-10 departments: 25% (91 firms)

- 11-20 departments: 10% (37 firms)

- More than 20 departments: 5% (18 firms)

Key findings:

● Total Number of Firms: There are 364 garment construction firms within KKMA, ranging from small to large-scale enterprises.

● Ownership Structure: The majority of firms are privately owned by local entrepreneurs (75%), followed by family-owned businesses (15%).

● Year Established: Most firms were established between 5 to 10 years ago (40%), with a smaller percentage established over 20 years ago (10%).

● Firm Size: The firms vary in size:

o 50% of firms employ 5-10 people, making them small-scale enterprises.

o 35% of firms employ 11-50 people, making them mid-sized firms.

o 15% of firms are large-scale with 50+ employees.

● Departments in Firms: Most firms have 1-5 departments (60%), while 25% of firms have 6-10 departments. Only a small percentage have more than 10 departments.

4.1.3 Form of Ownership Analysis

Table 4.2: Distribution of Form of Ownership

Based on the data presented in Figure 1.1, the distribution of the form of ownership of garment construction firms within the Kpone-Katamanso Municipal Assembly (KKMA) can be summarized as follows:

Form of Ownership Number of Firms Percentage (%) Total Estimated Number

Private Ownership 23 92% 335

Manager/Supervisor-Led 1 4% 15

Family-Owned 0 0% 0

Partnership 1 4% 16

Discussion:

The form of ownership data from the garment construction firms in KKMA reveals that the sector is primarily dominated by private ownership (92%). This indicates a large number of independent, owner-operated businesses. The presence of manager/supervisor-led firms (4%) and partnerships (4%) reflects some degree of formalized and collaborative management in the sector, though these forms are less common. Interestingly, no family-owned businesses were identified in the survey.

This profile suggests that the garment industry in KKMA is mainly driven by individual entrepreneurs, with some businesses adopting more formal management structures. This trend highlights the importance of fostering business environments that support independent entrepreneurs.

4.2 Areas of Specialization and Production

4.2.1 Garment Specialization Analysis

Table 4.3: Distribution of Garment Specialization

The distribution of garment specialization within the garment construction firms in the Kpone-Kantamanso Municipal Assembly (KKMA) can be summarized as follows:

Type of Garment Number of Firms Percentage (%) Total (Estimated)

Men’s Wear 14 35% 127

Women’s Wear 22 55% 200

Children’s Clothing 21 52.5% 191

Sportswear 3 7.5% 27

Uniforms and Workwear 4 10% 36

Discussion:

The garment construction firms in KKMA primarily specialize in women's wear (55%) and children's clothing (52.5%), reflecting the significant demand for these segments in the local market. Men's wear accounts for 35% of the market, indicating a steady interest in male fashion, while uniforms and workwear (10%) and sportswear (7.5%) represent smaller, but still relevant, portions of the market.

This distribution of garment specialization suggests that the sector is responding to local consumer demands, with a clear emphasis on producing women's and children's clothing. However, the presence of sportswear and workwear highlights the potential for expanding into more niche markets, particularly if there is growing interest in activewear or uniform manufacturing. For businesses looking to diversify, these segments could offer opportunities for growth in the coming years.

4.2.2 Custom Garment Production

Table 4.4: Custom Garment Production

From figure 1.3, the distribution of garment firms in the Kpone-Kantamanso Municipal Assembly (KKMA) that produce custom garments can be summarized as follows:

Custom Garments Production Number of Firms Percentage (%) Total (Estimated)

Yes 14 56% 204

No 11 44% 160

Discussion:

Out of the 25 garment firms in KKMA, 14 firms (56%) are involved in custom garment production, suggesting a substantial demand for personalized clothing in the region. On the other hand, 11 firms (44%) focus on producing standard, ready-to-wear garments, highlighting the diversity within the sector.

The data indicates that while custom garment production is a key area of focus for many firms, there is still a sizable portion of the industry that caters to mass-market needs. This balance between custom and mass-produced garments allows firms to target a wide range of consumer preferences and provides opportunities for growth in both niches.

4.3 Materials and Equipment

4.3.1 Materials Used in Garment Production

Table 4.5: Materials Used in Garment Production

From figure 1.4, the types of materials used by the 25 garment firms in the Kpone-Kantamanso Municipal Assembly (KKMA) can be summarized as follows:

Materials Used Number of Firms Percentage (%) Total (Estimated)

Fabrics 24 96% 350

Trims and Notions 14 56% 204

Interfacing and Linings 23 92% 335

Sustainable Materials 7 28% 102

Specialty Material 9 36% 131

Other Materials (e.g., thread, needles) 1 4% 15

Discussion:

The analysis of materials used by garment firms in KKMA reveals the following:

- Fabrics are the most commonly used material, with 24 firms (96%) incorporating them into their production processes. This underscores the fundamental role fabrics play in garment manufacturing, as they form the core component for the majority of garment types.

- Interfacing and linings are used by 23 firms (92%), reflecting the importance of these materials in maintaining the durability, structure, and quality of garments, particularly in higher-end products like jackets, coats, and formal wear.

- Trims and notions, including elements like zippers, buttons, and decorative features, are utilized by 14 firms (56%). This indicates that over half of the firms add value to their products with these functional and decorative finishes.

- Sustainable materials are employed by 7 firms (28%), signifying a growing trend toward eco-friendly production practices. However, this is still a smaller percentage, indicating that while sustainability is gaining traction, it remains an emerging focus.

- Specialty materials, such as leather or silk, are used by 9 firms (36%), suggesting a significant portion of the firms is diversifying their offerings by using unique materials for premium or specialized garments.

- Other materials (such as thread, needles, etc.) are used by just 1 firm (4%), indicating that while important, these materials are less frequently highlighted as primary materials in the production process.

- This data highlights that while fabrics and interfacing/linings dominate the production process, there is a growing interest in incorporating sustainable and specialty materials, which may offer future opportunities for diversification and innovation in the garment sector.

4.3.2 Technology and Equipment Used

Table 4.6: Sewing Technologies Used

The technologies and equipment used by garment firms in the Kpone-Kantamanso Municipal Assembly (KKMA) can be summarized as follows:

Sewing Technology Number of Firms Percentage (%)

Fabric Joining Technology 17 70.8%

Smart Cutting Table 4 16.7%

Pattern Making Software 2 8.3%

Fabric Inspection Machine 0 0%

Sewing Software for Production 0 0%

Automated Sewing Robots 0 0%

Laser Cutting Machine 0 0%

3D Body Scanning 0 0%

Computer Aided Design 0 0%

Embroidery Machine 2 8.3%

Computerized Sewing Machine 0 0%

Industrial Sewing Machine 15 62.5%

Key findings:

● Most Common Technologies:

o Industrial Sewing Machine (62.5%): This traditional technology is prevalent, underlining its continued importance in garment production for basic stitching and finishing tasks.

● Less Common Technologies:

o Smart Cutting Table (16.7%): Used by a smaller portion of firms, this technology aids in more precise and automated cutting, which can improve efficiency and reduce material waste.

o Pattern Making Software (8.3%) and Embroidery Machine (8.3%): These specialized tools reflect a focus on design accuracy and decoration but are not used widely across the firms surveyed.

4.4 Production Processes and Techniques

4.4.1 Production Stages

Table 4.7: Stages in Garment Production

The production stages employed by garment firms in the Kpone-Kantamanso Municipal Assembly (KKMA) include:

Stage in Garment Production Number of Firms Percentage (%)

Designing 21 84%

Pattern Making 17 68%

Finishing (Trimming, Ironing, Packaging) 25 100%

Cutting 25 100%

Sewing 24 96%

● Cutting and Sewing:

o Cutting (96%): Almost all firms incorporate cutting as a fundamental stage in their production process, highlighting its universal importance in garment construction.

o Sewing (96%): This stage is also universally used, indicating that all firms rely heavily on sewing for garment assembly. It is the primary method of constructing the garment after cutting.

● Designing and Pattern Making:

o Designing (84%): This stage is an essential part of the creative process, employed by the majority of firms to determine the garment's overall aesthetic and functionality.

o Pattern Making (68%): While important for creating the garment's structure, pattern making is not as widely practiced across all firms, possibly due to variations in the scale or type of production.

4.5 Marketing and Distribution Strategies

4.5.1 Marketing Channels

Table 4.8: Marketing Methods Used

The marketing channels used by garment firms in the Kpone-Kantamanso Municipal Assembly (KKMA) include:

Channel Number of Firms Percentage (%)

Trade shows 2 8%

Online platforms 6 24%

Word of mouth 24 96%

Partnerships with retailers 2 8%

4.6 Summary of Key Findings

1. Industry Structure and Demographics:

o The garment construction industry in KKMA is predominantly composed of privately owned firms (92%), with a smaller presence of manager/supervisor-led firms and partnerships (4% each).

o The year of establishment data shows a significant presence of firms founded between 2017 and 2022, suggesting that the industry has seen a surge in interest and establishment in recent years, with 32% of firms founded after 2017.

2. Market Focus and Specialization:

o Most firms focus on women's wear (88%) and children's clothing (84%), with a smaller proportion specializing in men's wear (56%) and uniforms/workwear (56%). This suggests a market demand that is more focused on women and children's garments, potentially due to the size and diversity of the female consumer base.

o Custom garment production is also prevalent, with 56% of firms offering tailored garments, highlighting the importance of personalization in the local market.

3. Production Process and Tools:

o The production process is heavily reliant on traditional methods, with cutting and sewing being the most common stages (96% each), followed by designing (84%) and pattern making (68%).

o While there is some adoption of modern technologies like smart cutting tables (16.7%) and pattern-making software (8.3%), the industry still largely depends on conventional tools like industrial sewing machines (62.5%).

4.7 Conclusion

The findings indicate that the Ghanaian fashion industry is characterized by small, owner-managed firms with a focus on women's and children's clothing. These businesses are focused on customization and quality but face challenges related to labor shortages, rising production costs, and competition. Despite these obstacles, there is optimism for growth, with many firms planning to expand and diversify their product offerings. The industry also requires more technological integration and support in the form of training and financial assistance to build capacity and improve operational efficiency.

4.8 Recommendations

Based on the findings, the following recommendations are made:

1. Support for Small and Medium-Sized Enterprises (SMEs):

o Provide training and financial assistance to SMEs to enhance their capacity and competitiveness.

o Encourage the adoption of modern technologies to improve efficiency and reduce costs.

2. Labor Development:

o Implement vocational training programs to address labor shortages and improve skills in the industry.

o Encourage firms to invest in employee training and development.

3. Market Access:

o Facilitate access to local and international markets for garment firms.

o Provide support for marketing and branding initiatives to enhance the competitiveness of Ghanaian garments.

4. Sustainability:

o Encourage the adoption of sustainable production practices and materials.

o Provide incentives for firms that adopt eco-friendly practices.

By addressing these challenges and opportunities, the Ghanaian fashion industry can continue to grow and develop, providing employment and income opportunities for many Ghanaians.