

Custom Apparel & Merchandise Fulfillment Research Document

A. Demand Analytics (Colleges, Clubs, Startups)

Matrix Framework

Criteria	Weight	High Score (4-5)	Medium Score (2-3)	Low Score (1)
Urgency	30%	Event in 0–15 days, critical timeline	Event in 16–45 days, moderate urgency	Event >45 days away, flexible timing
Budget	40%	₹20,000+ budget available	₹10,000–₹20,000 budget range	<₹10,000 budget constraint
Volume	30%	200+ units required	50–200 units required	<50 units, small order

Product Bundles Catalog

Bundle Name	Target Occasion	Products Included	Price Range (₹)	Min Order Qty	Free Add-ons
College Fest Essential Pack	College Fests	100 Tees, 50 Tote Bags, 50 Bottles	50,000–60,000	100	Badges (200), Lanyards (100), Tags, Design Support, Basic Packaging, WhatsApp Tracking

Club Merchandise Starter	Club Merchandise	30 Tees, 30 Caps, 20 Bottles	20,000–25,000	30	Badges (50), Hang Tags, Logo Assistance, Standard Packaging, Digital Proofs
Hackathon Team Kit	Hackathons	25 Tees, 15 Hoodies, 25 Sleeves	35,000–45,000	25	Lanyards (25), Badges (50), Tech Designs, Branded Packaging, Rush Processing
Orientation Welcome Pack	Orientation / Farewell	75 Tees, 50 Bottles	45,000–55,000	75	Badges (100), Lanyards (75), Welcome Message, Eco-Packaging, Bulk Discounts
Startup Team Bundle	Startup Kit	20 Polos, 20 Hoodies, 20 Bags	40,000–50,000	20	Labels (50), Hang Tags, Branding Consult, Premium Packaging, Corporate Invoicing
Promotional Giveaway Set	Giveaways	50 Tees, 50 Mugs, 50 Caps	35,000–45,000	50	Badges (200), Lanyards (100), Marketing Integration, Promo

					Packaging, Event Delivery
Premium Corporate Kit	Corporate Events	30 Polos, 30 Bags, 40 Bottles	55,000–70,000	30	Labels (100), Badges (80), Executive Design, Luxury Packaging, Dedicated Account Mgt.
Monsoon Event Package	Outdoor Events	40 Tees, 40 Umbrellas, 40 Bottles	45,000–55,000	40	Badges (100), Tags, Weather-resistant Print, Waterproof Packaging, Seasonal Support
Tech Conference Kit	Tech Events	35 Polos, 35 Sleeves, 20 Bags	55,000–65,000	35	Lanyards (70), Badges (100), Tech Templates, Conference Branding, Documentation
Sports Event Bundle	Sports Events	60 Tees, 60 Caps, 60 Bottles	50,000–60,000	60	Badges (150), Lanyards (60), Sports Design, Athletic Packaging, Team Coordination

Custom Flex Pack	Flexible	Choose any 3 items	Custom Quote	20	Express Shipping
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Seasonal Demand Patterns

Time Period	Event Type	Demand Level	Lead Time Required	Strategic Focus
July–Aug	Orientation	Medium	2–3 weeks	New Student Acquisition
Sept–Oct	Early Fests	High	3–4 weeks	Relationship Building
Nov–Dec	Degree Fests	Very High	4–6 weeks	Peak Fulfillment
Jan–Feb	Winter Events	Very High	4–6 weeks	Quality Delivery
Mar–Apr	Farewell Events	High	2–3 weeks	Retention & Referrals
May–June	Summer Interns	Low	1–2 weeks	Planning & Prep

B. Supply Analytics (Vendors and Printers)

To conduct effective supply analytics for custom apparel and merchandise, it's essential to focus on the key production hubs—Tirupur, Erode, and Sivakasi—each known for specialized capabilities like knitwear, sublimation, and commercial printing. Research should cover printing types (DTG, DTF, screen, sublimation, embroidery), their minimum order quantities (MOQs), and typical dispatch timelines, which can range from 2 days to 4 weeks depending on job complexity. Understanding supplier communication methods is crucial—most vendors rely on WhatsApp for quotes and order updates, with some using Google Sheets for inventory or production tracking. Lastly, evaluating inventory transparency and quote readiness helps assess how fast and accurately vendors can respond to RFQs, a critical factor in choosing reliable, scalable partners.

Verified Vendor Table – Custom Apparel & Printing (Tirupur, Erode, Sivakasi)

Region	Vendor Name	Location	Capabilities	MOQ / Notes
Tirupur	Ajna Clothings	Tirupur, TN	DTG, screen & digital print; hoodies; custom sizes/shapes	Next-day print; bulk turnaround ~2 weeks
Tirupur	Adhira Exports	Tirupur, TN	Garment exports; knit T-shirts; corporate wear	TEA-member exporter
Tirupur	Eastman Exports Global Clothing Pvt. Ltd.	Tirupur, TN	Knitwear; corporate & fashion wear	~10M pcs/year capacity; global brands
Erode	Tirupur Brands	Erode, TN	Custom T-shirts; hoodies; event/corporate wear	MOQ 20–25 pcs; 5,000+ in 3 days
Erode	Pallapalayam Textile Printers	Erode, TN	Sublimation & digital printing; towels, cushions	~500–2,500 pcs MOQ
Sivakasi	Sivakasi Printing Cluster	Sivakasi, TN	Offset/digital printing; packaging, calendars, labels	~520 printers in cluster
Sivakasi	Kanthan Offset Printers	Sivakasi, TN	Offset printing: diaries, tags, paper bags	Commercial batch work
Sivakasi	Gnanam Graphics	Sivakasi, TN	Offset/digital: posters, boxes, stickers	Design + print integrated

Quote Response Time Benchmark

Quote Response Time Benchmark refers to the standard or expected time within which a vendor or supplier responds to a Request for Quote (RFQ) or pricing inquiry. It helps businesses evaluate how quickly different suppliers provide cost estimates for custom orders.

This benchmark varies based on job complexity. For example:

- Simple jobs (like single-color T-shirts or business cards) should receive a quote within 24 hours.
- Moderate jobs (multi-color prints, small batches) may take 2–3 working days.
- Complex jobs (large volume, custom packaging, or premium finishes) may require 5–10 working days to quote accurately.

Fast response times indicate a vendor's readiness, professionalism, and efficiency. Delayed or no responses may signal communication gaps or unreliability.

Job Complexity	Expected Response Time	Best-in-Class Benchmark	Industry Average	Remarks / Examples
Simple (e.g., business cards, plain tees)	Within 24 hours	1–4 hours	6–12 hours	Most vendors aim for same-day reply
Medium (e.g., multi-color prints, logo tees, labels)	2–4 working days	12–24 hours	2–3 days	Moderate details, some customization
Complex (e.g., packaging, catalogs, UV/foil print)	5–10 working days	2–3 days	7 days	May involve sampling or supplier coordination
Rush Orders	<6 hours	<1 hour	1–2 hours	Used for time-sensitive events

B2B Demos / Large Inquiries	<1 hour	<15 minutes	4–5 hours	Response time can impact conversion rates
No Response (Risk Flag)	—	100% response	70% response rate	Up to 30% of RFQs get no reply

Risk Rating Matrix

A Risk Rating Matrix is a visual tool used to assess and categorize the level of risk associated with different vendors or suppliers. It helps businesses evaluate two or more critical factors—such as print quality and reliability—and determine which suppliers are low risk (ideal for regular work) and which are high risk (to be avoided or closely monitored).

In the context of custom apparel and printing, the matrix helps answer:

- How consistent is the vendor's print output?
- How reliable are they in terms of delivery timelines, communication, and order handling?

By plotting vendors based on their performance in print quality (vertical axis) and reliability (horizontal axis), businesses can:

- Identify the best-performing vendors (top-left of the matrix)
- Flag medium-risk partners (center of the matrix)
- Avoid or re-evaluate high-risk vendors (bottom-right)

This approach supports data-driven vendor selection, reduces failure risk, and improves operational confidence in custom supply chains.

Print Quality ↓ / Reliability →	High Reliability	Medium Reliability	Low Reliability
High Quality	Low Risk <ul style="list-style-type: none"> • Ideal vendors for repeat orders • Consistent quality & delivery 	Low-Medium Risk <ul style="list-style-type: none"> • High quality but occasional delays 	Medium Risk <ul style="list-style-type: none"> • Great output but poor timeline adherence
Medium Quality	Low-Medium Risk <ul style="list-style-type: none"> • Reliable, but output may vary 	Medium Risk <ul style="list-style-type: none"> • Acceptable for low-budget runs 	High Risk <ul style="list-style-type: none"> • Likely rework or returns
Low Quality	Medium Risk <ul style="list-style-type: none"> • On-time but poor output 	High Risk <ul style="list-style-type: none"> • May affect brand image 	Severe Risk <ul style="list-style-type: none"> • Avoid – poor print + unreliable

C. Fulfillment (Sales & Delivery)

Section 1: Fulfillment SOP (Concise)

Step 1: Order Intake

Source: Form/Website/WhatsApp → Order ID generated

Step 2: Mockup Design

Tools: Figma/Canva → File saved to Drive/Notion

Step 3: Approval Workflow

Form with mockup sent to client → Log status & timestamp

Step 4: Print & Production

Vendor: Printrove/Owl Prints → Tracker update

Step 5: Courier Booking

Via ClickPost, DTDC, Blue Dart, Porter → AWB noted

Step 6: Dispatch & Notification

Tracking shared via Email/WhatsApp

Step 7: Delivery Confirmation

Tracker status updated to 'Delivered.'

Step 8: Feedback Collection

Optional form sent post-delivery

Tools Summary: Figma, Canva, Google Forms, Sheets, Notion, Courier APIs

Section 2: Visual Mockup Approval Framework

1. Designer uploads mockup to Google Drive
2. Google Form shared with client:
 - Order ID
 - Mockup Link

- Approval (Yes/Request Changes) + Comments
- 3. Responses timestamped in tracker (Sheets or Notion)
- 4. If 'Request Changes' → notify designer → versioning
- 5. If 'Approved' → send to print vendor

Section 3: B2B Sales Email Templates

1. College Fests & Events

Subject: “Your Fest Merch—Delivered in 7 Days, Mockups Free!”

Hi [Name],

Excited for [Fest Name]! Custom tees, mugs & more in 7 days—bulk rates + free mockups.

Sample: [Mockup Link]

Shall I share ideas?

Cheers, [Your Name]

2. Startups / HR Teams

Subject: “Intern Swag Kits in 5 Days—Design to Delivery”

Hi [Name],

Onboard hires with swag kits—tees, bottles, notebooks—delivered fast.

✓ Design to dispatch in 5 days

✓ GST invoices

Sample kit: [Link]

Shall we connect?

Best, [Your Name]

3. Student Clubs/Societies

Subject: “Affordable Merch for [Club Name]—Proofs in 48 hrs!”

Hey [Name],

We love [Club Name]! Merch from ₹XX/item, design proofs in 48 hrs.

T-shirts, totes, diaries & more.

Ready for a sample?

Cheers, [Your Name]

