

**Mohammad Ali Jinnah University**

**CASE STUDY ON HIGHER EMPLOYEE TURNOVER IN MEHERALI TERRY TOWELS**

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**INTRODUCTION:**

**Cultural Outlook of Meherali Terry Towels:**

Every organization have their own culture which depends on the behavior, attitudes, beliefs, and way of thinking, experiences and future expectations from the organization. The employees and Leaders/Managers plays a vital role in creating a culture based on the set of rules that are advised by the organization.

Meherali Terry Towels aims to create a friendly environment for their workforce to promote the goodwill of their company and to reduce the stress and tension between the employees. Currently the organization is facing a high turnover rate which results in increased workload of the current employees. This increased workload bring stress, change in attitudes & behaviors and sometimes dispute among the employees. The culture of the company is diverting more towards a work-oriented environment where employees have to face and handle the over burden of the work for their job security. On the other hand company was unable to compensate in any way which leads to the dissatisfaction and demotivation of the employees which leads to higher turnover rate.

**About the Textile Industry in Pakistan:**

According to the latest data the Pakistan is the 8th largest exporter of textile products in Asia. It is to be known that Pakistan is the country which produces a lot cotton that’s why Pakistan is the 4th largest producer of the cotton and Pakistan is also the country which consumes the lot of cotton as well and that’s the reason Pakistan comes on the 3rd largest consumer of cotton. As we know that there are 46% of the manufacturing sector through which 40% of the employment has been generated and also the man power of Pakistan is so hardworking, It is strange that there are 423 Textile industries in Pakistan but only 5% of it is registered in stock exchange. Pakistan has supply base for almost all man-made and natural yarns and fabrics, including cotton, rayon and others. This abundance of raw material is a big advantage for Pakistan due to its beneficial impact on cost and operational lead time. Pakistan is taking a lot of financial advantages from the textile industries but in this current situation the company has been suffered a lot because yarn prices has increased because of the pandemic and shortage of cotton; also we have to import a yarn from Indian which is providing us an expensive yarn and also soon we will be running out of the stock.

**Meher Ali Terry Towel’s overview:**

Meher Ali Terry Towels was established in 1999, and are doing good with their business, they are taking care of their business in this current venerable situation, they have stabilize there business in every situation, they have a good will in market. The company owner is very open minded, it leadership quality is unbeatable, he is such an excellent and intelligent personality, People still work in an old school way their but owner is adopting the new technologies, he is trying to imply ERP System in the company which means he is trying to adopt modern technologies and has a futuristic mind. The Factory doesn’t only make Bath towels but also they make bath robes, First they take the order from the customers according to the requirement of the towel size and quality and then they weave the towel, then they send the raw roll of towel in dyeing unit and do the dyeing according to the requirement of the customers and then the dyed product goes to the stitching unit where the rolls are being cut and are being stitched then stitching unit pack the towels or robes in carton, bale or bags it depends on parties requirement and when shipment is about to go to the customers they separate the pieces which are defected and send the customers finish and perfect product. Through which Meherali has made its product a best and all customers are always being satisfied from them, because they give the best response to their customers, we visited that place we weren’t the customers but still the way they were behaving to us was so good and polite which shows how passionate they are according to their work. They do the work by doing the proper plan.

**Company History:**

As Meher Ali Terry Towels was established in 1999, its owner was used to be a quality checker, but he worked hard and he started with twenty looms department which only use to produce grey form towels in roll form, after that they started to doing dyeing, after some 7 years of opening they started to make a towels in a finish form, which make them a company, They have faced some bad situations like robbery and fire in the factory through which they had to face a lot of financial lost, but they never lost the hope and they showed the comeback and made their name in market once again. Being through twice in a bad situation of fire, and a huge financial lost the company always made a comeback.

**Competitors:**

Every firm has competitors which make them realize that they should change their-selves and bring some innovation, so these competitors help them to grow, these kind of competition is good but when your competitors are getting heavy on you, and can hurt your growth then that becomes really dangerous for the Firm.

Just like other firms also Meher Ali Terry Towels has their competitors which make them realize to grow in this Market. Following are their trending competitors:

* **Noor Salam Towels:** about 10 years ago there is an intense competition between Meher Ali and Noor Salam Towels, and also the competition is never been one sided, sometime Meher Ali is on top and sometime Noor Salam. The interesting thing is; the owner of both firm are good friend but yet there is a good competition between them.
* **Akkar International:** This is a factory which located in site area, also they make towels and delivered them, from a long time they are giving Meher Ali Terry Towels a tough time, because of their work on new fancy designs.
* **Kamdar Towels:** Kamdar is an old fish in this ocean, but some years ago Meher Ali Terry Towel somehow managed to takeover them in Textile business, but yet they give them a good tough time.

**Company Core Values:**

*High standard Products:*

Meherali Terry Towels have aim to provide high standard quality of products to meet the customer satisfaction level and make them our resource to attract the potential customers.

*Actively responding to queries & complaints:*

We actively respond to our customers complains (if any) and try to accommodate & resolve their queries accordingly. Meherali Terry Towels has special focus on customer’s complain and they learn from their mistakes and improve their products and services respectively.

*Integrated Procedures:*

All the procedures of Meherali Terry Towels are aligned to have coordination and collaboration with each other. Receiving & Delivering of orders, responding on the complaints and Procurement of the material all the procedures take place accordingly.

*Customer Satisfaction:*

Customer satisfaction is our top priority. Maintaining our quality of products, responding to the complaints actively, and providing the best solutions is our key to the satisfaction of our customers.

*Workforce:*

Our workforce is dedicated and loyal to our company as they give their best outcome to meet the company’s requirements and contribute to reach the vision of the company.

**SWOT Analysis of Meher Ali Terry Towels**

A SWOT analysis is a systematic preparation stage for assessing the strengths, weaknesses, opportunities, and threats that a program or business venture may face. A SWOT analysis can be performed on a product, an industry, or an individual. It entails defining the goal of the business enterprise or project, as well as identifying the internal and external elements that favor or hinder reaching that goal. The SWOT analysis of Meher Ali Terry Towel Industries will be found here. Strengths and weaknesses of Meher Ali Terry towel Industry have been illustrated and some alternatives and remedies have been suggested so as to make the territorial industry competitive and efficient against our business challenges in Vietnam, Bangladesh, India and China.

**Strengths:**

Designing processes never stop is the most powerful strength. Every creative mind comes up with new and fresh designs that improve the production level of Meher Ali Terry Towels since the pattern, design, and appearance will be the first thing that draws the customer in. Meher Ali Terry Towels uses the most up-to-date gear and labor, which allows them to make batches of towels in less time while maintaining high quality. The World Bank noted that the number of yarn production units has increased, indicating that backward linkage textile businesses have grown satisfactorily. Another advantage is that the people hired to run the day-to-day operations are all highly skilled, entirely professional, and have a lot of experience.

**Weaknesses:**

The most serious flaw of Meher Ali Terry Towels is the ever-increasing expense of yarn. Fiber and yarn prices in Pakistan have risen further in the last seven days, according to the Pakistan Fiber and Yarn Prices weekly report. As domestic yarn output declines, imports become more important. Pakistan has a history of labor challenges, such as a lack of excellent designers and related to technology that there is no shortage of skilled workers and the rest middle level management professionals who were pointed out as another limitation in efficient infrastructure lack of industry.

**Opportunities:**

Since global consumption is expanding every day, Pakistan has several key competencies that competitor countries cannot match. With the help of increased productivity quality, design support, and interaction with new brands, Pakistan may have attained a price competency that would be difficult for others in the global market.

**Threats:**

It goes without saying that competition will not be limited to the experts' opinions; the sector will undoubtedly face competition from cheaper imports as well. This competition may be as large as readymade garments, but a few exporters are jeopardizing the industry's international potential.