

Standard Operating Procedures (SOP) in Marketing & Merchandising.

SOPs support production and planning, helping businesses structure and execute activities to achieve development goals. However, they are not business plans but rather a guide to process and implementation.

An SOP provides a basic framework for activities. It's just a matter of deciding what elements it includes, how and where to place them so that everything goes according to plan.

For example, in the merchandising sector, SOP development may include the following elements:

Marketing: Key Points to Consider

1. **Product Strength**
 - Highlight the key strengths of the product, such as **quality, unique design, or durability**.
 - Stay updated on **market trends** and customer preferences.
 - Maintain consistent **quality standards** to build buyer trust.
 2. **Production Capacity & Delivery**
 - Ensure the factory or supplier can **meet production demands on time**.
 - Plan production schedules to **avoid delays**.
 - Provide buyers with a **realistic delivery timeline**.
 - Have a **backup plan** for unexpected issues like material shortages or factory disruptions.
 3. **Price Standard**
 - Calculate pricing based on **fabric, labor, transportation, and other costs**.
 - Offer discounts for **bulk orders or loyal customers**.
 - Keep prices **competitive and profitable** to attract buyers.
 4. **Buyer's Credibility**
 - Verify if the buyer has a **good track record** of timely payments.
 - Review their **previous business transactions** and request references if needed.
 - Avoid buyers with a **history of order cancellations or payment issues**.
 5. **Payment Terms & Conditions**
 - Define **clear payment terms** (e.g., Advance, LC, TT, or Post-Delivery).
 - Set **strict payment deadlines** to prevent delays.
 - Include a **late payment penalty policy**.
 - Use **secure payment methods** to reduce financial risks.
-

Development Stage

1. **Stay in Touch with the Buyer**
 - Maintain **regular communication** to understand their needs.
 2. **Costing Based on Product Requirements**
 - Calculate costs based on **fabric, trims, labor, and other necessary materials**.
 3. **Develop Samples If Required**
 - Create product samples as per buyer requirements and **obtain approval before bulk production**.
 4. **Ensure a Smooth Process with the Buyer**
 - Discuss all details with the buyer to make the process **efficient, acceptable, and production-friendly**.
-

Order Confirmation Stage

1. **Confirm Final Price**
 - Ensure the price is **finalized and approved** before proceeding.
 2. **Receive the Purchase Order (PO)**
 - Ensure the **PO is received after price confirmation**.
 3. **Prepare the Bill of Materials (BOM)**
 - Complete the BOM within **two working days** after receiving the PO.
 4. **Create the Time and Action (TNA) Calendar**
 - Prepare a **TNA calendar within seven working days** to track the production schedule.
 5. **Update Shipping Details**
 - Maintain **accurate shipping information** for smooth shipment planning.
 6. **Follow Up on Master Letter of Credit (LC)**
 - Ensure the **Master LC is received from the buyer on time**.
 7. **Ensure Timely Back-to-Back (BTB) LC**
 - Confirm that the **BTB LC is arranged on time** to avoid production delays.
-

Approval of Lab-Dip, Samples, Fabric, Trims & Accessories

1. **Lab-Dip Development**
 - Ensure the **Lab-Dip is created as per the required color and fabric composition**.
2. **Material Arrangement for Sample Development**
 - Collect all **necessary materials** to develop samples according to the **Tech File (TF)**.
3. **Set a Timeline for Sample, Trims, and Accessories Approval**
 - Plan the **approval process carefully** to meet the **delivery deadline** while considering production lead time.

Production Planning

1. **Prepare Production Files**
 - Organize all **essential production documents** in advance.
 2. **Conduct Pre-Production (PP) Meetings**
 - Hold **PP meetings** to review production details and solve potential issues.
 3. **Calculate Production Lead Time and Allocate Lines**
 - Determine production time and **assign production lines accordingly**.
 4. **Ensure Materials are Ready Before Production**
 - Make sure **fabric, sewing thread, trims, and other materials** are available **7-10 days before production starts**.
 5. **Meet Daily Production Targets**
 - Ensure daily **production goals are met** to stay on schedule.
-

Shipping Plan

1. **Arrange Final Random Inspection (FRI)**
 - Schedule an **FRI before shipment** to ensure quality standards are met.
2. **Book Shipment with the Forwarder**
 - Confirm shipment booking with the **forwarder to avoid delays**.
3. **Obtain Shipping Approval and Handover Goods**
 - Ensure all shipping approvals are in place and **hand over goods for dispatch**.
4. **Follow Up on Document Submission**
 - Send **all required shipping documents** to the buyer's bank on time.
5. **Stay in Contact with the Buyer for Payment**
 - Maintain **regular communication with the buyer** to ensure smooth payment processing.