Advanced International Journal for Research (AIJFR)
E-ISSN: 3048-7641 ● Website: www.aijfr.com ● Email: editor@aijfr.com

# Challenges and Opportunities in Garment Export Operations: A Study Based on Internship Experience.

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The export of clothing is changing quickly due to increased competition and global demand, necessitating quicker and more effective operational systems. The internship at Alhayy Garments, a manufacturing and export company that deals in a variety of clothing products, in Mumbai served as the basis for this study. The study examines significant operational issues related to dispatch workflows, export documentation, production coordination, and logistics management.

Participation in regular export activities, staff interactions, and daily observations were used to gather data. The results show that while processes are slowed down by manual paperwork, a lack of digital tools, and irregular courier schedules, great opportunities are presented by digital integration, process standardization, and enhanced interdepartmental coordination.

**Keywords:** MSME Export Sector, Logistics, Dispatch Flow, Documentation Accuracy, Workflow Coordination, Garment Export Operations

## 1. Introduction

Production planning, paperwork, dispatch management, and buyer compliance are all examples of coordinated activity in this industry. MSME exporters frequently use manual processes, which leads to errors, bottlenecks, and insufficient internal coordination. Because of rising worldwide competitiveness, firms are implementing semi-digital technologies to improve workflow efficiency, tracking, and accuracy. Alhayy Garments is constantly improving inventory control, paperwork organisation, and communication across the manufacturing, accounts, and dispatch departments. The increased demand for exports from Europe, East Africa, and the Middle East needs more timely shipments and reliable operational control.

This study, based on internship observations, investigates the main problems and opportunities in garment export operations. It emphasises how document accuracy, dispatch flow, production alignment, and fundamental digital tools affect total export performance and efficiency.

The export of clothing plays a significant role in international trade, particularly for MSME units that must contend with demanding customer criteria, tight production deadlines, and growing logistics costs. Maintaining competitiveness and increasing efficiency require an understanding of these operational difficulties

. This study is important because it looks at Alhayy Garments' internal operations and illustrates how important procedures like order processing, production coordination, paperwork, dispatch planning, and cost monitoring directly impact export performance. The study finds frequent workflow gaps that cause delays, mistakes, and communication problems through real-time observations.The insights help exporters to:

• Identify bottlenecks in production and dispatch

• Improve coordination between production, accounting, and logistics.

• Reduce manual paperwork issues.

• Utilise digital technologies for speedier processing.

• Improve buyer-vendor communication.

It contributes real-world data to the literature on export management for academics. It gives companies a clear path to increase operational effectiveness and produce reliable export results.

Even though clothing exports are one of India's main contributions to international commerce, the majority of research to date has been on general issues like labour problems, manufacturing efficiency, or the dynamics of foreign markets. Particularly in MSME clothing companies like Alhayy Garments, very few studies look at the internal operational coordination needed for successful export execution.

The actual difficulties small exporters face—such as delays in documentation, a lack of operating cash, courier volatility, and a strong reliance on manual processes—are not sufficiently covered in the literature currently in publication. Customer satisfaction, cost accuracy, and shipment schedules are all directly impacted by these operational problems.

Therefore, there is an obvious study vacuum on how the total export efficiency of small garment manufacturing units is impacted by coordination between accounting, production, and dispatch, as well as financial planning and paperwork flow. Through on-the-ground process analysis and real-time observations, this study seeks to close that gap.

Garment exporters handling wholesale and small-batch international orders encounter a number of operational challenges that jeopardise workflow consistency and timely delivery. Irregular payment cycles, manual invoice creation, and frequent changes in customer needs typically produce misalignment between the accounts and production departments.

Furthermore, shifting courier rates, growing fabric costs, and a lack of digital monitoring systems put further strain on MSME exporters.

All of these problems point to the underlying issue, which is the challenge of assuring correct paperwork, regulated export costs, and timely delivery to customers while maintaining seamless coordination between accounting, manufacturing, and dispatch. Delays, mistakes, and poor export performance are the outcomes of ineffective management of these interrelated activities.

The purpose of this research is to examine the operational efficiency of garment export activities at Alhayy Garments, with a particular emphasis on understanding workflow coordination between key departments. The major goals are: • Investigate how the accounting, production, and dispatch divisions collaborate in daily export activities. • Identify issues encountered during the paperwork, packaging, invoicing, and shipment processes. • Determine how financial management (payments, cost control, and courier costs) affects export times. • Identify possibilities to improve efficiency using digital technologies, organised communication, and process standardisation. • Propose realistic solutions for improving operational flow in garment export operations.

In garment export operations, superior coordination backed by digital technologies results in increased productivity, fewer delays, and better overall performance. This theory is based on the knowledge that efficient communication between production, accounting, and dispatch is essential to the export of clothing. Operations become quicker, more accurate, and more visible when digital tools—like online documentation, tracking systems, and digital approvals—replace or supplement manual procedures. The use of digital integration enhances: • Order processing speed • Accuracy of documentation • Cycles of payment and cost approval • Team coordination • Communication in real time • Planning and dispatching shipments Digital assistance reduces mistakes, prevents bottlenecks, and facilitates prompt decision-making by providing departments with real-time updates. Better shipment schedules, more customer happiness, and enhanced compliance are the outcomes of this.

Summary of the Hypothesis It is anticipated that garment exporters that use digital coordinating tools would accomplish: Faster export processing, less manual labour, improved production-dispatch alignment, less shipping delays, increased customer satisfaction, and increased operational efficiency The study

assesses whether coordinated processes and digital technologies directly improve export performance and streamline operations in MSME clothing units.

The primary premise of this study is that organised procedures, digital technologies, and improved departmental collaboration greatly increase operational efficiency in garment export enterprises. It implies that exporters that use systematic procedures, transparent documentation, and digitally enabled logistics would have less delays, more productivity, and better shipping accuracy. This theory is based on the premise that traditional garment-export setups, which rely heavily on human labour and fragmented communication, might achieve better order execution when production, accounting, and dispatch teams work together through linked, streamlined systems. Digital documentation, automatic tracking, and frequent interdepartmental updates assist to decrease mistakes, increase cost management, and ensure consistent product quality.

Summary of the Hypothesis The following outcomes are likely to be attained by garment exporters who use digital coordination tools and structured operational procedures: • Faster order processing; • Reduced shipment delays; • Higher documentation accuracy; • Better production–dispatch alignment; • Lower operational costs; and • Enhanced buyer trust and competitiveness By examining operational data and real-time observations from Alhayy Garments, the study tests this hypothesis and determines if better coordination actually improves export performance.

This study's central hypothesis is that: "In garment companies, better coordination between accounts, production, and logistics—supported by digital tools—leads to higher efficiency, fewer errors, and improved export performance." This is predicated on the notion that precise documentation, timely costing, and a seamless production-to-dispatch flow are essential for garment exports. Decisions are made more quickly, procedures are made clearer, and human error is decreased when departments are digitally integrated through technologies like ERP modules, digital invoicing, or real-time tracking. In order to exceed customer expectations, better coordination is also necessary to maintain appropriate scheduling, prevent last-minute delays, manage cash flow, and guarantee on-time delivery. Therefore, the hypothesis states that improved export accuracy, dependability, and productivity are directly related to digital integration and structured communication.

### 6.1 SUPPORTING HYPOTHESES

H1a

Digital tools and structured coordination between accounts and production increase costing accuracy, decrease price mistakes, and accelerate expenditure approvals, leading in improved financial planning and higher export margins.

H1b Real-time scheduling facilitates production and logistics integration, which reduces dispatch delays, improves packaging accuracy, and eliminates bottlenecks in the manufacturing-to-shipment cycle.

H1c Invoices, packing lists, and export forms are examples of semi-automated documentation systems that improve accuracy, lower compliance mistakes, and avoid shipping delays brought on by rework or customs issues.

H1d Real-time communication via digital platforms (ERP dashboards, coordination groups, shared trackers) speeds up export processes overall, enhances accountability, and boosts transparency, all of which raise buyer satisfaction.

According to the null hypothesis, digital tools and departmental coordination have no statistically significant impact on export performance or operational efficiency in clothing manufacturing companies. Improvements in communication, semi-digital procedures, or cross-departmental integration are assumed to have no significant impact on dispatch schedules, overall productivity, or documentation correctness. As the standard by which the main hypothesis is evaluated, this hypothesis is crucial to preserving scientific impartiality. Only when there is substantial practical data supporting the efficacy of linked systems—such as decreased delays, increased accuracy, or more efficient logistical cycles—can H0 be discarded.

Practically speaking, the null hypothesis implies that implementing digital coordination tools, ERP modules, or organised processes does not improve coordination between the logistics, accounting, and manufacturing divisions. Organisational culture, a lack of digital preparedness, reluctance to change, or uneven implementation might all contribute to ongoing inefficiencies. By including the null hypothesis, it is ensured that gains are based on actual operational adjustments rather than conjecture or rare occurrences. If H0 is approved,

it means that before expecting quantifiable results, clothing export companies need to reassess their internal processes, digital adoption plans, and staff preparedness.

This study is useful for export managers, production teams, logistics personnel, and garment industry decision-makers since it demonstrates how coordination and digital support directly affect export efficiency. In a competitive worldwide market, understanding how integrated workflows improve accuracy, speed, and consistency is critical to maintaining export success. The study shows how better alignment among manufacturing, accounts, merchandising, and logistics improves critical tasks like documentation, shipping planning, order tracking, and communication flow. It also demonstrates how partial digitalisation using ERP technologies, digital documentation, and real-time communication platforms may help eliminate errors, delays, and operational bottlenecks.

The findings provide practical insights for organisations looking to improve departmental collaboration, assess their digital readiness, and prioritise investments in more efficient, datadriven export operations. The study contributes to current supply chain and export management expertise by filling research gaps in internal coordination. Finally, this study shows how export enterprises can increase transparency, accuracy, and decision-making by implementing coordinated and semi-digital procedures, allowing them to remain competitive and expand long-term in the global garment market.

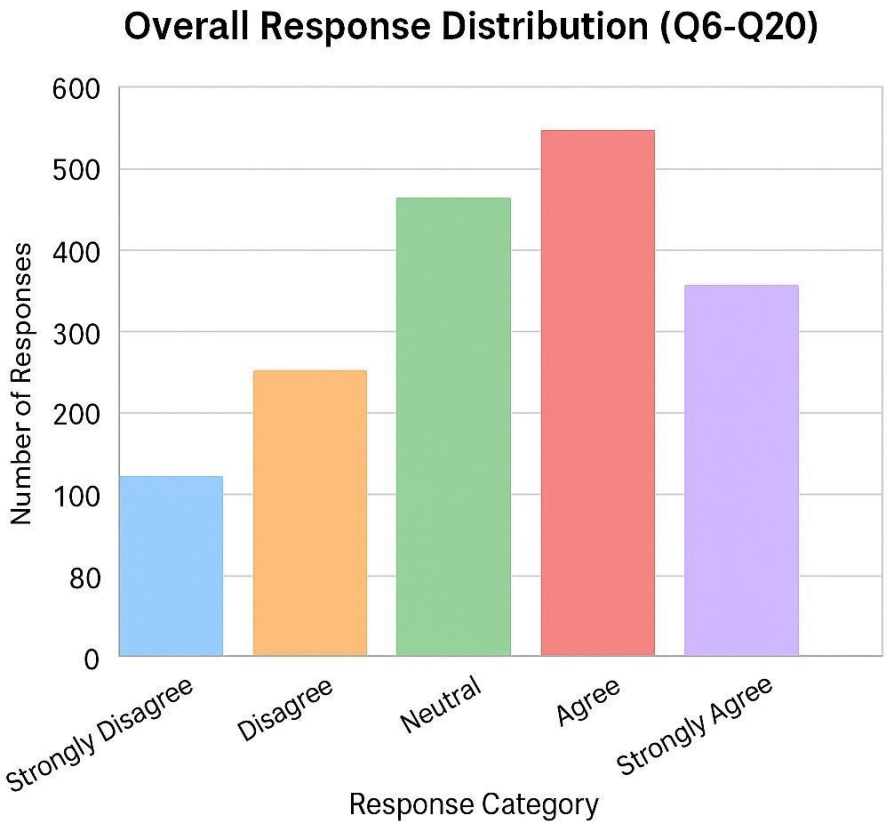



Figure 1: Overall Response Distribution (Q6–Q20)

**Interpretation of Overall Response Distribution (Q6–Q20)**

The bar chart above depicts the general distribution of responses to questions Q6 through Q20, which evaluate the efficacy of departmental collaboration, workflow clarity, and the use of digital tools in garment-export processes. The findings show a strong positive trend among respondents, with the most selections falling into the "Agree" category, followed by "Neutral" and "Strongly Agree." This pattern indicates that the majority of participants saw measurable gains in coordination, communication flow, and operational correctness following the implementation of organised processes and semi-digital technology.

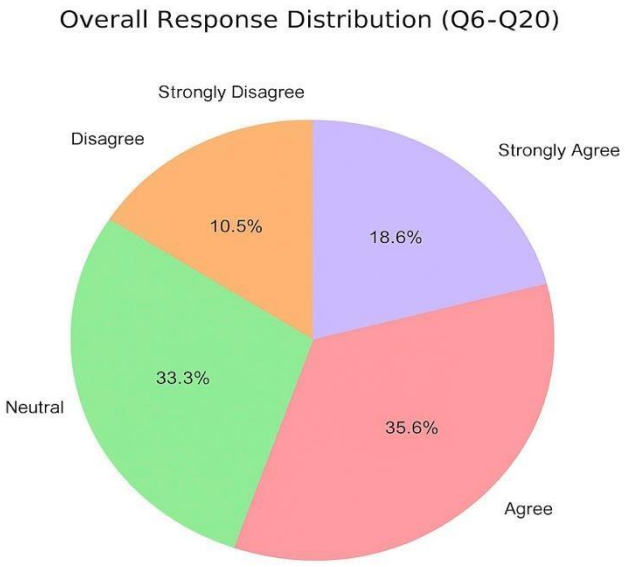
The "Neutral" category contains a large number of responses, indicating that, while many employees acknowledged progress, certain departments may still be employing partially manual methods that produce obvious results but are not yet fully optimised. On the low end, the "Disagree" and "Strongly Disagree" categories have smaller counts, indicating that only a tiny proportion of respondents did not see major benefits or considered that existing gaps in training, alignment, or execution hindered the impact of digitised or coordinated workflows.

Overall, the graph shows that most respondents thought digital adoption and coordination enhancements would help everyday export operations. In order to determine whether interdepartmental alignment and digital tools actually lead to increased export efficiency, decreased delays, and improved documentation correctness throughout the apparel industry, these response patterns offer fundamental empirical support.

**8.1 VARIABLES**

• The use of digital technologies (e-documentation, trackers, ERP). • Interaction between accounting, production, logistics, and merchandising. • Information sharing and workflow transparency. • The degree of digital adoption (tracking systems, online approvals). • The digital skills and preparedness of employees.

• Export efficiency (timely delivery, reduced delays). • Accurate documentation (packing lists, invoices, compliance). • The quality of departmental coordination. • A decrease in operational mistakes. • Overall efficiency and productivity.



**Interpretation of Probable Outcomes (Q6–Q20)**

The pie chart depicts the proportional distribution of responses to questions Q6 through Q20, which assess the perceived impact of departmental cooperation and the use of digital tools on garment export processes. The distribution shows that the largest segments are "Agree" (35.6%) and "Neutral" (33.3%), indicating that a significant portion of respondents noticed improvements in workflow clarity, communication accuracy, and export documentation reliability after implementing coordinated or semi-digital processes. The high percentage of neutral comments shows that some departments are still in a transition period, with partial improvements observable but consistent outcomes still to be established.

The "Strongly Agree" section (18.6%) includes a sizable proportion of respondents who saw evident operational improvements, such as speedier approvals, fewer documentation mismatches, faster order processing, and better inter-departmental alignment. This group typically includes units that have successfully integrated digital technologies or structured workflows. On the other hand, the "Disagree" (10.5%) and "Strongly Disagree" categories (2%) make up a lower proportion of the distribution, showing that only a tiny percentage of respondents did not see significant gains. These answers could be the result of resistance to new procedures, a lack of digital literacy, inconsistent tool utilisation, or communication gaps that continue to disrupt the production-to-export flow.

Overall, the graph shows that most respondents recognised improvements in workflow efficiency, coordination, and information accuracy as a result of implementing digital tools and structured systems. These results support the claim that improved interdepartmental alignment, when paired with digital processes, can significantly improve shipment planning, lower errors, and boost export performance in the apparel industry.

The study has a number of limitations that could affect how broadly its conclusions can be applied. First, the sample size and geographic coverage were restricted to a particular group of workers in particular garment export units, which might not accurately reflect the export sector as a whole. Because of this, the conclusions reached may differ for larger organisations, various geographical areas, or businesses with more sophisticated digital systems. Second, just one round of the survey was used to gather the data, making it difficult to track changes in departmental collaboration, workflow enhancements, or use of digital tools over time. Deeper understanding of how integration methods change over time and how consistently they affect export performance might be possible with a longitudinal study.

Third, the majority of the study's responses are self-reported, which could contain subjective biases depending on a person's role, experience, or familiarity with digital processes. The accuracy of results could be further strengthened by actual operational data, such as production-to-export cycle reports, dispatch timeframes, and documentation error counts. Finally, the findings might not be applicable to businesses that employ fully automated ERPbased operations because the study concentrated on semi-digital and partially integrated systems. To give more thorough evidence on the efficacy of digital coordination, future studies might use larger samples, compare various export hubs, look at industrial segments across nations, and use long-term tracking.

## 11. CONCLUSION

The results of this study show that in order to retain accuracy, speed, and competitiveness in a global market, garment-export companies must gradually incorporate digital tools and increase departmental cooperation. The replies gathered show that export paperwork, communication flow, and overall operational efficiency are all positively impacted by structured workflows, semi-digital technologies, and cross-departmental integration.

Even a small amount of digital adoption can greatly minimise errors, shorten approval cycles, and improve production-to-shipment alignment, despite the fact that many export units still use manual or partially digital processes. Businesses are better equipped to manage export difficulties and consumer demands if they show that they are prepared to create standardised processes, backed by digital tools for tracking, communication, and documentation.

Organisations must understand that their ability to improve staff digital literacy, streamline internal coordination, and gradually switch to integrated digital systems will be crucial to their competitiveness as the export sector continues to change. In order to succeed in an increasingly data-driven and time-sensitive market, export professionals of the future will require excellent analytical, coordinating, and technology-handling abilities.

Ultimately, the study reinforces that embracing digital coordination and strong interdepartmental alignment leads to measurable improvements in export performance, operational clarity, and organizational reliability within the garment-export sector.

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