

NIFT- ETIDI

Twinning Arrangement

To strengthen the capabilities of the Ethiopian Textile Industry Development Institute (ETIDI) to undertake Training, Consulting, Research and Marketing support services for the apparel industry of Ethiopia.

Brings you an opportunity to work on an
International Project



Expert Appointment Brief

About NIFT- ETIDI Twinning Arrangement

In order to steer the development of the Ethiopian Textiles Sector and address the emerging needs of the industry as well as to ensure its sustainable development, the Government of Ethiopia has established Ethiopian Textiles Industry Development Institute (TIDI), at Addis Ababa, the capital city of Ethiopia. TIDI is expected to support the Textiles and Apparel sector all the way along with the value chains starting from investment up until marketing end by providing training, benchmark implementation at company level, consultancy, research, testing and information services and assist in marketing activities.

The principal objectives of this project is "transforming TIDI into a globally competitive centre of Excellency in the field of Textile and Apparel sector so as to enable it to become competent and capable in providing all necessary support and services to the sectors' development." To fulfill is objective, TIDI has collaborated with NIFT in a form of twining arrangement. As per the proposed agreement, NIFT would be capacitating the TIDI enabling it to provide training to their staff and to the participants from the Garment industry in the area of Fashion, Manufacturing and Marketing on continuous basis.

Key Objectives

- Building up the capacity of TIDI to enable it to provide regular and continuous training to its staff and participants from garment manufacturers on a sustainable basis.
- Developing the managerial and technical capability of the TIDI by assigning key managerial and technical responsibilities.
- Designing and implementing suitable management system to suit the new system requirements for continuous improvement.
- Developing the capacity of the TIDI to provide consultancy and technical services to the garment industries and also consult and advice the Government in policy issues based on the situation in the sector and international best practices.
- Designing and preparing courses in all areas of the garment sector and also enabling TIDI to do the same.
- Providing leadership training to the TIDI staff and industry personnel.
- Conducting applied researches that can help to curb problems of the industry.
- Benchmarking implementation at company levels in order to bridge the gap between the sector's performance and international benchmarks.

Position Available

The project demands experts with sound industry experience in the areas of apparel manufacturing, marketing and merchandising.

Job Title: 1. Level IV Expert
2. Level V Expert

Period of assignment (for each activity): 2 months.

Remuneration: US\$ 2550 (USD 85/Day) per month (Tax Free) - Level IV Expert
US\$ 2250 (USD 75/Day) per month (Tax free) - Level V Expert

Other benefits include: Return air fare from India, accommodation allowance @ US\$ 500 per month (If accommodation is not provided by NIFT), Wi-Fi (Limited only for official purposes), pick up & drop facility.

Location: Addis Ababa, Ethiopia.

Workload: 5 days a week with occasional travel to Apparel industries in and around Addis Ababa.

Activity List

General Management

- Professional Practice

Marketing & Merchandising

- Developing & Managing Brand (Handloom products)
- Benchmarking of Costing procedure
- Global Sourcing for Apparel & Textile
- Export Merchandising in Export Manufacturing
- Costing & Pricing in Export Manufacturing

- Product Development & Forecasting for weavers (Handloom Products)
- Strategic Marketing
- Global Consumer Behaviour for Apparel & Textile
- Apparel Quality Management
- Buying House Operations
- Export Promotion for Weavers (Handloom Producers)

Garment Technology

- Industrial Engineering (Long term consultancy)
- Quality Assurance (Long term consultancy)

Schedule of Deployment

Activity Area	Name of Activity	Time line
General Area	Professional Practice	Dec, 15 - Feb, 16
Marketing & Merchandising	Developing & Managing Brand (Handloom products)	Sep, 15 – Nov, 15
	Benchmarking of Costing procedure (Long Term)	Oct,15 – Mar,16
	Global Sourcing for Apparel & Textile	Oct,15 – Dec,15
	Export Merchandising in Export Manufacturing	Nov,15 – Jan,16
	Costing & Pricing in Export Manufacturing	Dec,15 – Mar,16
	Product Development & Forecasting for weavers (Handloom Products)	Dec,15 – Mar,16
	Strategic Marketing	Feb,16 – Apr,16
	Global Consumer Behaviour for Apparel & Textile	Mar,16 – May,16
	Apparel Quality Management	Mar,16 – May,16
	Buying House Operations	Apr,16 – Jun,16
	Export Promotion for Weavers (Handloom Producers)	Apr,16 – Jun,16
Garment Technology	Industrial Engineering (Long term consultancy)	Sep,15 – Aug,16
	Quality Assurance (Long term consultancy)	Sep,15 – Aug,16

***Please see the last section for details of each activity.**

Essential Qualifications

To apply for this position, the following qualifications and experience is mandatory:

Eligibility for Level IV Expert:

- A **Post Graduate degree** from National/ International Institutes of repute.
- Relevant experience of **minimum 5 years** in apparel industry/ academic organizations of repute such as NIFT.
- Managerial/ technical experience and practical exposure in appropriate areas.
- Working knowledge of information Technology. (MS Word, Excel & Power point must)
- Good communication in English Language.
- Ability to develop course material, training aids, presentations and handouts.

Eligibility for Level V Expert:

- Relevant experience of **minimum 10 years** in apparel industry/ academic organizations of repute such as NIFT.
- Managerial/ technical experience and practical exposure in appropriate areas.
- Good communication in English Language.
- Ability to develop course material, training aids, presentations and handouts.

What you require to do as an expert?

Curriculum Development and Training/ ToT/ Customised Training (Short Term)

- Under this activity the appointed expert along with TIDI experts will work towards development of a training manual for effective and practical oriented training for the apparel industry in the selected subject area.
- The expert will conduct a Training Program for the industry participants to solve general problem areas in the related subject and thus increase their productivity.
- The expert will conduct a Training workshop of Trainers to enhance the knowledge and upgrade skills of TIDI trainers and improve training effectiveness.
(Duration- 2 months)

Benchmarking / Industry Consulting (Long Term)

- Under these activities the appointed expert would provide continuous consultancy/ undertake benchmarking activities at various Apparel Industry.
(Duration- 6 months – 1 year)

How to Apply

To apply for this position, please send a comprehensive CV highlighting the experience and qualifications in the chosen Activity. You may also choose more than one activity as your expertise, however please mention your comfort level on additional activities chosen. Please ensure that your application fully addresses the appointment criteria in the Essential Qualifications. You should give the names, positions, organizations and contact details including Skype ID. Please send your CV along with a letter of EOI and a brief write up on the activity chosen, how you would like to implement the activity, methodology etc.

Applications should be forwarded to:

Prof. Sameer Sood
Project Director
NIFT-ETIDI Twinning Arrangement
director.projectetidi@nift.ac.in

If you have any queries on any aspect of the appointment process, need additional information or wish to have an informal discussion, please contact Mr. Sanjib K Das via email at teamleader.marketing.projectetidi@niff.ac.in or call on **+251- 929438014** (Addis Ababa)

Additional information

About the Location: Addis Ababa is the political capital and social nerve-centre of Ethiopia and is absolutely safe for the travellers. Addis Ababa is situated in the foothills of the 3,000 meters Entoto Mountains and rambles pleasantly across many wooded hillsides and gullies cut through with fast flowing streams. Addis Ababa is as cosmopolitan as any of the world's great capital or metropolises. There are numerous restaurants offering various exotic dishes and tourist attractions.

Climate: Overall, Addis Ababa maintains pleasant daytime temperatures year-round, which can range anywhere from 18 to 28 degree Celsius. Light winter clothing is advised round the year.

Immunizations: A Yellow Fever vaccination certificate is mandatory in order to enter Ethiopia. Polio vaccination is mandatory in order to re-enter India. Make sure you get these vaccinations at least 2 weeks before you travel.

Activity Details

General Management Area

Activity 1: Professional Practice

Scope: While the basics of Professional Practices have been delivered, this activity, as a sequel, should cover the next graduated level. Etiquette and professionalism are extremely important within the business and with external clients. This training will help experts to improve the industry personal's understanding of professionalism in line with the desired expectations of the organization. As participants, the professionals will conduct themselves more professionally, communicate more effectively, and acquire the tools to create an impact in their professional conduct.

Objectives: The objective of the programme is to help expert impart practical training on the following:

- Networking for Success
- Professional Introductions
- Professional Office Conduct
- Meeting Do's and Don'ts
- Netiquette
- International Etiquette

Key inputs:

- Introduction to Business Etiquettes
- Importance of Networking at business
- Business E-Mail Etiquette and practices
- Communication Etiquette - Written & Verbal
- Levels of Conversation
- Off the office and outdoor professional practices
- International Etiquette
- General Rules
- Case Studies

Learning Outcome:

- Understand what etiquette is and why it's important.
- Acquire the fundamentals of professional etiquettes.
- Learn how to introduce yourself proficiently.
- Learn tools to assist and minimize nervousness.
- Know different levels of conversation.
- Learn to conduct yourself efficiently.
- Understand appropriate etiquette for open plan and cubicle environments
- Know dos and don'ts in a meeting.

Marketing & Merchandising Area

Activity 1: Developing & Managing Brand (Handloom products)

Scope: Branding has been an effective marketing proposition for past many years in creating a unique identity of the products or product lines. Handloom Products, by virtue of its uniqueness and geographical advantage has most of the opportunity to achieve high sales target if positioned properly. This activity focuses on the design of a brand's structure for Handloom Products and identifies the different types of relationships that can exist between brands and sub-brands and when sub-brands are necessary and when they are not. The activity also intend to provide information on all of the most important brand identity components – name, logo, tagline, etc. that can be created and used and the situations for which they are most appropriate.

Objectives:

- To define the group of consumers and what position a brand must own to capture the greatest sales opportunities
- To determine the type and extent of the brand's competitive advantage for handloom products.
- To help develop integrated communications and promotional plans to deliver brand objectives.
- Determine the number and type of product innovation activities and identify process requirements to successfully achieve brand target
- To help select and prioritize the direction and activities to grow brand periodically.
- To help develop a brand strategy and plan which is easily understood and can successfully executed

Key inputs:

- Definition of a Brand, Brand building and case studies from handloom sector.
- Market Intelligence and Research
- Developing brand objectives
- Targeting and Positioning
- Processes for consumer segmentation versus targeting tools
- Brand Competitors and competitions
- Unique selling points
- Consumer Insight Development
- Brand Communication and Promotion
- Processes to develop Brand communication
- Product Innovation and Planning
- Techniques in brand strategy development and planning
- Setting objectives and strategies to maintain and build brand equity and growth

Learning Outcome: The participants will be equipped with the core knowledge and skills necessary to build a brand in the handloom sector and profitably manage the brand. The activity will also provide an applied overview of the key challenges of brand management in view of the global business and help participants to gain a significant strategic edge over competitors.

Activity 2: Benchmarking of Costing procedure

Scope: The costing is the most crucial factor in present apparel export business. To do perfect garment costing, it is important to analyse thoroughly about material costs, procedures, and risk factors related to the production of garments. The Costing benchmarking will be an Internal benchmarking process of comparing one particular operation within the identified organization with the best practices. During the process it is important to develop a specific, organized approach to implementing benchmarking and it must be established into the organization as a working process. Costing Benchmarking activity will be a six months continuous gap analysis and implementation oriented field activity to be executed at selected Ethiopian export manufacturing units.

Objectives:

- To determine what and where improvements are called for.
- To analyse how other organizations achieve their high performance levels.
- To use this information to improve costing performance.

Methodology:

- Identify organization to be benchmarked
- Initial proposals, deliberations and approvals
- Gather data
- Determine processes to be benchmarked
- Analysis for gaps
- Achieve consensus on revised goals
- Establish action plans
 - Standardizing Fabric Sourcing
 - Standardizing Trim costing
 - Marker efficiency
 - Variation in fabric utilization
 - Analysis of wastage
 - Analysis of cost sheet
 - Finalization of cost sheet
 - Actual labour cost Vs standard Labour cost
 - Factory overhead
 - Administrative overhead
 - Analysis of cost sheet & ledger
- Implement plans and monitor results
- Recalibrate benchmarks

Outcome: Benchmarking of apparel costing procedure in the selected apparel Export manufacturers.

Activity 3: Global Sourcing for Apparel & Textile

Scope: The globalization phenomenon has induced a considerable change in manufacturing and supply chain strategies across apparel and fashion value chain. To get cost benefit, fashion retailer and manufacturers prefers relocation of their operations to overseas, and the sourcing of components from, low-labour cost countries. This training aims to educate the executives on global sourcing for apparel industry and help the export industry with a generic global sourcing plan so as to economize cost and time.

Objective:

- Learn to determine the most cost efficient vendor of materials, production, or finished goods at the specified quality and service level.
- To understand different parameters in sourcing.
- To understand different types of sourcing.
- To understand the role of production merchandiser in sourcing
- To understand factors affecting sourcing of fabric and trims

Key Inputs:

- Introduction to global sourcing
- Evaluating Countries- Infrastructure, Services, Talent, Contingencies, Currency, Policies
- Selecting Suppliers - Criteria for Selecting Suppliers
- Evaluating Supplier Performance
- Contract Considerations
- Cultural Relationships
- International Procurement Offices
- Logistics Requirements
- Customs Compliance Information
- Global Suppliers
- Global Sourcing Hurdles
- Defining and Managing Risk
- Request for Quote (RFQ) Issues
- Request for Proposal (RFP) Issues
- Customs and Etiquette
- Analysing Contracts
- Setting Communication Strategy
- Developing the Appropriate Supply Chain Strategy
- Letters of Credit
- Pro-Forma Invoice

Learning Outcome:

- Dynamics of International sourcing, Global sourcing, Off-shoring and Global manufacturing.
- The material and information flow and Lead time.
- Cost of logistics and quality parameters.
- Nominated Suppliers and Non-nominated supplier.
- Ordering specifications for raw materials.
- Minimum Order Quantity (MOQ).

Activity 4: Export Merchandising in Export Manufacturing

Scope: Merchandising is considered one the most important activity to run export business profitably. Apparel export merchandising is all about planning & execution of activities

involved right from the buyer communication & order receiving till the execution or shipment of the order. Due to the multidimensional functioning of export merchandising, it is important to train and develop specialized apparel merchandisers within the Export industry.

Objective: To provide comprehensive training on Merchandising procedures in a garment export environment.

Key Inputs:

- Overview of standard export merchandising activities
- Key Roles & responsibilities of merchandiser in export house
- Export order procurement, marketing
- Dealing with buying houses
- Internal & external communication
- Sample developments, inspections & approvals
- Costing pricing and negotiations
- Order follow-ups
- Sourcing & production planning
- Lab dips and other developments
- Awareness on Accessories & trims, specifications & sourcing
- Awareness on Apparel specifications & quality
- Order Inspections & shipment follow ups.

Learning Outcome: Knowledge and understanding of extensive merchandising procedures in garment export.

Activity 5: Costing & Pricing in Export Manufacturing

Scope: Costing is important to ensure that all expenses are covered and fixes a price that ensures a profit. It is most important to identify all the costs of export business, production, sales, administrative, overheads, etc. for a continued growth of the business.

Course Objective: To provide hands on practical training to deal with real scenarios and help demystify some of the complexities around costing and pricing.

Key Inputs:

- Overview of apparel costing
- Importance of costing in Apparel Business
- What to consider when pricing a garment
- Factors which affect the profitability of a business.
- Common price-setting strategies.
- Profit margins
- Identifying all costs and factoring in unexpected incidents
- Direct costs and indirect costs

- Fabric, Trims & accessories cost
- Labour costs
- Overheads
- Defining fixed costs, variable costs and semi-variable costs.
- Break-even point
- Consumptions, Cost calculations & Cost sheets
- Product costing exercises

Learning Outcome:

- The participants will be able to do thorough costing of any apparel product.
- Application of analysis of various factors effecting costing and will be able to work on standard costing formats.

Activity 6: Product Development & Forecasting for weavers (Handloom Products)

Scope: It is essential for an exporter looking for a full package export to intervene in product development activities and thus Integrate a vast array of forecasting, costing, style, material, product quality/serviceability, and product feasibility considerations into new line development.

Objective:

- To apply consumer, aesthetic, and quantitative trend information to develop value-added Handloom products
- To establish product lines for diverse target markets based on global trends/ import trends.

Key Inputs:

- Forecasting services & techniques for new product development
- Forecasting interpretation and analysis
- Strategic Planning and Opportunity Identification for new products
- Role of Brand Strategy in Product development
- Product Development Process
- Concept, Idea generation & and Innovation
- Product positioning
- Use of forecast information in Product realisation

Learning Outcome:

- Understand the relationship of forecasting to product development and the need for forecasting knowledge for all aspects of apparel and textile businesses.
- Integrate consumer, aesthetic and quantitative trend information into the product development process.
- Engineer new value into an existing product or line while holding costs.
- Develop a product line based on forecasts & trends.

- Incorporate consumer research into the product development process.

Activity 7: Strategic Marketing

Scope: Any Export business needs to understand the concept and process of strategic marketing with sector specific applications. This activity is aimed to develop a tailored approach to marketing strategy that fits clearly within a broader export business strategy. It will provide practical application of the strategy process and enable participants to develop and implement effective strategic approaches for laying out a concrete marketing plan.

Objectives:

- Create and implement effective strategic marketing plans
- Understand how to measure planning output
- Develop and apply a range of tools for the development of strategic marketing plans
- Place marketing strategy within the overall business strategy

Key inputs:

- Understanding the business environment and strategic marketing
- Explore a range of tools designed to develop a clear and actionable view of market and business performance
- Market and customer trends
- Competitor intelligence
- Internal resource analysis
- Developing sustainable competitive advantage
- Marketing segmentation
- The role of positioning and targeting
- Developing a core sustainable proposition and links to creative execution
- Branding issues
- Marketing Strategy development and implementation
- Measurement and control systems
- Trends in strategic Marketing

Learning Outcome:

- Identify appropriate Marketing solutions and Select the best approach for making decisions
- Create Marketing plan for implementing, evaluating, and following up on decisions
- Market Analyse and select solutions

Activity 8: Global Consumer Behavior for Apparel & Textile

Scope: Consumers are responsible factor for the sales of any product. So when a new product is launched in the market, understanding consumer's buying behaviour becomes very essential. For this marketer has to study and understand the various factors which influence customers thoughts while buying any product or service. Today's consumers are more "tech-savvy" and are increasingly seeking greater engagement with brands through social media and meaningful consumption experiences. In the case of apparel products there are no exceptions with customer having awareness and information on issues related to social, environmental, technological and ethical aspects. All these factors influence the consumers to take decision to buy a product. Therefore, to develop a marketing strategy for a target group of customer, studying consumer behaviour is extremely important. This activity explores the fundamentals of consumer buying behaviour across apparel value chain. The activity intends to provide understanding of the factors that influence consumer decision-making processes in order to develop effective marketing strategies to the target market segment.

Objectives:

- To explain and apply the key terms, definitions, and concepts used in the study of consumer behavior.
- To explain how the cultural, social, personal and psychological factors influence their behavior.
- To develop marketing strategies those are consumer based and creates and enhance customer value.
- To demonstrate how knowledge of consumer behavior concepts can be used to develop better marketing programs and strategies to influence those behaviors.
- Analyze the trends in consumer behavior, and apply them to the marketing of an actual product or service.

Key inputs:

- Consumer behavior process
- Consumer segmentation
- Motivation and values
- Personality and lifestyle
- The external and internal influences on consumer behaviour
- Impact of social media on consumer behavior
- Impact of trends on consumer behaviour
- Consumer behaviour related concepts and applications
- The consumer decision process
- Marketing decision making
- Consumer communications strategies

Learning Outcome:

- The participants will be able to determine the elements of communication based on the behavior of a target market.

- Understand the Influence of external and internal factors on consumer behavior.
- Understand the ethical implications of consumer research and promotion
- Determine the impact of future trends on the consumer and marketing

Activity 9: Apparel Quality Management

Scope: Producing high-quality apparel can bring a great value to the apparel export business however, if the product is not manufactured according to established quality standards, the business can suffer tremendously. Managing quality in volume production requires a strategic approach that begins with the purchasing process and supplier relationships and ends with the satisfaction of the customer who demonstrates loyalty to your brand. Consumers want products that meet their needs. They also want protection from product failure in the form of exchanges or guarantees. Failure to do results in business costs for retailers and eventually manufacturers. To avoid such costs and loss of business in-house Apparel Quality Management has become extremely crucial for manufacturers.

Objective: The objective of this activity is to provide the participants knowledge on the quality Management procedures, technical compliance, and the best practices required to build and manage quality at all levels of apparel manufacturing.

Key inputs:

- Quality Management & Quality Assurance in apparel industries.
- Quality & types- Product attributes (functional & aesthetics)
- Product Variation and Classification of Defects.
- Introduction to AQL and its usage in apparel industry.
- Quality inspection in apparel industries
- Steps & measures in apparel industries manage & control quality.
- Apparel quality management through Technical Compliance
- Product Safety Norms
- Effective Rejection Management

Learning Outcome:

- Understanding and knowledge of all quality issues related to apparel.
- Understanding basics of a quality manual.
- Quality management & procedures at different stages of garment production.
- Understanding Key Components of a Quality Compliant Programme.

Activity 10: Buying House Operations

Scope: With global sourcing from Ethiopia on the rise, the next logical business model would be buying / Liaison houses. This training aims to provide a detailed knowledge on buying house operations and its functional activities.

Objectives:

- Understand about the structure of a garment Buying House and its functional modalities.
- To visualize in-depth the total activities of Buying House
- To understand the classification and the role played by Garments Buying House in garments business.

Key inputs:

- Introduction to buying house operation
- Role of Garments Buying House in garments Business
- Organogram & classification of an Garments Buying House
- Identification of supplier
- HR Compliance requirement by Buying House for placing any order with a Factory
- Function of design, Marketing, commercial & logistics departments
- Ground works carried out by a Buying House while preparing the Order Sheet
- Placing & Execution of order
- Sampling, testing & approvals
- Audit & Inspection,
- Post production procedures
- Quality Assurance
- Claim & settlements

Learning Outcome:

- All ground works usually carried out by a Buying House while preparing the Order Sheet.
- Product development and sampling for buyers.
- Procedures of sampling and how one order is placed to any Factory by a Buying House.
- Execution of orders by Buying House from its initiation to shipment and Follow-up of order processing with export houses.

Activity 11: Export Promotion for Weavers (Handloom Producers)

Scope: Once the export firm developed or adapted their product(s) to meet the requirements of the foreign consumer it is obvious to figure out how to distribute the product both to, and within, the foreign market. Challenges are faced to inform the prospective customers about the product's availability and its value. This activity intends to provide a comprehensive knowledge on various elements of the marketing mix to deal with such challenges.

Objectives:

- To understand foreign market, consumers and different channels of export marketing.
- To understand export promotion strategy.
- Knowledge management for export promotion.
- To help understand most appropriate mix of promotional tools for export marketing of handloom products.
- Determining the extent of standardization of the export promotion effort.

Key Inputs:

- Types of Markets
- Promotional mix for export Marketing
- Export awareness – Export marketing and procedures
- Strategies to promote Handloom export
- Types of trade fairs and exhibitions
- Participation of in important trade fairs, buyer-seller meets and business missions.
- Information on Product trends in Export Market & Product diversification
- Design trends for exportable Handloom products & Product diversification strategies
- Acquiring trade information like market studies, colour trends, design trends, export trends, standards and specifications, policies etc.
- Website publicity, advertisements in commercial portals, trade magazines and conducting exclusive shows
- Customer Database Management
- Internet marketing
- Buyer meetings and requisites

Learning Outcome:

- Identify the mix of promotional elements
- Learn about advertising and promotional tools
- Explain how this promotion strategy will help achieve its export objectives