



Study on Local Boutique Houses in Bangladesh

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Abstract

The work reported in this paper is a brief account about the boutique houses operating in a district located in the southern part of Bangladesh. However, the study represents the usual practices in the boutique hose businesses in Bangladesh. During the study various aspects of boutique houses were studied and reported in this paper. The aspects that were investigated were items produced by the boutiques houses, fabric required to make those items, tailoring/making charge, running cost of boutique houses, problems of the boutique houses. It was found that on average 1.5 to 2.5 yards of fabric is required to make various types of boutique items. Items like payjama, Panjabi and lehenga needs maximum amount of fabric. Making charges are as low as 125 to 4600, for petticoats and suites respectively. However an important finding is that in most of the cases, the making charges are 15% to 20% higher in the boutiques than those are produced in industrial boutique system. It was found that the small boutique pays more wages to their operators than the industrial boutiques systems. Waste of fabric is more in small boutiques and they also uses traditional machines. Last but not the least the customer satisfaction is more in small boutiques because customers gets comparatively well fit garment.

Keywords: Local Boutique, fabric, Boutique Houses, Bangladeshi Boutique.

I. Introduction

Export oriented readymade garments (RMG) sector is the backbone and the largest employment generating sector of Bangladesh. Most of the RMG products are exported however and huge quantity of excess and faulty garments are sold in the local market even then Even then lots of boutique houses have been in operation in the country. Boutiques houses are small business houses that sells small number of fashionable garments items, apart from that some of the boutique houses also make garments items as per individual requirement. An author (S. M. Zahidul Huq, 2019) studied the boutiques of Bangladesh as part of his M.Sc thesis and a paper was generated from that thesis. Another author (M. M. Haque, 2018) published a detail account about the boutique Opportunities and Challenges of "Designer, Aesthetically Challenging, Personal Wear and Effects Sector" in Bangladesh. He mentioned that Lack of skilled operator and

designers. Though there are a lot of garments factories in Bangladesh but the designers and operators are not interested to work in the boutiques mainly due to (i) poor payment, (ii) job prospect in future is not well defined and little flexibility in changing jobs etc. Lot of people has a tendency to make their garments in a local tailor shop. Import of large amount of dresses from neighboring countries. The quality of fashion boutiques of neighboring countries is better than ours. Low quality fabric; as fabric is the main raw materials of garment items, therefore deviation of quality of fabric have direct impact on the quality and marketing of boutiques garments. Use of traditional and conventional raw materials. Lack of innovative fashion and marketing of traditional i.e. same fashion on continuous basis. Absence of any center of excellence (research/design) type organization who may work as intellectual guardian of the sector. There is no design studio/research center. Poor control or poor administration of intellectual property right. Like

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many other manufacturers organizations the boutiques owners are not well organized. In order to develop their situation they must at first be well organized. Though they have some sort of association but that is not very well organized and well known. It was reported (IBISWorld, 2019) that the Clothing Boutiques industry is composed of small retail stores that offer only a limited range of apparel and accessories. By nature, the industry is highly fragmented because retailers are defined as having only one establishment. Clothing boutiques typically cater to high-end or niche markets and are reliant on strong macroeconomic conditions. Another author (M. S. N. Khan,) mentioned that the boutique industry is a very promising and upcoming industry. Within just a decade and a half of its inception, it has created a strong position in the market and is now contributing to the country by creating employment for thousands of people and also boosting the GDP. People's interest, local heritage, and international value- everything poses a friendly environment for the growth of this industry. Two other authors (M. A. Mamun and S. M. Jahan, 2017) mentioned that policies are also a concerned and they suggested that policies should aim to encourage and promote the development of

local technologies. Emphasis should be placed on the promotion of the local tools industry to reduce reliance on imports. Small enterprises are said to face a "liability of smallness". Because of their size and resource limitations, they are unable to develop new technologies or to make vital changes in the existing ones.

Boutique shops/Tailoring shops make men's and women's different types of clothing. Such as:- Shirt, Pant, Suite, Koti, Sherwani, Panjabi, Pajama, Fotua, Katua, Three piece, Burqa, Petticoat, Blouse, Maxi, Night dress, skirt, Tops, Lehanga, Frog,Ejar pant etc. On average 5 to 6 employees work in the Tailors shops. All sewing work is done with a General/Single needle lock stitch machine and an over lock stitch machine in the tailor's shop. Clothing price and wages are much higher in Tailor's shop. In Tailor's shops women's make more clothes than boys. Male tailors shop employee work on the male and female tailors shop on the female employee to work.

II. Information details

The fabric required by various types garments were gathered and mentioned in the Table 1 (a) and 1 (b).

Table 1: Requirement of fabrics for making dresses of gents & ladies.

(a) Gents				
Clothes	Clothes Type	Quantity of fabric (Yards)	Fabric width (Yards)	Quantity in Roll (Yards)
Shirt	Half shirt	1.5	1.25	150
	Full shirt	2	1.25	150
Pant	Full Pant	1.5	1.5	150
Complete suite	Coat	1.75	1.5	150
	Pant	1.5	1.5	350
Koti	Long	1.25	1.5	100
	Short	1	1.5	
Punjabi	Long	2.5	1.25	150
	Short	2	1.25	
Pajama		2.5	1.25	150

(b) Ladies				
Clothes	Clothes Type	Quantity of fabric (Yards)	Fabric width (Yards)	Quantity in Roll (Yards)
Three piece	Kamij	2.5	1.25	150
	Salwar	2.25	1.25	
	Orona	2.25	1.25	
Petticoat	Six Chat Peticcoat	2.5	1	50
	Round Peticcoat	2.25	1	50
Blouse	Full	1.5	1	50
	Half	1	1	
Lehanga		2.5	1.25	150

Table 2: Wages for making clothes in the Boutique shops/ tailoring shops
(a)

Clothes	Cloth making wages (BDT)*
Shirt	430
Pant	600
Complete Suite	4200
Koti	1800
Panjabi	320
Pajama	220

*BDT = Bangladeshi Taka

(b)

Clothes	Boutique Shops/Tailoring Shops	Wages for making Clothes (BDT)
Three piece	Taj Tailors	350
	Tripti Tailors	350
	Sriti Tailors	320
Petticoat	Taj Tailors	200
	Tripti Tailors	180
	Sriti Tailors	120
Blouse	Taj Tailors	250
	Tripti Tailors	220
	Sriti Tailors	180
Lehanga	Taj Tailors	250
	Tripti Tailors	250
	Sriti Tailors	220

Table 3: Comparative cost of making garments in Boutique shops and industrial system of making garments.

Items	Cost of making in Boutiques (BDT)	Cost of making Garments in Industrial System (BDT)
Shirt	Low cost:- 500-600	Low cost:-400-600
	Medium cost:- 700-800	Medium:-500-700
	Higher cost:- 900-1000	Higher cost:- 800-900
Pant	Low cost:- 500-600	Low cost:- 400-500
	Medium cost:- 700-800	Medium cost:- -600-700
	Higher cost:- 850-1000	Higher cost:- 750-800
Complete suite	Low cost:- 3000-3500	Low cost:- 1600-2500
	Medium cost:-3600-4500	Medium cost:-2600-3000
	Higher cost:-5000-5900	Higher cost:-3200-3500
Koti	Low cost:-800-1000	Low cost:-650-800
	Medium cost:-1200-1500	Medium cost:-1000-1200
	Higher cost:-1600-1800	Higher cost:-1300-1500
Panjabi	Low cost:-300-350	Low cost:-250-300
	Medium cost:-400-450	Medium cost:-320-350
	Higher cost:-480-500	Higher cost:-380-400
Pajama	Low cost:-200-250	Low cost:-150-180
	Medium cost:-280-300	Medium cost:-200-220
	Higher cost:-320-350	Higher cost:-230-250
Three piece	Low cost:-200-220	Low cost:-150-180
	Medium cost:-230-250	Medium cost:-200-220
	Higher cost:-280-300	Higher cost:-230-250
Petticoat	Low cost:-150-180	Low cost:- 120-150
	Medium cost:-200-220	Medium cost:- 180-200
	Higher cost:-230-250	Higher cost:-220-220

Items	Cost of making in Boutiques (BDT)	Cost of making Garments in Industrial System (BDT)
Blouse	Low cost:-100-120	Low cost:-80-100
	Medium cost:-130-150/-	Medium cost:-120-130
	Higher cost:-180-200	Higher cost:-150-170

Table 4: Profit margins of the wholesale boutique houses

Different Types of clothes	Cost of making Price (BDT)	Sales Price (BDT)
Shirt (piece)	Low price:-150-250	Low price:-300-350
	Medium price:-360-400	Medium price:-450-550
	High price:-500-600	High price:-600-750
Pant (piece)	Low price:-250-300	Low price:-300-350
	Medium price:-550-600	Medium price:-600-650
	High price:-700-750	High price:-750-800
Complete suite(piece)	Low price:-1000-2000	Low price:-1500-2500
	Medium price:-2500-3000	Medium price:-3500-4000
	High price:-4500-5000	High price:-5500-6000
Koti(piece)	Low price:-500-550	Low price:-550-600
	Medium price:-650-700	Medium price:-750-800
	High price:-800-850	High price:-900-1000
Panjabi (Yard)	Low price:-100-120	Low price:-130-150
	Medium price:-200-220	Medium price:-250-280
	High price:-300-350	High price:-350-400
Pajama (Yard)	Low price:-100-120	Low price:-130-150
	Medium price:-200-220	Medium price:-250-280
	High price:-300-350	High price:-350-400
Three-piece (yard)	Low price:-42-50	Low price:-55-60
	Medium price:-65-70	Medium price:-70-75
	High price:-80-100	High price:-100-120
Burqa (Yard)	Low price:-120-150	Low price:-150-180
	Medium price:-150-200	Medium price:-220-250
	High price:-300-350	High price:-320-400
Peticoat (Yard)	Low price:-42-45	Low price:-45-50
	Medium price:-55-65	Medium price:-60-70
	High price:-80-90	High price:-90-100
Blaus (Yard)	Low price:-42-45	Low price:-45-50
	Medium price:-55-65	Medium price:-60-70
	High price:-80-90	High price:-90-100
Lehenga (Yard)	Low price:-50-55	Low price:-55-60
	Medium price:-65-75	Medium price:-70-80
	High price:-90-100	High price:-100-120

Table 5: The main problems of Boutique/Tailoring shops

Types of problem	Main problems of Boutique/Tailoring shops
Workers	Lac of workers & skilled workers.
Machines	There is no ability to buy modern machines.
Trimmings	Trimmings are not available.
Capital	Lac of capital.
Worker fees	Workers fees are less.
Skilled cutting master	Lack of skilled cutting masters.

Table 6: Different types of machines used in the Boutique/Tailoring shops

Name of Sewing Machine	Full Specification and Standards	Country of Origin	Brand and Model
Normal Sewing machine (foot operated)	System-(MS) Foot operated	China	Brand-Singer Model-Foot Operated
Single needle lock stitch machine	Speed- Max 5000-5500spm with stand table motor, stitch length -Max-5mm, Needle type-DBx1	China	Brand -Shangong Model-GC-5550
2 needle 3/5 Thread Over lock machine, Sewing length 1.6-3.2 mm.	2 needle 3/5 thread, speed-Max 6000-7500spm, stitch length-1.5-3 mm.	China	Brand -GMC M-747
Embroidery Machine(operated)	Sewing speed-5000-8000spm	India	Brand -Sandip Model-130
Chain Stitch machine	Speed-Max 6000-7000spm, Stitch length-1.5-3 mm.	China	Brand -GMC Model-3880

Table 7: Manpower in a Gents Boutique/Tailoring shops

Sl. No.	Name of Boutique/ Tailors Shops	Shop location	Number of Workers
1	Rident Tailors	Fazlul haque avenue, Barisal	06
2	Sark Tailors	Fazlul haque avenue, Barisal	05
3	Mark Tailors	Fazlul haque avenue, Barisal	06
4	Centuri Tailors	Fazlul haque avenue, Barisal	05
5	Quality Tailors	Fazlul haque avenue, Barisal	06
6	Taj Tailors	Katpotri, Barisal	06
7	Tripti Tailors	Katpotri, Barisal	06
8	Sriti Tailors	Katpotri, Barisal	05
9	Raj Nondini Tailors	Katpotri, Barisal	05
10	New Tripti Tailors	Katpotri, Barisal	06
11	Fuzi Tailors	Katpotri, Barisal	05
12	Aaro Tailors	Katpotri, Barisal	06
13	Tanzila Tailors	Katpotri, Barisal	05
14	Pushpita Tailors	Katpotri, Barisal	04
15	Reshmi Tailors	Katpotri, Barisal	05

**Figure 1:** Gents Boutique/Tailoring shops



Figure 2: Gents Boutique/Tailoring shops



Figure 3: Ladies Boutique/Tailoring shops

III. Discussion of Results

III.A Quantity of fabric requires

Table 1 (a) 1 (b) show that the fabric required by gents and ladies respectively. For gents, the table shows that as low as 1 yard fabric is required by short koti while 2.5 yards of fabric is required to make a Punjabi and pajama. In the case of ladies the fabric required in making half blouse is 1 yard and is the lowest while Kamij, six chat petticoat and lehanga require 2.5 yards each. Of course the fabric width is also a matter and is shown in the fourth column and lies between 1 to 1.5 yards. The last column show the quantity of fabric contain in each roll or pack.

III.B Cost of making the garments

It can be seen in tables 2(a) and (b) that the cost of making the garments are widely varies. The cost of making men's pajama is 220 BDT while cost of a complete suite is 4200 BDT. The cost of making ladies dresses are relatively much lower and from 120 BDT to 350 BDT for making petticoat and three pieces respectively. Attempt has been made to compare with large establishment doing similar works using industrial arrangement. Table 3 shows that the small boutique's cost are on average 20% to 25% higher than those produced in the industrial establishments. An important reason of this could be too much waste of fabric by the small boutiques while in the case of industrial system they plan for a large quantity of garments at a time use marker technique to cut the fabric. With this greater marker efficiency is achieved so that

comparatively lower fabric is utilized per garments. In other words the cost of fabric used in each garments in industrial type is lower than that of small boutiques. Thus the cost of making garments in industrial types is lower than that of small boutiques. Probably due to this, the volumes of sales are much higher for industrial types than that of small boutiques. One more thing is that in case of small boutiques a customer has to come at least twice to make and get a garment of choice while for industrial types one can get the garments by only one visit. Table 4 shows the profit margins of the boutiques shops and it shows that their profit per garments is very good, however, it seems that due to insufficient sales their overall income is not satisfactory.

III.C Problems of the boutiques

It was observed that boutiques owners suffer from various problems e.g. lack of skill workers, lack of cash capital to purchase modern machines. Only few machines are used to make all the works and most of the machines are Chinese originated (Table 5 & Table 6). During conversation, they informed that access to quality and fashionable raw materials is also a problem. It was found that (Table 7) on average 4-6 operators works in the boutique shops, even with this few people, the overhead cost of small boutiques are relatively more.

IV. Conclusion

Boutiques are composed of a large number of small businesses spread all over the Bangladesh. Apart from the small boutiques houses, there are

some garment industry types of boutiques. It was found that that the cost of making a garment and sales price is higher for small boutiques than that of large scale industry types of boutiques. However even then the small boutiques are not very profitable because of waste of fabrics and low sales volumes. The industry types of boutiques have a advantages that they use marker and cut a large quantity of garments as a result their waste of fabric is low and fabric required per garments is lower than that that of small boutiques. As a result their cost of production lowers also lower. The local boutiques also use traditional and back dated machines.

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