COMPUTERIZED MACHINE EMBROIDERY: KEY SUCCESS FACTORS TO REACH THE INTERNATIONAL MARKETS

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Abstract: This paper aims to investigate the lots of existing innovative development in this century, Computerized Machine Embroidery, to serve as a kind of perspective for design industry in the imaginative and specialized utilization of embroidery. Embroidery takes an essential place in style configuration field. It frequently shows up on design things as stylish embellishments. In any case, embroidery is a period expending art that does not suitable for the quick creation timetable of the present design industry. It is accepted that Computerized Machine Embroidery is the answer for contemporary design to create inventive embroidery subtle elements in a controllable and proficient way. This paper give an overview of process of computerized machine embroidery.

Keyword: - Computerized Machine Embroidery, CAD (computer Aided Design), Design industry and technological invention.

I Introduction

Embroidery

Embroidery is the craft of decorating fabric or other materials with needle and thread or yarn. Embroidery may also incorporate other materials such as, pearls, beads, quills, and sequins. Today, embroidery is most often seen on caps, hats, coats, blankets, dress shirts, denim, stockings, and golf shirts. Embroidery is available with a wide variety of thread or yarn colour. The verb embroidered has two senses: (1) to decorate with needlework, and (2) to add details to. In both cases to embroider is to 'embellish'. 'To embellish' is clearly the process of adding value to something.

Computerized Machine Embroidery

Now a day's embroidery is stitched with a computerized embroidery machine using design digitized with embroidery software. In machine embroidery, different types of "fills" add texture and design to the finished work. Machine embroidery is used to add logos and monograms to business shirts or jackets, gifts, and team apparel as well as to decorate household linens, draperies, and decorator fabrics that imitate the elaborate hand embroidery of the past.

There has also been a development in free hand machine embroidery, new machines have been designed that allow for the user to create free-motion embroidery which has its place in textile arts, quilting, dressmaking, home furnishings and more.

The embroidery we see today is largely produced on computer controlled embroidery machines. They are specially engineered machines that have a multi-needle fixed 'embroidery head' and a frame holder that moves the framed product (for example a garment like a T shirt) in either of two directions so that the embroidery design can be sewn. The frame holder is known as a pantograph; think of it as a graph plotter because it moves to (plots) the exact location (co-ordinates) of the design expressed in x and y values. The design is created within a grid (known as a 'field') with x being the horizontal axis and y the vertical axis. Therefore any point on the design can be identified in values of x and y, a co-ordinate in this field would be written, for example, as x249, y786. The embroidery machine reads these co-ordinates from the design data file and moves its pantograph into position to receive each new stitch from the machines' stationary needle head.

CAD (computer aided design)

The embroidery design is created on a computer using specialised 'digitising' software. Artwork is interpreted in stitches by plotting a route that the embroidery machine needle/s will take when stitching the design and applying machine functions like colour changes. When complete the design is transferred to the embroidery machine in a specific 'stitch file' format or language. Once the design is in the memory of the embroidery machine, the operator teaches the embroidery machine how to sew the design i.e. which needles to use for which colour and then starts the machine embroidering.

II Method

The market assessment interviews were held with selected computerized machine embroidery unit owner from Surat city of Gujarat, India. Data was collected via in-depth interviews with 75 computerized machine embroidery artisan. A semi- structured interview transcript was developed including respondent's culture, aspirations, lifestyles, motivations, skills, business strategies, knowledge about the global consumers, the international market and their technological skills. The interviews were conducted in the regional language Gujarati. Qualitative analysis was used to determine the key success factors of computerized machine embroidery in international markets. The interview was developed with open ended questions for computerized machine embroidery unit owner. The recorded interviews were translated, transcribed in English. Qualitative analysis was done. Different themes emerged from the content analysis of the interview transcript. A deductive approach to the coding considered five dimensions that were identified in determining the key success factors of computerized machine embroidery in international markets. Later an inductive approach allowed the data to guide the occurrence of additional concepts and explanation for emerged themes. The five themes were 1) Customer specific designs and products. 2) Incorporating Global styles. 3) Working with exporters. 4) Participating in International fairs/bazars and 5) Online presence and social media marketing.

III Findings

Findings from the study revealed that the computerized machine embroidery made its way to the international markets through trader's laborious efforts to revive the regional computerized machine embroidery and make it available to other parts of India as well as abroad.

Some of the traders revealed that in order to be successful in the international market they had tailor their products and embroidery styles to full fill the needs of the global consumers. And today, Computerized machine embroidery is embroidered on fashion apparel, stoles, baby clothing, quilts, home furnishings, greeting cards, invitations, folders, fashion accessories (bags, belts, shoes etc.).

The interview revealed that networking and having right contacts is another major factor to be successful. It was also learned that in order to have their presence in International market it is important to have the computerized machine embroidery on products other than Sari like scarf, home furnishings, greeting cards, invitations, folders, fashion accessories (bags, belts, shoes etc.) because Sari's would sell more in India than abroad. The traders said that internet is a major factor to get their name out in the international market. Some of them indicated that they have a face book page and are selling through sites like amazon. However, most of them said their international orders come to them from exporters, relatives residing abroad and they have built network of contacts of friends who have relatives abroad. A trader said that her clients from abroad suggested her to have computerized machine embroidery on table runners with holiday motif, which lead her to modify the products and design.

IV Conclusion

1. This study concludes that the key success factors of computerized machine embroidery include, Customer specific designs and products: Today the market is driven by customers rather than sellers. Tailoring products and designs to customer taste is essential.

2. Incorporating Global styles: Developing products that embrace the concept of global style.

3. Working with exporters: Various exporters in India provide marketing opportunities for computerized machine embroidery.

4. Participating in International fairs/bazars: It is essential for traders and exporters to participate in international fairs in order to keep themselves abrupt with international clients and get a sense of international trends.

5. Online presence and social media marketing: Being present on social network sites gives an opportunity for growth. So that people are just a click away from sharing your business with friends.

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