

CHALLENGES FACED BY DESIGNERS AND MERCHANDISERS

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Designer

- **Finances-** While designing a dress professionally in fashion industry a person definitely needs a initial budget, it is very harder to those who don't have "sugar- daddies" or wealthy parents but every thing is possible with hard work.
- **Working alone-** It is hard working alone you need people who are willing to help it is said that talent wins game, but team work win championship to have a good team a big step forward.
- **Stand out-** It is hard to stand out in such a big crowd there are many designers.
- **It is hard for up coming designers to find a platform to showcase their work.**

Merchandiser

- **Lack of business skill-** There is a tremendous amount of design talent but the problem is often lack of business skill required to take a small business to a profitable one.
- **Proper platform to promote and sale fashion item.**
- **Knowledge of current trend.**
- **Lack of fund.**
- **Proper pricing of the garment.**
- **Promotion of fashion brand.**
- **To know about the customer demand.**
- **Time management with creativity.**
- **Competition on pricing.**

- **Fitting problem-** A designer have to see all the fittings of all their dress before the ramp work otherwise there can be a malfunction of a dress.
- A designer have to be careful about their dress so that it couldn't get copied.
- Misplace of any garment during a fashion show.
- Availability of appropriate accessories for the garments.
- Damage of a garment during fashion show
- Proper ironing of the garment