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Export Propulsion System of Nepalese Garment Enterprises

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Abstract

The paper aims to examine the external environment propulsion in trade as export marketing of Nepalese ready-made garments for market power.Thestudywasbasedon212respondents selected asjudgmental sampling andthedatawerecollectedthroughstructuredquestionnaire schedule using Six point Likert Scale. Descriptive and inferential analysis was done with the help of IBM SPSS Statistics Software. The research is descriptive and explanatory in nature. Frequencies, percentage, mean, correlation and regression analysis was done to reach the concrete results. Later, correlation and regression analysis were done to correlate the different six independent variables and credit risk management and to test the hypothesis.

The External Environment, Competitors, Marketing Strategies and Market Power are significantly correlated with the Export Marketing. There are various factors like similar characteristics and strength, these factors needs to be properly analyzed and implemented accordingly. The strategies to market are important to compete and also to export the garments without any barriers. The market power and its factors are very important to be understood and implemented by the Nepalese RMGs for the smooth export of garments produced. These factors are properly analyzed by the help of the survey done so that it will lead to the consequences and actions that can be taken to improve the export marketing of Nepalese ready-made garments in various scales of industries in Nepal competing with domestic as well as international competitors.

Keywords: External Environment, Competitors, Marketing Strategies, Market Power, Export.

1. Introduction

In Nepal, the clothing business has a 25-year history. Nepal has a wide variety of clothing accessible for export. There are four categories of ready-to-wear in Nepal: woolen and knitwear, cotton wear, silk wear, and quilt wear. These clothes include a large number of people's clothing including, including waistcoats, pullover sweaters, caps, socks, shirts, vests, slacks, blouses, long dresses, trousers, jackets, and a number of other well-liked things. Out of these four categories of clothing, woolen clothing dominates the nation's exports of ready-made clothing (Shrestha, 2001).

In terms of exports to other countries, Nepalese clothing now holds the top spot. The nation's economy has benefited significantly from the clothing industry. Around 18% of the total expert and 40% of foreign trade from abroad commodities are accounted. About 100 000 Nepalese have found work in this industry, which accounts for 12% of all industrial employment. Including the employees' families, this industry has helped about 350000 individuals (TPC, 2005 as cited inelibrary.tucl.edu.np).

After joining the WTO and eliminating the quota system in accordance with WTO rules. The Nepalese ready-made clothing (RMG) business competes fiercely in the global market against powerful rivals. The RMG business currently faces serious threats and difficulties from nations with sophisticated technology. Under the MFA, Nepal lost a significant portion of the market share she had in the American market.

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According to Panta, R.K. (2002), around 95 % of industries have closed as a result, and the remaining industries are now functioning at a lower capacity.

Nepal's garment industry is currently in a delicate situation. Since the second half of 2001, the export growth rate has drastically decreased, forcing several industries to halt operations and even shut down. This once-flourishing area of the Nepalese business and economy is currently experiencing hardship due to a combination of internal and external forces. The WTO system's reforms pose a significant challenge for Nepalese business owners, who already have to deal with adjustment issues related to rising production costs and longer delivery windows. Nepal may have to deal with not just the challenging transition issue but also the danger of the industry collapsing due to increased worldwide competition and its incapacity to adapt to changing circumstances for this product line(Panta, R.K. ,2002).

Due to internal limitations, including an outdated manufacturing method, an inadequate logistical system, unfavorable government policies, and Nepal's geographical disadvantage as a landlocked nation, the garment industry is in a vulnerable position. The expense of creation in Nepal is generally 25% more than the expense of creation in other South Asian country because of the absence of innovation and furthermore talented labor supply that are expected to appropriately run any industry. The lead time in contrast with Indiafavours India. For example, India can send things to the US, a critical worldwide market for dress, in 19 days, rather than Nepal, which needs something like 45 days (Adhikari, 2003).

In accordance with the (USTADA) of 2000, the US government has switched its commerce from Nepal to sub-Saharan African and Caribbean Basin nations. Why this happened was due to Nepalese business owners' subpar marketing tactics. Due to their increased production costs, subpar quality, and erratic delivery schedule, they were unable to win the hearts and minds of American consumers.

The RMG sector must primarily rely on a variety of materials, including textiles, threads, zippers, buttons, and labels, among others. Everything, including the materials, thread, sewing machine, and needle, must be imported from another nation. Nepal does not create textiles that are suitable for making ready-to-wear items of high quality for export. The textiles and threads made locally also fall short of the production standards. The trade promotion report states that Nepali textile should be 15% less expensive than international textile in order to compete in the fashion industry. Another essential labor input for the growth of the garments industry is skilled labor, which has also been imported from the nearby country of India (Adhikari, 2003:Guide, T.F.,2016).

Any business that ignores market diversity will suffer. The RMG sector in Nepal was very reliant on the US market. Due to this same factor, the RMG sector is on the edge of collapse after MFA, and thousands of workers are suffering from job loss. Therefore, it is crucial to investigate new markets to ensure the clothing sector in Nepal has a bright future. Additionally, Nepalese textile manufacturers want to establish personal relationships with potential customers. The majority of Nepalese garment manufacturers currently rely on Indian agents for their international markets.

In this dynamic environment, business is evolving quickly. The advancement of science and technology as well as economic, social, and political issues affects the business environment. These elements drive ongoing industrial growth change. Industrialists and businessmen should be able to develop a suitable marketing plan and assure its successful implementation in order to deal with the changes.

It goes without saying that no firm can succeed without implementing the proper marketing tools and techniques. Marketing is essential in today's competitive marketplace for increasing industrial production and achieving success. By generating and providing values to the market, marketing aims to elicit the desired response (Kotler ,1972:Cateora & Graham, 1975:Cravens, David W. ,1982:D. C., & Williamson, N. C. ,1985).

Marketing has been a crucial component for all products. The goals of marketing are to make a product accessible to consumers at the appropriate time, place, and price, as well as to provide them with information that will enable them to assess if the product meets their needs. The significance of marketing is really increasing every day as a result of how effective it is in determining an enterprise's success or failure. The reason marketing is receiving more attention is due to both its expanding dimension and reaches as well as its intrinsic influence on an enterprise's success or failure(Cateora, Philip R & Graham, John L. ,1999:Bowman, C. ,1996)

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Marketing without production is a waste of time, resources, and effort. Understanding the significance of marketing involves recognizing and meeting customer needs. Even though Nepal is a poor nation, it cannot avoid using effective marketing techniques. Despite being primarily a product-oriented nation, Nepal has been unable to meet public demand for output due to growing worldwide competition. Today's industrialists have learned that marketing needs to be given high attention. From research or conversations with industrialists, it is clear that while they are aware of the value and power of marketing within a company, they do not appear to be properly utilizing it. It was caused by numerous circumstances. According to reports, businessmen have reportedly been unable, and in some cases even unwilling, to properly implement marketing tactics (Shrestha, 2001:Gautam, D.K., 2002).

The ability to think clearly rather than having good long-range planning is the key to corporate survival in our continuously shifting world. Organizations need to prepare for the future in order to survive and thrive. This includes strategic planning, long- term planning, and operational decision-making. Marketing plans should be created in conjunction with overall organizational plans. The firms have been compelled to reassess and analyze their prior production-oriented policies in light of the looming threat of competition from within and beyond the nation. A business can mold adequate action plans to achieve a set goal by using appropriate marketing tactics and procedures. Due to a significant increase in the degree of competition, globalization measures that have been in place since the 1980s have provided further motivation for adopting more aggressive marketing strategies.

As Indian manufacturers entered Nepal to avoid the U.S.-imposed quota on Indian clothing, Nepal's textile output boomed in the 1980s. The export of clothing thereafter experienced a remarkable increase, going from 1 percent of all exports in 1983–84 to 17 percent in 1984–85, and finally to 27 percent in 1985–86. Capital (mostly sewing machines), labor, and raw materials were imported into Nepal. In essence, Nepal gave these producers access to warehouses and other facilities. Nepalese began receiving training as well by collaborating with Indian business owners and employees. Clothing exports peaked in 1993–1994 at nearly 31% of all exports. By 1998–1999, garment exports continued to make up 27% of all exports. The majority of clothing is now made in Nepal by Nepalese employees (Panta, R.K., 2002)

The majority of Nepal's clothing manufacture is for export. Producers must plan their operations to keep the cost per unit as low as possible. This is especially important for Nepali clothing manufacturers who have to compete with manufacturers abroad. In this study, the long-run cost function of the Nepalese apparel sector is examined, with a focus on whether the manufacturers have taken advantage of economies of scale. Statistics has determined that each parameter estimate is significant. The Minimum Efficient Scale (MES) is determined by the model to be 1,337,530 garment pieces, although the industry's average output in 1997 was 150,131 garment pieces. The MES was approximately nine times the average production, as evidenced by this. Businesses are expected to produce as closely to the MES as feasible in a highly competitive market. However, less than 50% of the MES was being produced by approximately 98 percent of the companies. This only serves to highlight how uncompetitive the apparel sector is and how little it has taken advantage of the economies of scale that are present across the current production spectrum (Shakya, B. M. ,2004: Sharestha,S.K,2003:Levy, P. E., & Williams, J. R.,2004: Morgan, N. A., Katsikeas, C. S., &Vorhies, D. W. ,2012).

The growth of effective and competitive businesses in the global market is significantly impacted by the potential existence of untapped economies of scale in the Nepalese garment sector. The claim that reducing trade barriers will increase output is inadmissible because Nepal has no trade barriers for the clothing sector. To stay competitive and move toward the MES, which might be the only way to enter the global market and sustain competitiveness over the long term; cost-cutting strategies can be implemented. Thankfully, there appears to be a very little hint in this direction.

1.2 Statement of the problem:

The time has come for entrepreneurs to take responsibility for saving Nepal's garment industries from their terrible situation. The CEO or business owners must make reasonable decisions by putting into practice appropriate and successful marketing strategies in order to face threats and problems.

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The difficulties confronting this area incorporate an inventory market that is to a great extent subject to the U.S. market alone, unfamiliar gifted work, deficient coordinated factors, an absence of natural substance supply, trouble getting to unfamiliar business sectors, request limitations, significant expenses and shoddy quality, moving interest designs in the worldwide market, and an absence of strong government strategy (Agrawal, 2001: Blomstermo, A, Eriksson, K, Lindstrand, A, & Sharma, D.D ,2004).

Additionally, competing with nations with superior technology is one of Nepal's clothing industry's greatest hurdles. If an appropriate and successful marketing plan is not used to capture the market share, the hearts, and the minds of potential customers, this industry would undoubtedly collapse. RMG entrepreneurs in Nepal lack the long- term strategic marketing management planning that other countries have implemented in their international businesses. Nepalese business owners have more than enough time in a decade and a half to develop their competitive positions and gain experience in worldwide marketing. However, no one has attended to the issue. In fact, there is no clear decision about whether to swallow or toss this industry out.

For any business, no matter how big or little, to survive and succeed in the ever- changing global trading environment, both macroeconomic research and marketing strategy are essential. If businesses are not strategically prepared to interact with the business environment, they will not be able to take advantage of opportunities or copy risks, regardless of whether government policy or the environment is beneficial to business. Since there is fierce competition in the United States, Canada, Europe, and Japan, Nepalese garment entrepreneurs might focus their business by implementing a marketing plan in Asian countries being proactive.

1.3 Research Objectives:

The research aims to examine the external environment propulsion in export marketing of Nepalese ready- made garments for market power.

2 LITERATURE REVIEW

2.1 Garment Industry Development

In the past, Nepal's clothing industry was dominated by the "Damai" tailoring caste group and the "Sujikar" Newar community's professional group. Both of these organizations were committed to the task at hand. The sujikar has always had ownership of the therapeutic portion of this division. They so used to reside and conduct their business operations in urban areas or the surrounding area. Due to their lack of resources, they continued tailoring to support themselves. With the passage of time and the rising trend of RMG imports into the nation, the demand of the populace for locally tailored clothing had altered (Panta, 2002:King, S.,2004). The Nepali garment industry has a recent history. It was put into effect roughly 20 years ago. Even though there were only a few clothing traders in the middle of the

1970s, the industry truly took off after the 1980s. It has put up incredible effort to grow into a significant exporting sector. The woolen carpet sector currently earns more money than the apparel industry. Additionally, it has contributed significantly to the creation of jobs. When the US government imposed quota system on import of RMG from the third world countries, Indian exporters first controlled the business. India being a major importer of the goods encouraged Indian clothing business owners to travel to Nepal, particularly to Kathmandu, in order to utilize the unused quota allotted to Nepal. In this process, Nepalese business owners learned a lot from their Indian competitors, and the industry's growth narrative began (Pant, 2002)

Although this situation has altered significantly over the years, the beginning of the young sector was quite haphazard and without any established policies by the government. The government has implemented various measures that are thought to be beneficial to this sector. Although occasionally there was government measures intended to enhance this sector, the fact is that the garment industries only prospered during this time period as a result of constant efforts done by the industrialist. Following the change in global commerce and the global transition to liberalized economic policy, signals are being seen in the nation's export industries. The strategies established by these countries make certain to straightforwardly affect the piece of clothing commodity of Nepal on the grounds that the article of clothing ventures are send out based and should rival any nations, particularly

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with the adjoining nations, on the worldwide market (Kolter, P. ,2000: Kotler, P., & Armstrong , G. ,2001: Lee, J. ,2016: Koirala, K.D.,2000: Kotler, P., & Keller, K. L. ,2010).

According to statistics, Nepal exported clothing worth 3.93 billion rupees in 1992– 1993, 5.48 billion rupees in 1993–1994; 5.41 billion rupees in 1995–1996; and 8.37 billion rupees in 1998–1999. Exports fell by 89 percent in 2008 compared to exports in 2003 AD, and they fell by a further 73 percent in January 2009 compared to January 2008. This further demonstrates the pressing necessity to consolidate and promote this sector .

The majority of industries were initially built with the financial and technical assistance of Indian industrialists. Indian industrialists during the time covered more long-term investments. However, the current reality is quite the reverse. The majority of participants, both workers and financiers, are Nepalese. The ideal work force in the nation, women, participates in labor in considerable amounts. The need for female labor in rural areas and the large-scale migration of rural women from households to production lines may change the social and economic situation of these women. Countries can use this flush for more than just industrial growth.

Since the garment industry began to export goods about 20 years ago, it has continued to import raw materials and accessories from countries including China, Hong Kong, Indonesia, Malaysia, and India. However, accessories are imported only from India at a rate of 95%. The materials and accessories are not chosen by the business owners of clothing. Materials and accessories are chosen, designs are created, and outfits are put together with the purchasers' approval. Only a small number of business owners have designs that are well received by customers (Shrestha, S. K, 1994:Anthony, G., 2000: Bello, D. C., & Williamson, N. C., 1985).

After the mid-1980s, the clothing industry experienced unprecedented growth for about ten years. The number of registered industries climbed from 58 in 1982–1983 to 757 in 1992–1993 and 1076 in 1994–1995 before reaching its high. Since that time, the number of operating industries has steadily decreased till it is today at 212. About 51% of registered industries are sole proprietorships, followed by 40% partnerships, and 9% foreign joint ventures (GAN survey, 2001). According to the figures, the garment industries have significantly boosted exports over the past several years by absorbing a growing number of unemployed people and, to a certain extent, lowering the trade imbalance. Over 100,000 individuals have direct and indirect work prospects in the clothing business, making it the second-largest source of foreign exchange (Chierici. ,2019:Ilgen, D. R., & Feldman, J. M.,1983: Kapferer. ,2008:Shrestha,S.K.,2003).

ExportMarketManagementinNepal

Nepal practically remained cut off from the outside world until 1951(Shrestha,1994).

Only when the Trade Promotion Center was established in 1971 did the nation beginto diversify its international trade and lessen its reliance on India. However, there wasanunsatisfactoryincreaseinthevolumeandvalueofexportcommerce.Thegovernment eliminated the "bonus system" and implemented the "dual rate system" inan effort to produce better results. However, this structure was likewise unable toaccomplish the nation's fundamental goal. Then, His Majesty's Government of Nepalabolished this system as well and instituted a "multiple exchange rate system," alsoknown as a "basket system," which allowed for the adjustment of foreign exchangerates in accordance with the supply and demand of foreign currency as well as basicnecessitiesin thenation (Shrestha, 1994).

Despite all of these attempts, Nepal's foreign trade pattern remained the same. Itpersisted in creating a serious balance of payments issue. Year after year, importssurgedbut export growthslowed (Gautam, 2002).

More emphasis is placed on import substitution than export promotion in trade policy.The incorrect people should be in charge of carrying out policies. As a result, it hasgiven rise to "fly-by-night" exporters in the nation whose main goal is to make quickmoney by illegally taking advantage of import incentives rather than to encourageexports of the nation as a whole. The only export entity working to increase exports inthe nation is the Trade Promotion Center. However, it works rather inefficiently andineffectively. Various trade organizations are also working in this direction, but theyare allhighly egotisticalanddonotimmediately supportthe country'sincreasedexports.AlthoughNepalhasn'tbeenabletofullyprofitfromthissystem,itisbasicallyaGeneralizedSy

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stemofPreferencesthatiscrucialtothecountry'seconomicprogressaswellasexportpromotion.Approximately 70%ofitstotalexports still go to non-preference nations like India, Bangladesh, Hong Kong, andothernations inAsia, Africa, andLatin America(Koirala,2000).

Every exporter must satisfy a number of legal standards in order for an export order togo without problems. The Exports and Imports (Control) Act, the Customs TrafficAct, and the Foreign Exchange Regulation Act all govern the quantity, mode, andmechanics of exporting a wide variety of items with the goal of streamlining thelicensing process for exporters. For this reason, export items and licenses have alsobeen divided into a number of categories. Licenses are granted in accordance with theCustoms Traffic Act, which gives the government the power to outright ban or restrictthe import and export of commodities in order to safeguard national interests fromdishonestpracticeslikesmugglingandblackmarketing.Toeffectivelyusethenation's foreign exchange reserves, the Foreign Exchange Regulation Act has beenintroduced. The Nepal Rastra Bank distributes foreign exchange according to nationalpriorities, however the exchange departments of commercial banks often manage theday-to-daybuyingand sellingof foreigncash.

It is merely a planned, yearly estimate. The relevant authoritiessolely take the nation's supply status and historical performance into account whensettingtheexportobjective.However,othersignificantelementslikeclientpreferences, the state of global markets, the competitiveness of foreign rivals, etc. arenottaken into account.(Shakya, 2004).

Thenationmay create potential opportunity of saffron export.Itis a pricey spice that is used for a variety of things, including flavoringfood, coloring medicine, and religious rituals. Saffron is not currently produced inNepal, however research has shown that it may be grown and developed for export.Theinadequateinstitutional base and carelessness on the part of the government towards the exportsector can be seen as many of exporters are not getting consideration after shipment and government do not enforce through diplomatic channel(Shrestha, 2003).

One of the main obstacles to increased exports from Nepal is its geographic location.The only port of departure for Nepali cargo is still Calcutta. Although the port'sphysicalinfrastructureisextremelysubpar,thetimerequiredcompletingtransitformalities,obtainingportclearance,dealingwithfrequentstrikes,implementinginsurancecoverage,andcarryoutotherproceduresiscomparativelyhighly expensive. Particularly during times of strikes or other labor disturbance or dockcongestion,Calcutta proves to beabottleneck.(Panta, 1988).

2.2 StrategyforExport Promotion

Nepal shares withotherleastdevelopednationstheissueofthepovertyandeconomicbackwardness perpetual cycle. Its multifaceted issues include rapid population increase, a slow rate of industrialization, a decline in productivity, slow growth in exports and fast rise in imports, a lack of commitment, a poor geographic location, etc. Therefore, the nation has two challenges: first, how to accelerate growth; and second, how to solve its balance of payments issue. (Kalkundrikar&Wali, 1993).

The objective of a country should be to strengthen its position in the balance of payments because this is one of the aspects that affect a country's economic growth. There are four ways to address the imbalance of payments from a strategic perspective. These include (a) entering international markets, (b) substituting domestic products for imports, (c) slowing general economic growth and so reducing the need for imports, and (d) raising net external borrowings. Although all four of these strategies are crucial for addressing the country's imbalance of payments, market expansion abroad has been deemed the most effective approach. The reason for this is that imports cannot be adequately reduced, and the final two measures are viewed as "beggar policy." (Morgan, 2012).

Nepal introduced a new trade strategy, economic program, and export program in order to advance and expand the nation's export commerce. The organizational infrastructure as a whole was historically very inadequate in this area; therefore things did not get better. In the aforementioned areas, there has also been a dearth of

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initiate, sincerity, and committed effort. The results of this study demonstrate the necessity of the following actions for the growth of the nation's economy and the promotion of exports (Shakya, 2017).

2.3 ProductDevelopmentProgram

Chierici. (2019) stated that, the selection and development of true exportable itemshave to be the nation's top priority. It should focus on those goods for which it has acomparative edgeinterms of rawmaterials, labor,andtechnology. There is no assurance that a product will remain well-liked in the international marketafter it has been created,released, and introduced. Therefore, action should be takentoupdateandmodifytheproductasneededandtoreviewtheproduct'spopularityonaregularbasis.Anationshoulde valuatetheproduct'ssuitabilityandacceptance before introducing it to a new market. A three-step examination is required for this purpose to analyze the product in comparison to similar products available on the market followed by the product's acceptance by the trade (including wholesalers, retailers, and importers); Product evaluation with consumers and end users. If a product's suitability and acceptability are evaluated, any deficiencies should be assured for adapting the product to the target market.

2.4 Industrialization

The nation's economy becomes more prosperous as a result of industrialization. By particularly distinguishing their classes, for example, fundamental ventures send out arranged businesses, and import-subbing enterprises, satisfactory consideration ought to be given to safeguarding the ongoing infant ventures and empowering new businesses in the country. These industries' dynamic interdependence makes it crucial for them to flourish in a balanced way. Without the other, none will yield worthwhile outcomes. The demands of the population are changing dynamically. Products today should be able to capture consumers' eyes, ears, and thoughts in addition to their mouths and hands. Therefore, industrial design needs to receive the right attention. Industrial design has grown increasingly significant to the general public, as evidenced by the rising demand for Japanese and Chinese products on the global market. The nation should at least meet the following prerequisites for this purpose (Kalkundrikar, 1995).

The nation's production of industrial designers needs to receive more emphasis from the national education plan; the concerned designers should be offered incentives to foster a professional character. The field of industrial design should be promoted, and plans should be created for setting up and running the exhibition spaces and supporting services for the nation's designers. Fitting innovation ought to be imported through joint dares to expand industrialization and creation in the country, as has been finished in different countries all through the world like Japan, Taiwan, China, India, and so on. Nepal ought to likewise take on a "me too" system of intently imitating goods and methods created elsewhere, as failing to keep up with technological progress can also result in failure in the global marketplace (Kalkundrikar, 1995).

Adhikari (1995) has found the piece rate method and Indian technology were utilized in the clothing marketing by this business. Due to a lack of product specialization, industry has only produced and exported basic clothing, making it unable to produce high fashion items. Compared to their Nepalese counterparts; Indian employers were more effective and productive due to the availability of highly paid and skilled personnel outside of Nepal. They were highly disciplined, quite sincere, and did not cause any issues by becoming labor union members. The majority of business owners were not pleased with government policy. The effects of the GATT's new clause to phase down multitier arrangements (MFA) over the course of ten years beginning on January 1, 1995, were taken extremely seriously by the apparel industry. The government and the business community should work together as soon as possible to reduce the effects or maximize the benefits. Adhikari (1999) further added for developing nations like Nepal, the inclusion of MFA in the WTO may result in sizable net trade gains. If MFA trade in textile and apparel were to halt, attention would likely return to major exporters like China, India, or the Far East. Nepal, an LDC, may have trouble staying in business although there is promising future prospects, the government must develop a variety of promotional strategies for the sector.

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Shrestha (2001) focused on given the existence of divergent opinions between general managers and marketing managers on important topics, it was determined that the industry's marketing tactics were inadequate.The statistical techniques demonstrated that the sector is deteriorating.The textile sector in Nepal has largely been using conventional methods, and it doesn't seem to be making the required changes to reverse the industry's downward trend. Bajracharya (1990) highlighted the influx of orthodox Indians into this tiny capital city has the potential to greatly disrupt social, political, and cultural aspects of life. In the long term, if things stay the same, they all become permanent settlers. Readymade clothing is not produced for the local market. They are all high fashion and may be exported to the American and European continents. The ordinary public has no interaction with them.

2.5   ResearchGap

Between the current research and the earlier studies, there is a gap. Studies done in thepast on areas controlled to the macroeconomic element such as Chierici.(2019), Keegan, Warren J. (2000), &Keller, K. (2003). Instead than focusing onmarketing issues, the study's main focus was on commerce aspects. The results ofearlier studies were   largely   based   on   secondary   data.   The   majority   of   earlier studieslackedinformationonthetypesofexportmarketingtacticsthatNepal'sRMGindustry   should   employ. Therefore, the current research is carried out to close thosegaps. This study is a survey-style investigation. It is founded on original sources ofinformation. It investigates business owners' perspectives on the marketing strategiescompetitive   environment   of   the   Nepalese   RMG   industry,   as   well   as   the industry'simplementationofmarketingstrategies.
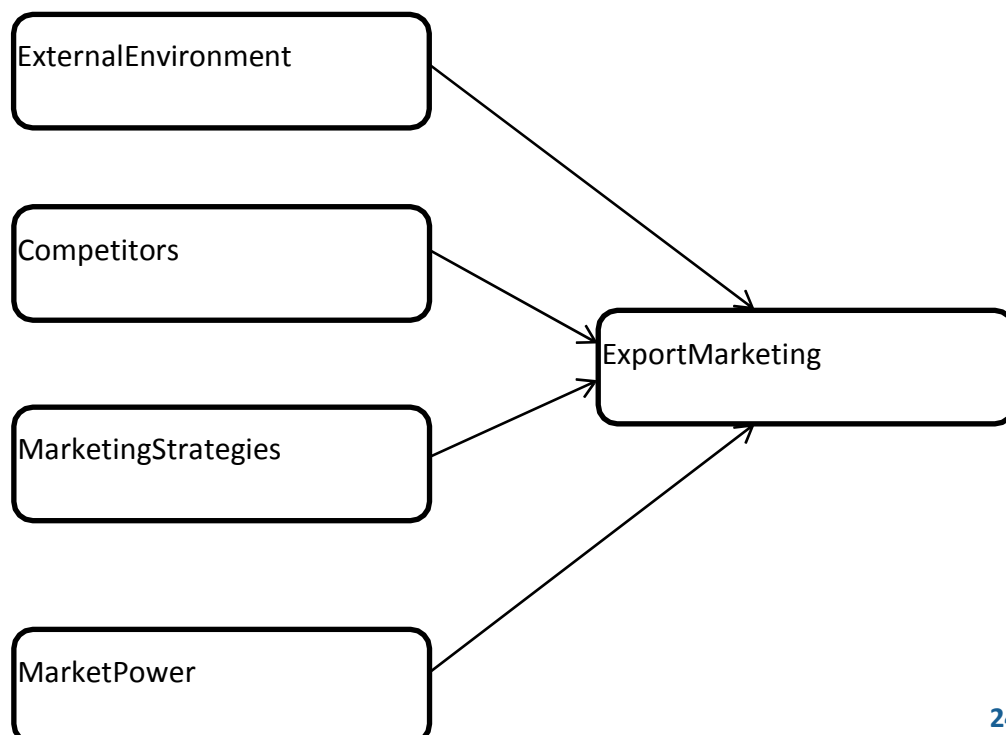
2.6 TheoreticalFramework

This research study was guided by the following theoretical framework in the contextof study on export marketing   strategy   of   Nepalese   readymade   garments.   This   modelteststhe   impactof ExternalEnvironment,Competitors,Marketing   StrategiesandMarketPower onexport   marketingofNepalese readymadegarments.

Figure1:ConceptualFramework

IndependentVariables   **DependentVariable**

ThemajorobjectiveofthestudyistoexaminethestrategiesinexportingtheNepalese   readymade   garments.   The

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theoretical framework is based on the questionthat –what are the strategies that is needed to be applied in making the Export of Nepalese readymade garments flowing in a great way. After reviewing the literature,the study identifies four major factors namely, External Environment, Competitors,Marketing StrategiesandMarketPower.The figure 1showstheconceptualframeworkofthe study with reference toChierici. (2019),Peter, D. (1988). Porter, Michael E. (1980). Shuptrine, F. Kelly &Osmanski, F.A (1975).Wali, B.M &Kalkundrikar, A.B (1993).

3.1 Methodology

This study's objective is to examine the export marketing strategies that can be applied by the Nepalese ready-made garment industries for the smooth export inside and outside the country. This study is quantitative; hence a casual comparative research technique is required. This study uses a descriptive research design, which aims to produce hypotheses by examining possible connections between the variables. The research is descriptive in nature because it describes information about the population under study based only on statistics and without any kind of human involvement. Since it was carried out to determine the existence and type of cause-and-effect linkages among the dependent variables, the study is also causal comparative. The initial survey served as the foundation for the research's conclusions. The information was gathered by creating a series of questions. This survey was self-administered. The data and information provided by the sampled respondents served as the sole basis for the conclusions.

3.2Population and Sampling

There were 50 active garment industries in 2008, according to the Garment Association of Nepal. More than 90% of them were working in the Kathmandu Valley. Only 15-20 of them were found to be operating at the time of the survey.Those industrial units that were active during the survey period were counted for the purposes of the survey. In order to ascertain the truth and assess the marketing tactics used by the Nepalese RMG business, a purposeful or judgmental approach was taken. These Samples were selected randomly in social media and physical as well. Thus, the study is based on 212 observations.

3.3TheMethodsof DataCollection

The questionnaire was used to gather primary data. The chosen sectors as well asentrepreneurs received the set of questions. Interviews were also conducted with aselect group of executives and managers to get in-depth data and support the study'ssurvey. The major method of data collection was used to gather the information. Forthe purposeofgathering the necessary data,suchasgender, maritalstatus,age,occupation, academic qualifications, and monthly income, a structured questionnairewasissued.Themajorityofthevariablescreatedinthesuggestedtheoreticalframework were measured using the Likert scale. Every independent variable hasgeneratedadifferent question.

The data has been evaluated using single choice, multiple choice, and Likert scalequestions.Thequestionnaireisdividedintothreecategories:demographicinformation about the respondents is the first category; dependent variables are thesecond category; and independent variables are the third category (i.e., dependability,service quality, empathy, responsiveness, assurance, convenience, and tangibility).The main data was gathered as schedule in 90 days and analyzed using SPSS.

3.4   PilotTest

A pilot study was carried out with a total of 20 participants. These 20 respondersreceived actual mail containing the questionnaire. In the survey, the respondents gaveme some solid advice. Following the respondent's response, some questions werechanged grammatically, some were removed, and some were shortened to make iteasier for respondents to comprehend and share their honest opinions. Some questionswere simplified because they were challenging for them to respond to. The pilotsurveythus proved to bequitehelpful in validatingthe questions.

3.5ValidityandReliabilityTest

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The level of reliability describes how consistently and steadily a research approachmay provide outcomes. It is the extent to which measurements are error-free such thatthey produce the same findings when repeated under the same conditions. Reliabilityis typically concerned with the scale's consistency, precision, and predictability. Datareliabilityis determinedbythe validityand reliabilityanalysis.Cronbach'sAlphavaluewereusedtoevaluatethe

dependability of the variables. According to a widely established guideline, an alphanumber between 0.6 and 0.7 denotes an acceptable level of reliability and an alphavalue of 0.8 or higher, a very good level. Values greater than 0.95, however, mayindicateduplicates, thus theyarenotalways agood sign.Lets see in this case through table 1.

Table1:ReliabilityTestCronbach'sAlphaafterCollectionof20Responses.

Variables	Cronbach'sAlpha
ExternalEnvironment	0.883
Competitors	0.915
MarketingStrategies	0.914
MarketingPower	0.929
ExportMarketing	0.840
Overallvariables	0.862

From the preceding table 1, it can be inferred that the average Cronbach's Alpha valueafter 20 responses is greater than 0.6, indicating the validity of the data for use in theprocess. Cronbach's Alpha was discovered to range from 0.840 to 0.929. This range isregarded as high and the outcome guarantees the accuracy of the study; generally,Cronbach'sAlphais 0.95, which is accurate.

4. Results and Discussion

Fourindependentvariablesi.e.externalenvironment,competitors,marketingstrategiesandmarketpower were examined to assess the relevance of these variables towards the exportmarketing of Nepaleseready-madegarments.There were 212 respondentswhoserespondentsprofilewerediverseandtriedtoincludealloptionlistedinthequestionnaire.

4.1**Distributionon thescaleoftheindustry**

It is categorized into four groups which are cottage, small,mediumand large.

Table2:DistributionofRespondentsbasedonthescaleofindustry.

Scaleofindustry	Frequency	Percent(%)

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Cottage	46	21.7
Small	67	31.6
Medium	52	24.5
Large	47	22.2
Total	**212**	**100**

The minority of therespondentswerefrom the categorycottageindustrywhich comprises of 21.7%.

4.2   DescriptiveAnalysis

Export Marketing is the dependent variable of this research. A five-point Likert Scale was used. Five items were presented regarding the variable Export Marketing for respondents. These items are presented as EM1, EM2, EM3 and EM4 respectively, which denotes the following statements as presented in the table 3.

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Table3:StatisticsofExportMarketing

Code	Statements	N	Mean	SD
EM1	Effectivenessoftheexportmarketingstrategiesandpoliciesofthecompanyisimportant.	212	3.84	.933
EM2	Organization can accomplish the ideal goals through the commodity showcasing procedures.	212	3.29	.855
EM3	Export marketing strategy isimportanttosolvetheproblemrelatedtothechangingenvironmentofgarment industries.	212	3.22	.902
EM4	ExportMarketingingarmentindustryhelpstocover globalmarket.	212	3.05	. 955
Overall		**212**	**3.35**	**0.9113**

Export marketingingarment enterpriseshelps to coverglobal market has highest value.

4.2.1   StatisticsofExternalEnvironment.

The outcomes in Table 4 show the distinct examination of a singular thing of Outside Climate. Every one of the 212 respondents presented their reactions in five-point Likert scale.

Table4:StatisticsofExternalEnvironment

Code	Factors	N	Mean	SD
E1	PoliticalandLegal	212	4.01	1.056
E2	EconomicCondition	212	3.57	.840
E3	Socio-Cultural	212	3.40	.929

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E4	Technological	212	3.38	.921
E5	Competitive	212	3.71	.956
	Overall	**212**	**3.614**	**0.9404**

The table 4 shows that E1 has the most elevated mean worth of 4.01 which demonstrates that larger part of the respondents concur with the component political and legitimate climate. Likewise, E4 has the most minimal mean worth of 3.38 which shows that respondents concur that innovative climate influences the least among other outer elements.

Also, table shows that E1 (1.056) has the best quality deviation while E2 (.840) has the least standard deviation. This implies respondents have more deviation towards the political and lawful component of the outside climate.

4.2.2   StatisticsofCompetitors

The outcomes in Table 5 show the distinct examination of a singular thing of the variables inside the contenders that influences the product advertising in Instant article of clothing enterprises. Every one of the 212 respondents presented their reactions in five-point Likert scale. There are 4 elements under the rivals in the table with mean worth going from least of 3.07 to limit of 3.62.

Table5:DescriptiveStatisticsoftheCompetitors

Code	Factors	N	Mean	SD
C1	SimilarCharacteristics	212	3.62	1.071
C2	Strength	212	3.16	.953
C3	Strategiesintostrategicgroup	212	3.12	.925
C4	Countrywiseproduct	212	3.07	.943
	Overall	**212**	**3.24**	**0.973**

The table shows that C1 has the most noteworthy mean worth of 3.62 which demonstrates that greater part of the respondents concurs that the contenders having the comparable qualities influences them and their product showcasing. Additionally, C4 has the most minimal mean worth of 3.07 which demonstrates that respondents concur that the country wise item creating contenders are the most un-that can influence the product advertising of Nepalese instant articles of clothing.

Moreover, the Table shows that C1 (1.071) has the best quality deviation while C3 (.925) has the least standard deviation. This implies respondents have more deviation with the variable similar characteristics of the contenders.

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4.2.3 AnalysisofMarketingStrategies

Five items were presented regarding the variable paymentdiscipline for respondents. These items are presented as MS1, MS2, MS3, MS4 andMS5 respectively, which denotes the following factors as presented in the table 6.

Table6:DescriptiveStatisticsofMarketingStrategies

Code	Factors	N	Mean	SD
MS1	ProductQuality	212	3.93	1.042
MS2	PriceStrategies	212	3.37	.971
MS3	ExtensivePromotion	212	3.26	1.068
MS4	ExtensiveDistribution	212	3.30	1.102
MS5	MarketSegmentation	212	3.30	1.154
	Overall	**212**	**3.432**	**1.0674**

The outcomes in Table 6 show the elucidating examination of a singular thing of the variables that are significant inside the Advertising systems that could influences the product promoting in Instant piece of clothing businesses. Every one of the 212 respondents presented their reactions in five-point Likert scale. There are 5 elements under the Showcasing systems in the table with mean worth going from least of 3.26 to limit of 3.93.

The table 6 shows that MS1 has the most elevated mean worth of 3.93 which demonstrates that larger part of the respondents concurs that the improvement in item quality is one of the most amazing promoting procedures that an industry can carry out. Essentially, MS4 and MS5 has the least mean worth of 3.26 which shows that the respondents believes that broad dispersion and market division is less significant contrasted with different variables of advertising procedures.

Also, the Table6 shows that MS5 (1.154) has the best quality deviation though MS2 (.971) has the most minimal standard deviation. This implies respondents have more deviation with the component ―Product Quality of the advertising techniques.

4.2.4 AnalysisofMarketPower

Fiveitemswererepresentedregardingthevariablepayment discipline for respondents. These items are presented as MP1, MP2, MP3,MP4 and MP5 respectively, which denotes the following statement as presented in thetable 7.

Table7:DescriptiveStatisticsofMarket Power

Code	Statement	N	Mean	SD
MP1	Improvingcustomervaluehelpsin increasingthemarketpower	212	3.84	.933

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MP2	Offeringnew producthelpstoattractthecustomers.	212	3.29	.855
MP3	Competitivemarketpositioningand Brandingisimportant.	212	3.22	.902
MP4	Adaptingtolatestmarketingpracticesisamust.	212	3.05	.955
MP5	Customersatisfactionhelpstoincreasethemarket power.	212	3.15	1.010
	Overall	**212**	**3.31**	**0.931**

The outcomes in Table 7 show the enlightening examination of individual thing of the elements that are significant inside the Market Power that could influences the product advertising in Instant piece of clothing ventures. Every one of the 212 respondents presented their reactions in five-point Likert scale.There are 5 variables under the Promoting methodologies in the table with mean worth going from least of 3.05 to limit of 3.84.

The table shows that MP1 has the most elevated mean worth of 3.84 which demonstrates that greater part of the respondents concurs that rising client esteem assists in expanding the market with fueling. Essentially, MP4 has the least mean worth of 3.05 which shows that the low number of respondents imagines that adjusting to most recent showcasing rehearses is a must contrasted with different explanations.

Also, the Table shows that MP5 (1.010) has the best quality deviation while MP2 (.855) has the least standard deviation. This implies respondents have more deviation with the assertion ―Customer fulfillment assists with expanding the market power.

4.3   InferentialStatistics

Table 8 shows the correlation coefficient between and among the dependent andindependent variables. Four variables influencing Export Marketing are regarded asindependentvariablesandExportMarketingisdependentvariable.Allfourindependentvariablesarefoundhavingpositivecorrelationwiththedependentvariable.

Table8Pearson CorrelationAnalysis

Variables		**ExportMarketing**
ExternalEnvironment	Correlation	0.595**
Competitors	Correlation	0.451**

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MarketingStrategies	Correlation	0.664**
MarketPower	PearsonCorrelation	0.957**

**.Correlationissignificantatthe0.01level (2-tailed at 0.000 for N=212)

Table 8 shows Outside Climate has positive relationship with Commodity Showcasing alongside send out advertising is reliant upon contenders, promoting techniques and market as the P esteem is not exactly alpha for example 0.000< 0.01, the connection is critical between the factors.

By utilizing model outline, Connection coefficient (R=0.959), coefficient of assurance (R2= 0.920), changed R-squared=0.919, and standard mistake of the estimate= 0.18626 for Indicators: Product Promoting, Outer Climate, Contenders, Advertising Procedures and Market Power delineates The worth of R2 is 0.920 which implies 92% variety in subordinate variable for example Trade Promoting is made sense of by free factors like Outside Climate, Contenders, Advertising Procedures and Market Power. Changed R Square is 0.919 which implies 91.9% variety in Commodity Promoting is made sense of by autonomous factors subsequent to changing with level of opportunity (df). Model rundown additionally demonstrates the standard mistake of gauge of 0.18626 which shows the fluctuation of the noticed worth of Commodity from the relapse line is 0.18626 units.

Let's further plot ANOVA Regression in table 9.

Table9Regression ANOVA

Model	SumofSquares		df	MeanSquare F		Sig.
1	Regression	81.913	4	20.478	590.298	0.000
	Residual	7.112	205	.035		
	Total	**89.025**	**209**			

From this ANOVA table at 95% confidence,we canconclude thatthesum ofall four independentvariables isbest at contributingto Export Marketing. For further assurance, table 10 coefficient of Regression model is given,

Table10:Coefficientsof RegressionModel

UnstandardizeCoefficients		StandardizedCoefficients	CollinearityStatistics

Model	B	Std.Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.075	.079		.949	.344		
ExternalEnvironment	.038	.029	.038	1.296	.196	.450	2.224
Competitors	-.066	.024	-.072	-2.748	.007	.563	1.775
MarketingStrategies	.050	.022	.061	2.234	.027	.531	1.883
MarketPower	.960	.030	.930	32.107	.000	.464	2.154

In this study, Market Power with significance value of 0.000,have found significant relationship with Export Marketing In contrast, Externalenvironment with significance value of .196, Competitors with significance value .007and Marketing strategies with significance value .027 has found no significantrelationship with Export Marketing.

4.4 HypothesisTesting

H1: There is significant impact of external environment in Export marketing strategyofNepalesereadymadegarmentindustries.InRegressionAnalysis,PvalueofExternal Environment coefficient was found to be 0.196 significant at 5%.Hence,there is significantimpact of external environment in export marketing strategy in Nepalese readymadegarment industries.

H2: There is significant impact of Competitors in Export marketing strategy ofNepalesereadymadegarmentindustries.InRegressionAnalysis,PvalueofCompetitorscoefficientwasfoundtobe0.007at5percentlevelofsignificant.Hence,there is significant impact ofcompetitorsinexportmarketingstrategy inNepalesereadymadegarmentindustries.

H3: There is significant impact of Marketing Strategies in Export marketing strategyofNepalesereadymadegarmentindustries.InRegressionAnalysis,PvalueofMarketing Strategies coefficientwasfoundtobe 0.027 at5percentlevelofsignificant.Hence,there is significantimpact of marketing strategies in export marketing strategy in Nepalese readymadegarment industries.

H4: There is significant impact of Market Power in Export marketing strategy ofNepalesereadymadegarmentindustries.InRegressionAnalysis,PvalueofMarket Power coefficient was found to be 0.000 at 5 percentlevelofsignificant.Hence,there is significant impact ofmarketpowerinexportmarketingstrategyinNepalesereadymadegarmentindustries.It is found out that external environment has the greatest influence on the exportmarketingofNepaleseready-madegarmentswithmeanof3.614followedbymarketingstrategieswithmeanof3.432,marketpowerwithmeanof3.31andcompetitors with mean of 3.24 which has the lowest mean. It means that the externalenvironmentisthemajorfactorthatplaysacrucialroleinexportmarketingofNepaleseready-made garment industries of Nepal.

External environment has coefficient value of 0.038. This value indicates if one unit of external environment increases, export marketing is likely to increase by 0.038, when the impact of all other independent variables is kept constant. The positive value of external environment signifies the positive relationship that exists between export marketing and external environment.

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Competitorshavecoefficientvalueof0.024.Thisvalueindicatesifoneunitofcompetitorsincreases,exportmarketingislikelytoincreaseby0.024,whentheimpactof allother independentvariablesiskeptconstant.The positive value ofcompetitors signifies the positive relationship that exists betweenexport marketingandthe competitors.

Marketing Strategies has coefficient value of 0.022. This value indicates if one unit ofmarketing strategies increases, export marketing is likely to increase by 0.022, whenthe impact of all other independent variables is kept constant. The positive value ofmarketingstrategiessignifiesthepositiverelationshipthatexistsbetweenexportmarketingand marketing strategies.

MarketPowerhascoefficientvalueof0.030. Thisvalueindicatesif oneunitofmarket power increases, export marketing is likely to increase by 0.030, when theimpactof allother independentvariablesiskeptconstant.The positive value ofmarket power signifies the positive relationship that exists between export marketingandmarket power.

Huge worth lower than 0.05 shows the critical connection among free and subordinate variable. It very well may be construed that outside climate with importance 0.196, contenders with importance 0.007, showcasing procedures with importance 0.027 and market power with importance 0.000 have huge relationship with trade advertising methodologies of Nepalese instant article of clothing ventures. Through the relationship investigation, it was found that every one of the four free factors fundamentally affect subordinate variable

From the exploration, it very well may be induced that the model that is utilized under this study is found great as there exist no multi-collinearity between the factors as exhibited by the worth of Change inflationary variable (VIF <5). Higher beta worth showshigher prevailing impact of free factor on subordinate variable. It is likewise found that each of the four autonomous factors has positive and tremendous impact send out advertising methodologies of Nepalese instant piece of clothing enterprises of Nepal.Finally, this examination looked like a portion of the discoveries of the past exploration studies. The similarity was more on the elements, for example, outside climate, contenders, showcasing procedures and market power which have been found to have critical relationship with trade advertising systems of Nepalese instant article of clothing ventures of Nepal.

Conclusions

The External Environment, Competitors, Marketing Strategies and Market Power are significantly correlated with the Export Marketing. There is significant impact of external environment in export marketing of Nepalese ready-made garments. Thus, the external environment and its factors need to be properly analyzed for the smooth transaction of ready-made garments in Nepalese industries. There is significant impact of competitors in trade showcasing of Nepalese instant piece of clothing enterprises. This will have some implications on the export marketing as the competitors needs to be properly analyzed as there are various factors like similar characteristics and strength, these factors needs to be properly analyzed and implemented accordingly. Also there is significant impact of marketing strategies in export marketing of Nepalese RMGs. This shows that the strategies to market are important to compete and also to export the garments without any barriers. Lastly, there is significant impact of market power on export marketing of Nepalese RMGs. This reflects that the market power and its factors are very important to be understood and implemented by the Nepalese RMGs for the smooth export of garments produced by them.

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there is a strong positive correlation of External Environment, Competitors, Market Strategies and Market Power with the Send out Advertising procedures in Nepalese instant article of clothing ventures in Nepal.

Consequently, the outcomes expressed in the current review will frame a superior image of the effect of various factors that affects the export marketing in Nepalese RMGs focusing on the different scale of industries. These factors are properly analyzed by the help of the survey done so that it will lead to the consequences and actions that can be taken to improve the export marketing of Nepalese ready-made garments in various scales of industries in Nepal competing with domestic as well as international competitors.

Conflict of Interest: Not Any

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