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**Perception of Employees towards Outbound Logistics with reference to garment industry in Tirupur**

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**Abstract**

Garment industry is prime exemplifier of global sourcing and has been facing complexities in the area of regulation policies, logistics performance, cultural differences, political and economic uncertainties, etc. Various research studies have emphasized logistics delays as most crucial link to garment exports considering the seasonality and time sensitivity of garment products. Moreover, the fierce competition of Post-MFA phase brought out the significance of lead time management, on time delivery and logistics performance. It was predicted that India will emerge as big gainer in the post MFA phase but it did not happen in the quantum which was expected. Many researchers have identified delayed delivery and logistics hindrances as crucial challenges for Indian scenario. The objective of the present research was to study outbound logistics activities and related issues and challenges of garment exports with the companies in Tirupur. The prime focus of the study was to identify the key issues and challenges of logistics activities and measure their effect on delivery lead time and cost implications with respect to Tirupur. The conclusion is that Garment supply chain represents a complex supply chain, characterized by ever increasing demand of fashionable and fresh products coupled with quality and low prices. There is fierce competition amongst suppliers and buyers are always on the lookout for the the suppliers who can meet their criteria of lower delivery lead time, price, quality and product innovation. The three main stakeholders of garment export business are: buyer (retailer/brand owner), seller (manufacturer exporter) and intermediary. Raw material suppliers, freight forwarders multimodal transporters are also important links in the garment supply chain.

**Keywords:**

Outbound logistics, Garment industry and Tirupur

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