

Industrial Visit to Laguna Clothing - Doddaballapur

Industrial visits are an integral part of MBA education, providing students with practical exposure and insights into real-world business operations

Second Year MBA students of MVJCE visited **Laguna Clothing** on 26th September 2024. Laguna is a renowned manufacturer specializing in premium shirts for global markets. This visit offered an in-depth understanding of the apparel manufacturing process and its integration with business strategies.

Laguna Clothing is a joint venture between two globally recognized textile companies, **Gruppo Tessile Monti (Italy)** and **Arihant Spinning Mills (India)**. Established with a focus on premium shirt manufacturing, the company caters to the growing demand for high-quality garments worldwide.

Products

Laguna Clothing specializes in producing:

1. **Premium Men's Shirts**
2. **Customizable Apparel**
3. **Eco-Friendly Options**

Emphasizing sustainability, Laguna incorporates environmentally friendly materials and processes.

Customers

Laguna Clothing serves a diverse clientele, including:

1. **International Luxury Brands:** Providing high-end garments for global fashion houses.
2. **Retail Chains and Private Labels:** Supplying bespoke collections for prominent retailers worldwide.

3. **Corporate Clients:** Offering customized shirts for corporate branding and uniforms.

The company's commitment to quality, innovation, and sustainability has made it a trusted partner for leading brands in Europe, the US, and other global markets.

Processes Observed

Our students witnessed a seamless workflow that included:

1. **Fabric Selection:** High-quality fabrics sourced globally, emphasizing texture, durability, and design.
2. **Cutting:** Advanced machinery used for precise fabric cutting to minimize waste.
3. **Stitching and Assembly:** Skilled workers and automated machines ensuring impeccable craftsmanship.
4. **Quality Control:** Rigorous inspections at each stage to maintain international standards.
5. **Packaging and Logistics:** Efficient packaging designed for safe transportation to global markets.

Learning Outcomes for MBA Students

1. **Operations Insight:** Understanding lean manufacturing techniques and efficient resource management.
2. **Supply Chain Dynamics:** Observing end-to-end supply chain processes, including procurement and logistics.
3. **Quality Management:** Learning the importance of maintaining product quality to enhance customer satisfaction.
4. **Sustainability:** Exposure to eco-friendly practices, such as waste reduction and ethical sourcing.

This industrial visit bridged academic theories with practical applications, enhancing students' comprehension of operations and strategic management, and preparing them for dynamic roles in global business environments.

(Event Photos are attached below)



Mr. Praveen Kumar HR Manager – Laguna Clothing interacting with our MBA students.



Students visited various divisions witnessing all the processes of textile manufacturing



Students watched the production process



Students keen to observe the processes of textile manufacturing



After watching every production process, the manager explains it.



The manager at Laguna Clothing addressed the students' queries and provided detailed clarifications.



The HR Manager Mr. Praveen kumar at Laguna Clothing addressed the students' queries and provided detailed clarifications



Students with the Production Head Mr.Hrishi