

# Exploring the Environmental and Business Sustainable Practices of Tailoring Establishments: A Case Study

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**Abstract**—This study aims to investigate the environmental and business sustainable practices of tailoring establishments. The research study utilized a qualitative research approach to deeply explore participants' experiences and perspectives, providing an in-depth interviews, observations and data mining on understanding of the sustainable practices implemented by tailoring businesses. The result of the study indicate that tailoring businesses demonstrate a strong commitment to sustainability through waste reduction, recycling, and resource management. Despite challenges such as limited resource and market competition, businesses address these issues by hiring staff, improving processes, and prioritizing quality, customer satisfaction and employee development. The findings contribute valuable insights for tailoring business institutions and tailoring business owners to promote a wider adoption of these ideas, the study can be used as a tool to inform other tailoring businesses and entrepreneurs about the advantages and techniques of putting sustainable practices into effect.

**Keywords**—Tailoring business, Environmental sustainable practices, Business sustainable practices, Business strategy and Sustainability.

## I. INTRODUCTION

Sustainable practices in the tailoring and textile industry are gaining significant momentum worldwide. The global fashion industry is putting more and more effort into lessening the impact it has on the environment by utilizing eco-friendly materials, cutting waste, and enhancing working conditions, among other strategies. The textile and apparel industries in the Philippines are likewise leading the way in the direction of sustainability (Geneva Environment Network, 2024).

The fast fashion trend has led to a significant increase in clothing consumption in recent times. As a result, there are now more waste clothes than before. The recycling of inventory clothing, as well as the recycling of consumers' outdated apparel, is included in the waste-clothing recycling discussed in this paper. The UK consumed 3.6 million tons of clothing in 2016, up 16% from the previous year. The carbon footprint of British clothing increased from 24 million tons in 2012 to 26.2 million tons in 2016, according to the Waste and Resources Action Programme (WRAP) report. 336 tons of clothing are consumed, which produces the same amount of greenhouse gas emissions as 6,000 miles of driving in the UK. It follows that it is evident that waste clothing contributes to ecological and environmental issues (Kaikobad, et. al, 2015).

Tailoring businesses are increasingly embracing sustainability practices to mitigate environmental impact and meet consumer demands. Sustainable production approaches in the textile and apparel sectors highlight the importance of

using eco-friendly materials, manufacturing methods, and supply chain organization (Roy et. al, 2024). These practices extend to small-scale designers and fashion startups, focusing on eco-friendly values such as waste reduction, upcycling, and ethical sourcing (Min et.al, 2022). International markets also witness a shift towards sustainability, with businesses adopting circular economy models, carbon footprint reduction, and social responsibility initiatives to align with changing consumer preferences and regulatory pressures (Kumar and Tomar, 2024). The integration of sustainable business practices not only addresses environmental concerns but also enhances brand reputation, customer loyalty, and operational efficiency, illustrating the interconnected pillars of success and environmental responsibility in the modern business landscape (Ramesh, 2024).

This study contributes by demonstrating how sustainable practices can be aligned with business profitability and establishes structured framework that tailoring establishments can adopt to integrate environmental sustainability into their operations, highlighting the significance of resource efficiency, waste management and using eco-friendly materials in reducing environmental impact of the tailoring industry. By analyzing cost savings strategies such as fabric waste reduction, energy-efficient production methods, and ethical sourcing, the study provides into how tailoring businesses can achieve long-term economic benefits while adhering to sustainable practices. This study provides valuable contributions to academia, industry practitioners, and policymakers in promoting sustainable entrepreneurship in tailoring sector.

This study is an attempt to explore the current sustainability practices of tailoring enterprises in Pagadian City and identify a number of challenges, opportunities, and future strategies for sustainable environmental stewardship within this industry. Addressing these identified knowledge gaps, the study aimed to generate tangible insights that can advocate for better-suited sustainability policies and practices at local levels, strengthening broader environmental conservation initiatives.

## II. LITERATURE REVIEW

Tailoring businesses are increasingly embracing sustainability practices to mitigate environmental impact and meet consumer demands. Sustainable production approaches in the textile and apparel sectors highlight the importance of using eco-friendly materials, manufacturing methods, and

supply chain organization (Roy et. al, 2024). These practices extend to small-scale designers and fashion startups, focusing on eco-friendly values such as waste reduction, upcycling, and ethical sourcing (Min et.al, 2022). International markets also witness a shift towards sustainability, with businesses adopting circular economy models, carbon footprint reduction, and social responsibility initiatives to align with changing consumer preferences and regulatory pressures (Kumar and Tomar, 2024).

Environmental concerns and material choices are central to sustainable fashion, with emphasis on circular economy design principles, clean fiber exploration, sustainable sourcing practices, and the need for alternate design approaches and engagement strategies and based on them that the global economy plays a significant role sustainably, with considerations such as economy of scale, zero waste fashion design, textile recycling, and the integration of technology for sustainable futures being crucial aspects and state how the importance of collaboration, innovation, and a holistic view of sustainability across social, economic, and environmental dimensions for the future of fashion to be truly sustainable and responsible (Hethorn et al., 2015).

Integration of the waste hierarchy into management—reduce, reuse, repair, recycle, recover, and dispose—is necessary for effective solid waste management. Preventive, minimization, reuse, recycling, energy recovery, and disposal are other terms for this. Reuse is a superior waste hierarchy alternative to recycling or energy recovery. Selling textiles as second-hand clothing (SHC) or donating them to nonprofit organizations are two popular ways to reuse textiles. In addition to being donated to charities, a significant portion of used clothing is typically sold in developing nations in Asia, Eastern Europe, and Africa. Recycling plays a major role in guaranteeing that a product's material components are reused. Recycling comes in two forms: "open loop" and "closed loop." Because of their lower quality, textiles recycled in an open-loop system cascade to lower value utilization, whereas materials recycled in a closed-loop system stay in the same product value chain (e.g. fiber-to-fiber). Every product eventually reaches the end of its useful life, which makes recycling and/or reusing it essential (Okafor et al., 2021).

In the UN crafting involves merging personal preference and functionality in a manner that fulfills an individual's aesthetic sensibility as well as practical requirements (Guntlow 1997). In fact, it has been discovered that handmade goods possess greater intrinsic worth, especially when the creator and the possessor are acquainted, enhancing the longevity of the item through prolonged usage (DeLong, et. al. , 2013). The related design methodologies, methods, and tenets are fundamentally sustainable, creating a framework for students to investigate the concepts of slow fashion. Lee and DeLong state that "handcrafting offers a meaningful opportunity to promote sustainable fashion design" (Hall & Boorady, 2017).

Sustainability performance forecasts enduring resilience and economic prosperity for investors. Businesses that prioritize sustainability are better positioned to achieve long-term resilience and financial success. Investors can use

sustainability performance as an indicator of a company's ability to withstand challenges and thrive in the future. Integrating sustainability into business strategies is not only a moral imperative but also a strategic decision that can drive innovation, enhance competitiveness, and ensure long-term viability in a rapidly changing global landscape (Moroojo et.al, 2024).

In this study, several key concepts are explored within the framework of SBM Theory. The three main pillars of employability, worker employment, and sustainable enterprise development within the Decent Work Agenda are education, vocational training, and lifelong learning. Initially developed within the framework of business model literature, sustainable business model (SBM) studies have quickly gained importance beyond strategic management and have become recognized as a distinct academic domain (Massa et al., 2017).

### III. RESEARCH METHOD

#### A. Research Design

This study utilized a case study design, employing qualitative research methods to thoroughly analyze a specific person, group, or phenomenon to deeply explore participants' experiences and perspectives, providing an in-depth understanding of the sustainable practices implemented by tailoring businesses. The data were gathered through interviews and observations.

Employing a case study approach allowed the researchers to highlight the unique methods tailoring businesses use to balance quality production and environmental responsibility. This study not only provided valuable insights into sustainable practices in tailoring but also demonstrated the importance of qualitative case studies in uncovering real-world experiences.

#### B. Research Environment

The research is conducted in Pagadian City to provide accurate information about the sustainable practices within the tailoring industry. Pagadian City is home to approximately 50 active tailoring businesses that contribute significantly to the local economy and provide employment opportunities for residents. It is situated in the lovely province of Zamboanga del Sur Pagadian City, a western area of Mindanao, Philippines.

#### C. Research Participants

The researchers' participants were individuals directly involved in the tailoring businesses. The researcher identifies individuals with direct involvement in the sustainable practices of the tailoring business, namely the business owners, employees or managers, only 6 of them are chosen as participants in the research based on the researchers' data.

Participant 1, coded as P1, was a 40 years old female business owner with 15 years of experience in tailoring, specializing in managing production processes and adopting waste management strategies.

Participant 2, coded as P2, was a 48 year old tailor with 7 years of experience, specifically skilled in reusing textile scraps for new designs.

Participant 3, coded as P3, was 38 years old production

manager with 10 years in tailoring, ensuring efficient resource allocation and staff training on sustainability.

Participant 4, coded as P4, was a 33 years old tailor with 8 years of experience in tailoring, known for collaborating with local organizations for recycling fabric waste.

Participant 5, coded as P5, was a 38 years old business owner with 12 years experience integrating digital tools for tracking sustainable business practices.

Participants 6, coded as P6, was a 28 years old tailor with 6 years of experience, focusing on creating designs from upcycled materials.

#### D. Research Instrument

The primary instruments of this study were the researchers themselves, who engaged directly with the cases under investigation, aided by their semi-structured interview guide. The interview protocol includes questions exploring the perceptions of tailoring owners about the sustainable practices. Researchers aimed to gather rich, contextual data from each case, supported by a set of established qualitative research instruments, including interviews, observations, and document analysis.

#### E. Data Gathering Procedure

In this qualitative case study, data collection was conducted to fulfill the objectives of the research questions. The process involved interviews, observations, and data mining, with permissions secured through formal letters addressed to relevant authorities. Only qualified participants were included in the study, having received official approval from the institution. The gathered data, which included audio-recorded and transcribed interviews, along with insights derived from data mining, enabled a thorough understanding of the participants' sustainable business practices and environmental strategies.

#### F. Data Analysis

The researchers adopted Merriam's approach for the gathered data analyzed, researchers proceeded with a systematic methodological framework. Initially, researchers engaged in categorical aggregation, where raw data points were grouped into categories based on their similarities and relevance to the research questions to help organize the data into manageable segments that can be analyzed more effectively. It was then followed by thematic coding, which was applied to identify recurring themes or patterns within the data. It involves systematically labeling and categorizing segments of data that share commonalities, which helps in uncovering underlying meanings and insights.

### IV. RESULTS AND DISCUSSIONS

The following are the results and discussions on environmental and business sustainable practices of tailoring establishments. The information also goes through member checking as an essential verification technique to guarantee the precision and contextual integrity of the collected data. The categories that emerged from the study are: *Perceptions of Tailoring Owners on Sustainable Practices, Environmental Sustainable Practices Implemented, Challenges Faced in*

*Implementing Environmental Sustainability, Overcoming the Challenges in Implementing Environmental Sustainability, Actions in Sustaining the Businesses of Tailoring Owners, Challenges while Ensuring Long-Term Business Sustainability, and Overcoming the Challenges of Ensuring Long-Term Business Sustainability.*

#### *Perceptions of Tailoring Owners on Sustainable Practices*

Sustainable practices are perceived by tailoring business owners as key to ensuring the longevity and success of their businesses. They view these practices as both environmentally responsible and a way to reduce operational costs, especially by minimizing waste and finding secondary uses for materials that would otherwise be thrown away. Tailoring business owners integrating sustainable practices like waste reduction, recycling, and participation in local environmental initiatives. According to the participants, the following are the different perceptions of tailoring owners on sustainable practices: *Using 3R's, Participating Environmental Initiatives, and Focusing on Waste Segregation.*

*Using 3R's.* In the tailoring industry, sustainable practices are centered around the responsible use of materials, waste reduction, and reusing or recycling leftover fabrics. Many tailoring business owners implement strategies such as recycling fabric scraps, turning them into useful products like rags and pot holders, and finding ways to reduce overall waste. This is evident in the following statements:

[...for me, those are the actions or practices... in business to ensure it lasts, to sustain it... Like, for example, recycling and reducing waste... to help the environment. We also practice turning our leftover materials into rags and pot holders, and we try to minimize our waste. That's what I consider sustainable practices, healthy practices in business, like recycling, reusing, and reducing waste. That's what it is for me.]-P1

[For me, 'sustainable practices' in relation to our tailoring business means finding ways that don't cause damage to the environment. We avoid creating a lot of waste, like for example, we recycle our waste, we find ways to reuse all the materials to minimize our waste.]-P2

[... for me, sustainable practices in tailoring means using materials and resources properly to avoid generating a lot of waste and help preserve the environment. I've learned about recycling and upcycling, and we don't waste our materials because we use leftover fabrics in other ways. For example, we recycle them to avoid creating a large amount of waste that could affect or harm both our business and the environment.]-P3

[I'm familiar with the idea that these practices help the business... that's what I know, actions or practices to sustain or prolong our business. Aside from that, we also minimize our waste. We recycle some of the waste, and we sell some of it because there are people who use it to make rags.]-P4

[Sustainable practices?... Well, I guess they are actions done to keep a business staying in the

market... I'm not really sure, but for me, that's what it is. In our tailoring business, of course, garments are the primary waste, like our fabric scraps. What we do is we recycle them, and then we reuse them to make rags. That's the common practice for us.] - P5

[... sustainable practices, in our business, right? So, sustainable practices in tailoring, for me, are practices that sustain your business in the market... like practicing recycling, reusing, and reducing our waste scraps, which are common in our business. In our business, we reuse our fabric scraps to make rags and pot holders. Even though they are waste scraps, we make sure to find ways to preserve them because it's such a waste to just throw them away. That's the sustainable practice we follow in our business.] -P6

The responses of the tailoring business owners highlight a shared understanding of sustainable practices, primarily focused on minimizing waste and making efficient use of resources. A common thread among the participants is the emphasis on recycling and reusing materials, particularly fabric scraps. Several owners described how they repurpose leftover materials into useful items like rags or pot holders, ensuring that even waste contributes value to the business. This approach not only reduces environmental impact but also helps the businesses maintain cost-efficiency by making the most of every material available.

*Participating in Environmental Initiatives.* Participating in tree planting activities is one such initiative that these business owners embrace as a way to give back to the environment, no matter how small the effort may seem. In addition to these environmental actions, owners also take steps to promote responsible disposal habits among their customers, reminding them to dispose of packaging properly. This is evident in the following statements:

[Part of our practices also includes participating in tree planting activities to help the environment, even if it's just a small effort.] -P2

[And another thing, we also have team-building activities. We participate in tree planting events, and we remind our customers to dispose of their packaging properly after they purchase something. That's what I consider sustainable practices.] -P4

Tailoring business owners understand sustainability in a holistic way incorporating both internal operational practices and external community engagement. By participating in environmental initiatives like tree planting and encouraging responsible waste disposal, they not only improve their own environmental footprint but also contribute to building a culture of sustainability within their local community.

*Focusing on Waste Segregation.* Business owners are recognizing the importance of implementing environmentally friendly practices, not just for the longevity of their operations but also for the health of the planet. One such practice is waste management, which includes both recycling and proper segregation. Additionally, they segregate biodegradable waste from non-biodegradable materials, as local waste management

services often do not collect improperly sorted waste. This is evident in the following statement:

[Aside from recycling, we also practice waste segregation in our store... We separate biodegradable waste from non-biodegradable waste because here, the trash collectors won't take them unless they're segregated. In our business, our practices are simple to sustain... We recycle our waste scraps, segregate our trash, and avoid harming the environment.] -P5

The tailoring business owners demonstrate a strong commitment to sustainability through practical and simple practices, such as recycling fabric scraps and segregating waste into biodegradable and non-biodegradable categories. These efforts not only help reduce their environmental footprint but also ensure compliance with local waste management regulations, as trash collectors will only pick up properly sorted waste. Their approach highlights that sustainability doesn't have to be complex or costly; by reusing materials and carefully managing waste, they contribute to environmental preservation while also maintaining operational efficiency.

#### *The Environmental Sustainable Practices Implemented*

Tailoring owners focus on reducing waste, implementing recycling and reusing the scraps, using eco-friendly packaging such as brown paper bags and eco-bags, and participating in tree planting activities. They make other products like pot holders and rags from those scraps. Segregation is also one of the practices they implement to control their waste. According to the participants the environmental sustainable practices implemented by tailoring owners are: *Implementing Recycle and Reuse, Participating in Tree Planting Activities, Segregating the Waste, Reminding Customers to Dispose Packaging Properly, Using Eco-friendly packaging, and Giving Away Scraps.*

*Implementing Recycle and Reuse.* A growing number of tailoring shop owners are adopting eco-friendly practices by focusing on waste reduction and recycling. Rather than discarding fabric scraps and excess materials, these businesses are finding innovative ways to repurpose and recycle them, turning what would be waste into valuable products. This is evident in the following statements:

[For the environment? We recycle and reuse the scraps to minimize waste so that we don't accumulate too much garbage. We do have scraps, and we turn them into pot holders and rags. Not all the scraps or excess waste can still be used, so we put the unusable ones in a sack to be thrown away.] -P1

[Well, the waste we have, we recycle it. For example, we turn it into rags, pillows, pot holders, and other items.] -P2

[The leftover fabrics we don't throw away. For example, if we have extra fabric, we turn it into pot holders and clean clothes or rags for use in the workshop. We recycle our fabric scraps, not only to use in the workshop, but we also sell them because there are people who buy them to make rags.] -P3

[In addition, we also recycle our leftover fabric. The usable scraps are turned into pot holders.] -P4

[As I mentioned earlier, recycling is very common in this kind of business [tailoring business]. In our business, we recycle the waste scraps, especially the ones that can still be used, like turning them into rags and pot holders, which we also sell in our store.] -P5

[As I said, here in our business, we don't just recycle. We practice recycling, reusing, and reducing our waste scraps. By recycling, we make rags and pot holders, which we also sell in our store. It's good for us because it helps reduce waste since we can turn the scraps into another product.] -P6

Tailoring business owners highlight a strong commitment to waste minimization and resource efficiency, primarily through practices of recycling, reusing, and reducing waste. The owners consistently emphasize their efforts to find practical uses for their fabric scraps, such as transforming leftover materials into pot holders, rags, and cleaning cloths. This indicates a resourceful approach to waste management, where even small remnants of fabric are repurposed rather than discarded, reflecting an inherent value placed on sustainability and reducing environmental impact. Notably, some owners mention not just using the scraps internally but also selling the repurposed products, which highlights a dual benefit of waste reduction and additional revenue generation. This suggests that the tailoring businesses are leveraging their sustainable practices to not only reduce their environmental footprint but also create new economic opportunities.

*Participating in Tree Planting Activities.* Tailoring owners emphasizes environmental efforts both in community activities like participating in tree planting. This is evident in the following statement:

[We've also participated in tree planting activities because it's for the environment, and we also manage to prevent too much waste from accumulating.] -P4

By participating in tree planting activities, the owner acknowledges the importance of environmental stewardship, recognizing that such efforts contribute to the health of the planet by combating deforestation and promoting ecological balance. This involvement reflects a sense of social responsibility, where the business does not only focus on its direct operations but also actively contributes to global environmental goals.

*Segregating the Waste.* As part of their efforts to minimize environmental impact, tailoring business owners are taking proactive steps to segregate and manage waste materials effectively. By organizing their waste into categories such as separating food waste from non-degradable items like fabric remnants, needles, and threads the owners ensure that each type of waste is disposed of appropriately. This practice not only helps in complying with local waste management regulations but also reflects the tailoring businesses' commitment to reducing waste and promoting a cleaner, safer environment.

[And as I mentioned earlier, we also segregate our waste—separating those that are still usable from those that are not. The unusable ones go into a sack for disposal. We also separate biodegradable from non-biodegradable waste because the garbage collectors won't pick it up unless it's properly segregated.] -P1

[We don't throw away fabric waste because we know it's non-biodegradable, so we separate it and store it for future projects.] -P3

[We also make sure to dispose of our needles and threads properly so that they don't cause any accidents. We also segregate our waste into biodegradable and non-biodegradable because the garbage collectors won't take it if it's not sorted.] -P4

[We strictly segregate our waste here. We have bins for biodegradable and non-biodegradable waste because the garbage collectors are very strict about picking up waste that isn't segregated. Even our waste scraps are recycled—turned into rags and pot holders. There are times when the scraps become too much, but we make sure to segregate them properly, not only biodegradable and non-biodegradable waste but also the scraps. The ones that can't be used are thrown away.] -P6

The tailoring owners emphasize the importance of sorting waste into biodegradable and non-biodegradable categories, as well as handling specific waste items like fabric scraps, needles, and threads with care. This demonstrates their awareness of local waste management policies, where waste that is not properly segregated will not be collected by waste disposal services. By actively separating biodegradable and non-biodegradable waste, the business owners are not only complying with regulations but also adopting environmentally sustainable practices that minimize the negative impact on their community and the environment.

*Reminding Customers to Dispose Packaging Properly.* Tailoring shop owners not only focus on recycling waste materials but also take proactive steps in educating their customers about the proper disposal of packaging materials, such as plastic cellophane.

[...we also remind our customers to properly dispose of the packaging of the items they purchase from us.] -P2

Recycling waste scraps into products like rags and pot holders, the business demonstrates an active commitment to minimizing waste and utilizing materials in a circular manner, which is aligned with principles of sustainability. The added responsibility of customer education, specifically encouraging customers to properly dispose of their packaging (such as cellophane), highlights a broader understanding of sustainability.

*Using Eco-friendly packaging.* Tailoring business's decision to reduce its use of plastic and prioritize paper and eco bags for packaging is an indication of their commitment to sustainability. This practice is beneficial not only for the environment but also for the brand's reputation, as it resonates

with increasingly eco-conscious consumers and aligns with global efforts to reduce plastic waste. This is evident in the following statements:

[One thing we also use is brown paper bags to pack the items for our customers, and we also use eco-bags to minimize the use of plastic for packaging.] - P2

[In addition, here in our store, we use paper bags to pack the items for our customers. We rarely use plastic cellophane anymore.] -P5

By using brown paper bags and eco bags instead of plastic packaging, the tailoring business demonstrates a commitment to reducing single-use plastics, which are a major contributor to environmental pollution, particularly in the fashion and retail industries. The use of paper bags and eco bags not only supports environmental goals but also promotes a circular economy approach. As paper bags are biodegradable and recyclable, they are less likely to contribute to long-term pollution compared to plastic alternatives. Additionally, eco bags are reusable, which further reduces the need for new packaging materials over time, supporting the principles of reduce, reuse, and recycle.

*Giving Away Scraps.* Tailoring business owners' practice of giving away fabric scraps rather than letting them pile up or go to waste. This strategy of waste redistribution points to a broader trend in small businesses, where sustainability and resource efficiency are achieved through community engagement, customer loyalty, and internal collaboration. This is evident in the following statements:

[Sometimes, if there are people who ask for fabric scraps, we just give them away instead of letting them pile up in the store.] -P1

[Sometimes, we're all busy, especially when we have a lot of customers and orders. If someone asks for leftover fabric or waste materials, we just give them away instead of throwing them away. Sometimes, the employees also ask for scraps to take home and turn them into rags, handkerchiefs, and other items.] -P2

[If anyone asks, we give away the scraps so they're not wasted. We just give them to whoever asks, especially when we're too busy to work on all the rags and pot holders.] -P3

[...we just give the scraps to customers who ask for them.] -P5

The tailoring business owners' practice of giving away fabric scraps rather than letting them pile up or go to waste reflects a pragmatic and customer-oriented approach to waste management. The business's willingness to repurpose scrap materials, whether by giving them to employees for personal use or handing them to customers who request them, shows a flexible approach to managing waste in a resource-constrained environment.

#### Challenges Faced in Implementing Environmental Sustainability

Some of the tailoring owners are experiencing challenges in implementing environmental sustainability. One significant hurdle is the sourcing of sustainable materials; while there is a

growing demand for organic fabrics and recycled materials, they can be more expensive and less accessible than conventional options. Another challenge is waste reduction, business owners try to control their waste to avoid making more waste. These challenges will help the business grow. According to the participants the following are the different responses towards the challenges faced in implementing environmental sustainability: *Time Management staffing Constraints, Resources and Waste Management issues, Workforce Shortage and Operational Constraints, and Community Engagement and Waste Reduction.*

*Time Management and Staffing Constraints.* Managing high workloads, tight deadlines, and limited staffing created significant challenges in meeting customer demands efficiently. Researchers associated these constraints with factors like a shortage of skilled workers and the pressure to meet tight deadlines, which can impact both product quality and employee well-being. To address these issues, some businesses emphasized the importance of careful scheduling, seeking part-time staff, and implementing efficient task allocation among employees. These statements served as supporting evidence for this claim:

[When it comes to our waste, we struggle with segregation, especially when we have a large number of bulk orders. We need to work quickly, especially when customers request completion within 2-3 weeks, so we often end up neglecting the waste until it piles up.] P1

[One of the challenges we face here is segregating fabric scraps and planning how to reuse them for other purposes. Since we're always busy, especially when the school year is about to start and many schools, including our partner schools, place bulk orders, we focus on completing their orders. As a result, we end up neglecting the excess fabric scraps, which pile up in large amounts.] P2

[One of our challenges is segregating our waste, which has a significant impact on our businesses sustainability goals, Sometimes it takes 2-3 weeks before we can get to segregation because all employees are busy. If we really can't make time for it, we just let the employees take it home to recycle in their own way] P3

[If we choose to prioritize segregation and recycling, there is a risk that the quality of our product will be affected. Our employees could focus on waste management, but the quality of production might suffer because their attention would be divided.] P4

[Time management is always challenging here, as we're constantly busy, which leaves us with very little time for waste segregation. Sometimes, even with many of us working on it, we still can't finish due to the large volume of waste.] P5

Based on the response provided by participants, they were driven by a strong desire to excel in their roles. With so many tasks to handle and limited staff to complete them, the business finds it difficult to balance production with waste

management. Even when multiple employees are involved, the sheer volume of waste makes it hard to finish segregation in a timely manner. This lack of time for proper waste management is compounded by tight schedules, especially when customers demand quick turnaround times, such as completion within 2-3 weeks. The pressure to meet these deadlines leads to waste being neglected until it accumulates to large amounts, further exacerbating the problem.

**Resources and Waste Management issues.** Due to the high demands of production tasks, waste management may be prioritized as an operational focus. In fast-paced tailoring environments, daily goals often center on productivity and output, with little attention to waste segregation and recycling. As a result, even recyclable materials are frequently disposed of improperly, increasing the environmental impact and limiting opportunities for resource conservation. This is evident in the following statements:

[We struggle to balance production and waste management because of limited time and manpower. When you think about it, improper waste disposal has a big impact, but it's not our priority due to our busy schedule. The tasks of cutting and sewing orders sometimes take more than our regular hours, leaving no free time to sort waste. As a result, recyclable materials like textile scraps and thread cuttings end up not being reused and are thrown away with regular waste] -P2

[A lot of waste is produced in the tailoring business, such as fabric scraps and thread. Managing this waste is a challenge because there is not enough time and resources for proper segregation, recycling, or reusing of materials] -P4

[In our situation where there's not enough staff, segregating recyclable and non-recyclable materials becomes very challenging. It's hard to spend extra time on that when even production tasks are sometimes not finished on time. No one is left to focus on managing waste because we're all busy with main tasks] -P6

Participants' responses indicated that balancing production and waste management is a challenge due to the lack of time and staff. One participant explained that the pressing demands of cutting and sewing orders often extend beyond regular working hours, leaving no time for sorting recyclable materials. This leads to textile scraps and thread cuttings being disposed of with regular waste. Another participant echoed this by stating that with insufficient resources, managing waste becomes overwhelming, and the focus on main tasks leaves no room for proper waste management. These responses emphasize the need for better allocation of time and resources to address the environmental and operational impact of waste management in the tailoring industry.

**Workforce Shortage and Operational Constraints.** A challenge in tailoring businesses was finding efficient ways to handle excess fabric and other materials sustainability. Researchers mentioned limited resources for recycling and waste segregation as obstacles to reducing their environmental impact. These constraints highlighted the need for better

inventory management and equipment, which could enable recycling efforts and resource optimization. This approach underscored the potential benefits of systematic waste management strategies and demonstrated the ongoing resource challenges faced by tailoring businesses. These statements served as supporting evidence for this claim.

[During pandemic, due to restrictions on working onsite and limited access for employees because of health protocols, not all employees can work every day. During that time, we had a shortage of employees, not only for product creation but also for managing our waste, as we lacked sufficient manpower] P1

[Our equipment is very limited, and it would be much better if we had the right tools and special equipment to manage waste, especially for recycling and processing excess materials. However, due to our budget constraints, we cannot immediately access the necessary tools to improve our sustainability practices] -P2

[One of our challenges is segregating our waste, which has a significant impact on the sustainability goals of our business. We are severely understaffed here, and sometimes it takes 2-3 weeks before we can segregate the waste because all employees are busy. If we really can't find the time, we let employees take it home and recycle it themselves, depending on how they handle it] -P3

[Another major challenge we face is the lack of employees who could solely focus on waste segregation and recycling. Our workers have production tasks, and sometimes they cannot concentrate on waste management due to the overwhelming number of responsibilities they have] -P4

[We considered hiring part-time workers to handle segregation and recycling, but it remains a challenge because it requires extra budget. Since we have a limited budget for expansion, our capacity to hire additional staff is restricted] -P5

[We are lacking manpower here. Tailoring requires hands-on work in processes such as cutting, sewing, and waste segregation, which is a major problem for us] -P6

Based on the response provided by participants, it is clear that employees are considered the strongest asset of the business. The critical role that staff members play in ensuring the smooth operation and success of the tailoring business. A skilled and dedicated team not only drives production but also contributes significantly to maintaining high-quality standards, managing customer relationships, and adapting to the ever-evolving demands of the industry. Employees are at the heart of the business's ability to meet deadlines, maintain craftsmanship, and execute sustainable practices. By investing in their growth and well-being, businesses can cultivate a loyal, motivated workforce that contributes to long-term success and growth. The employee's skills, commitment, and

work ethic are seen as pivotal to sustaining a competitive advantage and building a reputable brand in the marketplace.

**Community Engagement and Waste Reduction.** Tailoring businesses increasingly saw the value in reducing waste through community-based solutions, such as donating fabric scraps or reusing materials. These practices foster community relationships and promote sustainable efforts. For instance, some businesses gave away leftover materials to employees or local organizations for reuse, which minimized waste and supported the community. Emphasizing community engagement as part of waste management strategies enabled businesses to contribute to both environmental and social goals. These statements served as supporting evidence for this claim.

[We would have recycled them to either reuse or sell, like turning them into rags, but due to being so busy, we have no choice but to give them away or donate them. This is to avoid causing harm to the environment] P2

[Due to the lack of time, sometimes we just let the fabric scraps pile up. We sometimes give them away to those who ask for them, but there are months when no one comes to collect the waste fabric scraps, and we have a problem because they accumulate] P5

Based on the response by participants reveal a clear understanding of the environmental impact of waste, but also highlight the significant challenges they face in managing fabric scraps due to time constraints and resource limitations. Ideally, they would like to recycle the excess materials, either reusing them into items such as rags or selling them. However, they don't have much time to properly manage waste management because of the demands of their daily operations and the rapid pace of the tailoring industry. Even though they understand the value of recycling and waste reduction, their shortage of time causes them to put immediate production needs first for sustainability activities.

#### *Overcoming the Challenges in Implementing the Environmental Sustainability*

Using recyclable and eco-friendly materials improves the image of a business while also appealing to people who care about the environment. Minimizing waste and using energy-saving technologies are two examples of sustainable manufacturing processes that can minimize expenses and their impact on the environment. creating a community that respects and supports the brand is achieved by educating consumers about the benefits of sustainable practices. According to the participants, the following are the different responses towards on how they overcome the challenges in implementing the environmental sustainability: *Effective Resources and Schedule Management* and *Community Engagement*.

**Effective Resources and Schedule Management.** Proper time and resource management strategies serve as vital for adjusting businesses to satisfy client needs while cutting down on waste. Businesses can remain sustainable and organized even when workloads are heavy by prioritizing important duties, scheduling dedicated trash management, and

hiring more workers during times of high demand. Businesses that put these strategies into practice are better able to handle sustainability and production targets at the same time, showing a proactive dedication to business performance. These statements had served as supporting evidence for this claim:

[In our tailoring business, customers come in every week, which means our workload increases, and everyone here becomes busy. Because of this, the amount of fabric scraps we produce can also increase, sometimes even getting overlooked due to our tight schedules. To help minimize our fabric waste, we hired additional employees so that more people can assist and focus on managing materials. This is the most practical solution we've found so far.] -P1

[To make sure we have time to separate our waste, we've set one day a week, every Saturday, specifically for segregation. We divide the employees some focus on waste segregation while others continue with sewing tasks to keep the work efficient. We make sure to finish all the segregation on that day because new waste will be generated again in the following week. This way, we can focus not only on production but also on waste management to keep our operations more organized and sustainable.] -P2

[We set up an inventory system to monitor the amount of fabric scraps and reusable materials we have. This allows us to see what can still be used for the next production batch if possible, and it also helps us avoid excessive use of materials] -P3

[We only start segregating when the sacks are full for instance, when we have about 4-5 sacks. Everyone pitches in to make the work faster and to save time] -P4

[In our work, we practice teamwork and cooperation to make waste segregation easier each week. We assign employees to teams to avoid overloading any one person and to make waste management more effective. This solution keeps our process more organized and ensures that we have a clear schedule for all tasks"] -P5

[To prevent waste from piling up, we sort excess fabric scraps every afternoon from 5 p.m. to 8 p.m. Even if it gets quite late, we make sure to finish the work; sometimes, employees even end up going home at 10 p.m] -P6

[The impact is really significant when employees are overworked, especially when there's too much work and not enough people. We start to experience burnout, lose focus, and sometimes make mistakes. That's why we decided to hire additional staff to help out. With this, stress is minimized, and the quality of service in the business is maintained] -P2

[That's one of the challenges in the business: completing production tasks while ensuring that waste management is handled well. When employees are overloaded, they struggle to adjust.

To avoid burnout, we provide extra help by hiring temporary employees, and we've also set up schedules that allow employees to take break and return to work refreshed] -P4

The participants emphasize the significant challenges of managing waste management and production duties because of time and resource constraints. They highlighted how poor garbage disposal results from an emphasis on high productivity which often provides little space for waste segregation, recycling, or reusing resources. Because of this, recycling like fabric and garment parts are frequently thrown out alongside regular trash, which has a greater negative impact on the environment. Respondents also underlined the problem of overworked personnel, pointing out that burnout, diminished focus, and errors result from staff members being overburdened with multiple responsibilities. In order to avoid this, they suggested growing the workforce and instituting flexible work arrangements, which would allow staff members to take breaks and continue providing excellent customer service while efficiently handling waste.

*Community Engagement.* Fabric scraps as rags or cleaning cloths, rather than discarding them, aligns with environmental goals and supports local needs. This community-driven approach not only reduces waste but also builds positive relationships with customers and employees. This commitment to resource-sharing is evident in the following statement.

[Every week, customers always come in, so everyone here gets really busy. As a result, our fabric waste can really pile up, especially because it sometimes gets forgotten due to our busy schedules. To address this, we've added more employees so that more people can help, and we can better manage and reduce our fabric scraps. Honestly, dealing with waste is one of the main challenges we face here in the tailoring business, and it's hard to avoid] -P1

[Sometimes, we just sell or give away the scraps if anyone is interested, like those who turn them into rags, cleaning cloths, or other items, or we donate them to anyone who needs fabric scraps. Since our business practices are centered on sustainability, we think it's better to give away the leftover cuts rather than throw them out] -P2

[To lighten our workload, we prefer to give the scraps to others those that can no longer be used and those that are still reusable for recycling] -P3

[We sometimes sell or give away the scraps if anyone is interested, turning them into rags, cleaning cloths, or other useful items, or we donate them to people who need fabric scraps. Since our business is committed to sustainable practices, we find it better to give away the excess fabric instead of discarding it] -P4

[Because we have limited time to manage our fabric waste, we handle it by letting employees who want some take the scraps,

which they use to make rags, pillows, and other items that can be reused] -P5

Based on the response by participants, they shared various strategies for managing waste responsibly despite time constraints. For example, they often donate or sell excess fabric scraps to those who can reuse them, supporting the community while reducing environmental impact. This approach is a practical solution for handling the buildup of materials that can otherwise gather due to busy schedules. By redistributing unused scraps to employees or local residents, participants expressed a sense of community engagement and resourcefulness, with several stating that giving these materials to those who need them fosters positive connections within their community.

#### *Actions in Sustaining the Business of Tailoring Business*

To ensure the enduring success and sustainability of a tailoring enterprise, it is essential to emphasize the importance of high-quality craftsmanship and outstanding customer service. The unwavering provision of high-quality products, careful attention to detail, and the establishment of solid customer relationships will promote customer loyalty and stimulate word-of-mouth referrals. Expanding service offerings, such as the provision of specialized tailoring, alterations, or clothing repairs, may enable access to diverse market segments. Furthermore, utilizing social media platforms and establishing an online presence to exhibit your craftsmanship, in conjunction with optimizing operational processes through effective inventory management, will aid in preserving a competitive advantage and fostering continuous growth over the long term. According to the participants, the following are the different responses towards their actions in sustaining the business: *Committing to good quality and design, Managing employee effectively, Employing promotional strategies and Listening to customers feedback.*

*Committing to good quality and design.* Continually developing garments that are well-made, long-lasting, and aesthetically pleasing while also combining unique and customized designs that satisfy the demands and preferences of the customer. It includes offering distinctive, fashionable solutions that improve the customer's experience, utilizing premium materials, and guaranteeing accuracy in craftsmanship. This dedication aids in creating a strong reputation, encouraging customer loyalty, and setting the business apart in an increasingly competitive sector. This is evident in the following statement.

[In our business, to ensure long-term success, product quality is our priority. If the quality of the product is good, many customers will keep coming back to you.] -P1

[First and foremost, product quality is our priority because that's what customers are looking for. We also offer new designs now, whereas before, we only made uniforms. Now, we have sublimation. We also monitor trends that we can adopt, and lastly, we've improved our production through technology, like automated cutting machines, to speed up the process and maintain the quality of our products.] -P2

[Good quality is really important because customers will keep coming back if the product quality is excellent. Customers pay us for good quality, so that's what we should give them.] -P5

[...Of course, the quality of the product is important because customers are looking for quality, especially when they are satisfied. They will definitely come back and also introduce the new designs to them.] -P6

The participants highlighted that maintaining high product quality is the foundation for building customer trust and long-term success. They demonstrated their capacity to adjust to market demands by producing new designs and staying up current with trends. They have been able to increase productivity without sacrificing quality by incorporating technologies into their production process. This dedication to quality results in satisfied consumers, repeat business, and favorable recommendations, all of which support the business's growth and ability to compete in the competitive marketplace.

*Managing employees effectively.* Refers to the capacity to manage and assist employees in a way that optimizes output, upholds high standards of craftsmanship, and guarantees a positive workplace environment. This entails establishing standards for performance and quality, offering the required training, and encouraging staff members to remain involved. Assigning work according to individual strengths, making sure deadlines are fulfilled, and preserving a cooperative environment are all part of a tailoring firm. Good management contributes to the overall success of the company by increasing productivity, upholding high standards for the products, lowering errors, and promoting staff satisfaction. This is evident in the following statement.

[We also have proper management of our employees to avoid mistakes, because once the fabric is cut incorrectly, it can't be fixed. We make sure to assign them properly, whether it's for sublimation or uniforms, and provide training for them.] -P1

[We also take good care of our employees by giving them their days off, because it helps strengthen our business even more. Without them, our business wouldn't be where it is today.] -P4

[To ensure the longevity and growth of our business, we motivate and take care of our employees by giving them incentives and training because they are the ones who help sustain and grow the business.] -P5

In this view, the participants highlighted the need of efficient staff management in reducing errors, such as improper fabric cutting, which cannot be reversed. In order to guarantee quality and efficiency, they emphasized the significance of designating workers to particular jobs, like sublimation or uniforms, and giving them the appropriate training. By providing days off, they also emphasized the importance of looking after their staff, which they feel makes them more durable and motivated. The participants believed that the business could not have achieved its current level of

success without its workforce. They place a high priority on encouraging and developing their staff members since they see them as essential to the business's continuous success and want to secure the long-term expansion and viability of the enterprise.

*Employing Promotional Strategies.* refers to an implementation of several marketing strategies and tactics to attract customers, raise brand recognition, and increase revenue. To attract potential customers, these tactics may involve developing unique promotions, providing discounts, and using physical and internet advertising. Influencer partnerships, social media campaigns, word-of-mouth recommendations, and presenting products with excellent images or videos are all successful marketing strategies. This is evident in the following statement

[We also give discounts or special offers to our loyal customers to thank them for their support and encourage them to come back.] -P3

[Aside from providing them with quality fabrics and great machines, we also give our customers the option to bring their own fabric to help them save costs. We also offer discounts and freebies because we believe in always giving our customers good service and quality.] -P4

[...Loyal customers really get discounts, and to attract more customers, we also offer discounts and freebies.] -P5

[If you take good care of your customers, they will advertise for you and recommend you to others. That's why it's important to approach them well, and through recommendations from other customers, our customer base will grow.] -P6

The participant emphasized that acknowledging and recognizing loyal customers is a key strategy for promoting ongoing business growth. In addition to helping consumers save money, the company shows its dedication to providing high-quality service by providing discounts, exclusive deals, and even the opportunity for customers to provide their own fabric. The participant emphasized that providing excellent customer service generates favorable word-of-mouth, with satisfied customers referring the business to others. This strategy is thought to be crucial for attracting potential customers and growing the customer base, especially when combined with constant attention to quality and service. Through these initiatives, the company hopes to establish a growth and loyalty cycle that is sustained by customer recommendations and satisfaction.

*Listening to customers' feedback.* Refers to the process of actively seeking out, receiving, and taking consideration of consumer feedback, recommendations, and complaints about the goods and services provided. This can include comments about the finished product's overall quality, customer service, cost, fabric selections, and tailoring quality. It contributes to the long-term profitability and expansion of the company by keeping it competitive, increasing client loyalty, and improving the general customer experience. This is evident in the following statement

[One reason is because a good approach to customers helps us build a good relationship with them.] -P1

[We focus on customer satisfaction, and we make sure to provide them with high-quality products. What customers really look for is the quality of the product over quantity, to ensure they are happy and satisfied with what we offer. We regularly follow up with them after delivery to make sure they are content with our product. If they have any complaints or suggestions, we acknowledge them and improve our service based on their feedback.] -P3

[To ensure our business lasts, we take care of and prioritize our customers. We listen to their suggestions and provide them with quality products that are affordable for their budget.] -P4

[...Good service from our employees is important; we make sure to approach our customers properly and listen to their feedback about our products.] -P5

The participant highlighted how important it is to establish trusting relationships with consumers by being pleasant and providing attentive service. They concentrate on offering premium items that live up to customer expectations since they think that client happiness is essential to corporate success. They make sure that customers are pleased and content with their purchases by prioritizing quality over quantity. The significance of regularly contacting clients to inquire about their pleasure and resolve any issues following delivery was emphasized by the participant. Additionally, they emphasized how important it is to pay attention to feedback from customers and use it to enhance goods and services. The participant underlined the importance of prioritizing consumer demands, providing reasonably priced yet high-quality items, and maintaining outstanding service through qualified employees in order to ensure long-term success.

#### *Challenges while Ensuring Long-Term Business Sustainability*

Ensuring long-term sustainability in a tailoring business involves overcoming several key challenges, including rising costs of materials and labor, access limitations to high-quality supplies, and shifting customer preferences that require constant adaptation to new styles and demands. Further challenges arise from the increasingly competitive local and international market, where tailors must set themselves apart with distinctive products and first-rate customer service. Maintaining a competitive edge and attaining long-term sustainability in this climate requires establishing a strong brand presence, implementing new technologies for efficiency, and making sure that items are delivered on time. According to the participants, the following are the different responses towards the challenges they face while ensuring long-term business sustainability: *Rising Cost and access limitation, Shifting customer preferences, Lacking employee management, Growing competitive market, and Delaying supply shipments.*

*Rising Cost and access limitation.* Referring to the rising costs of supplies, and equipment, which are frequently caused by supply chain interruptions, inflation, supply chain

problems, local shortages. A tailoring firm might suffer from both growing expenses and restricted access, which can lower profitability, lower customer satisfaction, and make it more difficult to keep a competitive edge in the market. This is evident in the following statements:

[To maintain good product quality, the fabric quality should also be good, but due to inflation, the prices have increased.] -P1

[We lack advanced equipment and software needed to enhance production processes and monitor inventory. Most of these are expensive and hard to acquire, especially since we are a small business with a limited budget. Due to the high prices these days, it's difficult for us to invest in new, high-quality machines] -P2

[One of the obstacles we encounter is the lack of materials, especially the high-quality fabric that customers are looking for, because we don't have it. This is due to the rising prices of goods nowadays.] -P3

[Because of the high prices nowadays, it's really difficult to implement beautiful and high-quality products that are still affordable] -P4

[Sometimes, we run out of materials and can't easily cater to orders, especially rush orders, because of the shortage of supplies] -P5

The participant highlights some of the difficulties their small business faces, especially the inflation-driven increases in the price of supplies and machinery. This makes it challenging to satisfy consumer demands and maintain product quality, particularly for premium materials that are becoming more and more costly and difficult to find. Their capacity to enhance manufacturing procedures and efficiently manage inventory is made more difficult by the absence of advanced equipment and software. Because of this, they have trouble completing orders, particularly rush ones, and their limited funds make it difficult for them to purchase new, high-quality equipment. Offering reasonably priced, high-quality items is severely limited by these issues.

*Shifting customer preferences.* Refer to the evolving tastes, needs, and expectations of consumers regarding products and services. Customers are placing more importance on components like long-term sustainability, ethical production, and customized experiences as social standards change. Businesses can enhance client loyalty, set themselves apart from competitors, and maintain their place in a changing market by adapting to evolving consumer preferences. As customers' preferences evolve, tailoring businesses must adapt to these changes by offering products that meet new demands, keeping up with fashion trends, and adjusting their services to stay competitive. This is evident in the following statements:

[Some of our customers switch to other businesses because their preferences and tastes change, and sometimes it's due to what others are saying. But usually, their reason is to try something new.] -P2

[Even if we offer discounts, sometimes customers still switch to other businesses, probably because

they are attracted to the better offerings there and want to try having their items made there.] -P3

[A lot of our customers have switched to other businesses because there are new businesses that have opened, similar to ours. It's probably because of the offers and deals they provide.] -P4

[The image of our business gets affected by hateful comments and negative feedback from others, which causes some customers to switch to other stores. This results in a loss of customers, as they may find a business that better satisfies their preferences.] -P5

[Many customers are looking for good-quality products, which we offer, but they also want them to be super affordable. From our side, it's hard to meet that demand because we can't afford to sell at such low prices without losing money. Some of our customers have switched to competitors because they've heard from others that their products are similar but cheaper, and as a result, they follow those recommendations] -P6

The participant acknowledged that shifting preferences as well as external recommendations frequently have an impact on customer loyalty, with many customers switching to other businesses to try something different or because of better offers. The competition's bigger offers and perceived value make it hard to keep customers, even when discounts are given. Hateful remarks and unfavorable reviews damage the company's reputation and drive away more customers who are influenced by the views of others. Additionally, even if the company aims to provide high-quality items, it is at a disadvantage because it is difficult to satisfy the desire for both quality and affordability, as some customers are drawn to competitors that provide comparable products at lower rates.

*Lacking Employee Management.* Refers to the inability to successfully train, motivate, and organize employees in ways that support the business's sustainability objectives. Without effective management, staff members might not be completely aware of their responsibilities in promoting sustainable practices, which could result in inefficiencies and lost chances for growth. This is evident in the following statements:

["It's inevitable for employees to make mistakes, especially when there are too many orders and it gets overwhelming. We can't manage the employees properly, and sometimes this leads to wasting some of the fabric"] -P1

["Sometimes, our employees take their days off at the same time, and we can't monitor everything properly because we're too busy. Due to emergencies and the need to finish tasks, that's when we really struggle"] -P4

["It's unavoidable that some employees will leave, and when that happens, we end up lacking manpower. This makes it difficult for us to keep up with production, especially since it's not easy to find replacements with experience in tailoring"] -P6

The participant stated that the business experiences a number of challenges as a result of the excessive workload, which frequently results in errors, inefficiencies, and fabric waste, particularly when there are too many orders to handle at once. These circumstances make it difficult to manage employees effectively because workers take their days off at the same time, which leaves the company underpowered and unable to keep an eye on everything. Finding replacements with the necessary tailoring skills is not easy, and this combination of circumstances makes it challenging to meet demand and preserve productivity.

*Growing Competitive Market.* refers to describe how competition is getting more intense as more companies enter the market and offer similar or better goods and services. In order to retain customers, businesses must differentiate themselves from the competition through elements like quality, pricing, customer service, and innovation as more tailoring businesses open. In addition to pushing established businesses to adapt to shifting consumer tastes, embrace new technology, and boost operational effectiveness, this increased competition may promote innovation and higher quality. This is evident in the following statements:

[Our customers often request or suggest that we create new designs for our products, but we find it difficult to release them because we're unsure if they will sell well, especially since there are already many others making similar designs, particularly with so many tailoring businesses in the city.] -P1

[Many newly opened tailoring businesses are offering low prices and discounts, which is one of the reasons why we've seen a decline in our customer base. Yes, it's really due to the growing number of businesses in this industry.] -P3

[The number of competitors in the city is increasing, and because we have different pricing, it's becoming quite difficult to find or attract new customers.] -P5

The participant shared that customers are declining as a result of the town's increasing competition, especially from recently established tailoring businesses that provide low pricing and discounts. Uncertainty about whether new designs will sell makes it difficult for them to develop and release them, particularly when so many competitors are selling comparable goods. Different pricing tactics and the growing number of tailoring firms make it challenging for them to bring in and keep new customers. As a result, the participants struggle to stand out in a crowded market and feel forced to modify their offers and pricing in order to remain competitive.

*Delaying Supply Shipments.* Refers to the delay or interruption in the timely delivery of production-related materials, including threads, buttons, zippers, fabrics, and other necessary supplies. Delays in supply shipments can result in production delays, missed deadlines, and an inability to fulfill consumer demands on time, all of which can have a negative impact on customer satisfaction and the company's reputation. This is evident in the following statements:

["Even though we try our best to maintain good product quality, sometimes there are delays in the

delivery of materials from fabric suppliers, and at times, the specific fabric our customers are looking for is not available”] -P2

["It's difficult to find suppliers who offer affordable yet good-quality materials, and sometimes, some suppliers delay their deliveries, which makes it challenging for us to keep up with rush orders"] -P4

["Sometimes, customers complain because their orders take too long to complete, especially bulk orders. This is mainly due to the shortage of materials, as our supplies are often delayed, and sometimes the deliveries arrive late as well"] -P6

The participants interpret that delays in material deliveries from suppliers significantly impact the business's ability to meet customer expectations, especially for rush or bulk orders. The challenge in finding affordable, high-quality fabrics and the regular shipment delays result in lengthier manufacturing periods, which annoys customers despite efforts to maintain excellent product quality. Customers regularly complain about the lengthy wait times, and they acknowledge that the lack of certain materials combined with delayed deliveries frequently causes delays in order completion. The business's ability to sustain productivity and customer satisfaction is directly impacted by these persistent supplier problems.

#### *Overcoming the Challenges of Exploring Long-Term Business Sustainability*

Tailoring businesses have numerous obstacles in the modern world. Businesses ought to enhance efficiency to balance quality and cost, diversify their supply sources to reduce risks, and engage customers through transparency and loyalty programs in order to overcome the difficulties of maintaining a business through sustainable practices. Investing in growth and increasing employee involvement in sustainability. These tactics support businesses' long-term sustainability objectives while keeping them competitive. According to the participants, the following are the different responses towards on overcoming the challenges of exploring long-term business sustainability: *Balancing quality and cost, Diversifying supply sources, Improving Customer Engagement, Investing in growth and Enhancing workforce strategy*

*Balancing Quality and Cost.* Refers to the process of keeping costs under control while upholding high quality for goods or services. In the business world, it refers to providing goods that satisfy consumers in terms of quality, functionality, and longevity while avoiding excessive expenditures on manufacturing or running expenses. This is evident in the following statements:

["They can't afford overly expensive products because they have a set budget, so we'll provide them with good quality products at a lower price, but we won't be losing money."] -P1

["Products are really expensive nowadays, but we can't settle for cheap fabric either because it would drive away customers, and we'd end up losing more. What we're doing is sticking to high-quality materials to keep our customers happy and coming

back. We're gradually increasing our prices, but we're making

["We're committed to offering the same quality in our products that we've always provided, but since prices have gone up, we've been gradually raising ours as well. We're doing our best to optimize costs, finding more affordable materials, when possible, but the quality remains a top priority. We make sure to keep the standard high, even if we're trying to reduce costs"] -P4

The participant mentioned that in order to prevent losing clients and revenue, they are committed to upholding a high standard of product quality while closely controlling expenses. They strive to offer high quality at a reduced cost without sacrificing the sustainability of their business since they recognize that customers have budgets. They refuse to accept low-quality supplies that can damage their business in spite of growing expenses since they are aware that doing so will turn off customers and ultimately lead to larger losses. Instead, they are raising prices gradually in order to adapt to the state of the market, but they are open and honest with customers about the rationale behind these price increases. Their approach involves cutting expenses by locating less expensive materials whenever feasible, but they are steady in their resolve to maintain the superior standards that customers value and demand.

*Diversifying Supply Sources.* Refers to the strategy of sourcing materials and services from multiple suppliers rather than relying on a single source, This approach helps reduce the risk of disruptions caused by supply chain issues, price fluctuations, or shortages of specific fabrics or materials. By working with a variety of suppliers, a tailoring business can secure better pricing, access a broader range of fabrics and materials, and ensure a steady supply even if one supplier encounters problems. This is evident in the following statements:

["We look for a supplier that offers high-quality fabrics at a lower price"] -P1

["We've established partnerships with local suppliers and made sure not to rely on just one supplier. This way, if a fabric is out of stock or a pre-order is delayed, we can still get it from another supplier. But, we make sure that the quality remains the same across all sources"] -P2

["Before, we often ran out of high-quality fabrics, but we made sure to find a solution. We looked for suppliers who offered good quality fabrics at reasonable prices, and because of the quality, our customers are happy and keep coming back"] -P3

["To avoid the problem of running out of fabric or dealing with constant delays in deliveries, we decided to find additional suppliers. This way, if one supplier doesn't have the material available, we have a substitute or can find another option,

especially when we have rush or bulk orders”] -P4

[“We set aside time to find suppliers that are nearby and always have the materials we need in stock. We’re also focused on finding suppliers that offer quality materials at lower prices”] -P5

[“We make sure that our materials are always available, but sometimes it’s inevitable that we run low or face delays in supply. That’s why we’ve been looking for alternative suppliers who offer the same materials as our primary supplier, so we can keep our production running smoothly without running out of stock”] -P6

The participants are actively addressing the challenges of supply shortages and delays by strategically diversifying their supplier base. They are aware of how critical it is to have trustworthy suppliers for reasonably priced, superior fabrics in order to sustain production flow and meet consumer demand. They reduce the chance of delays by avoiding depending on a single source by establishing alliances with local suppliers and looking for alternatives. Finding suppliers who live nearby, making sure products are constantly available, and emphasizing both quality and cost-effectiveness are all part of their strategy.

*Improving Customer Engagement.* Refers to customer engagement involves establishing tailored, significant connections with clients that extend beyond mere transactions. This includes offering individualized recommendations based on style preferences, maintaining proactive communication through various channels, and actively seeking customer feedback to improve services. Engagement also fosters loyalty through incentives like discounts and referral programs, while building a sense of community by encouraging customers to share their experiences. This is evident in the following statements:

[With the increasing number of people selling sublimation products and uniforms online, this has become a reason why some of our customers have shifted to other sellers. That’s why we decided to create our own online store, so new customers can discover what we offer, even if they don’t visit our physical store. This also helps us compete with other businesses. It’s normal for a business to lose customers, but we make sure to take good care of both loyal and new customers. We approach them properly, ask for their feedback, and seek suggestions on what we can change or improve.] -P1

[A lot of businesses like ours have opened here in town, and we don’t take this lightly, even though we’ve been established for a while now. We’re always looking for ways to offer something new, especially to our long-time customers. To show our

appreciation, we’ve started giving them discounts. This also helps raise awareness and make sure customers know what we offer. We’ve created an online store where customers can inquire or ask about our products, and we also post about our offers and discounts on social media to keep everyone informed.] -P3

[“Now that there are many businesses similar to ours offering the same products, and many of them have also created online shops, we decided to make our own online store as well to stay competitive and keep up with the market. We use our online shop to post promotions like the “12+1” offer, where customers who buy 12 items get one more as a freebie, along with discounts. We also give freebies to our customers to encourage them to return, and we allow them to bring their own fabric so they can save on costs. This helps us build loyalty and keep customers coming back”] -P4

[“For us, negative comments are inevitable, but we take them as valuable suggestions to improve our business. It’s normal for customers to switch to other businesses, so we offer discounts, freebies, free layouts, and other perks to keep them coming back. Our goal is to build a strong relationship with our customers, so we listen carefully to their suggestions and do our best to implement or act on them. By doing this, we aim to show that we care about their feedback and are committed to making our business better for them”] -P5

Participants perceive the business’s efforts to improve customer engagement positively, recognizing that the decision to create an online store and offer promotions like discounts, freebies, and the “12+1” offer is a proactive approach to staying competitive and retaining customer loyalty. They value how the business seeks input and ideas from both new and returning customers in order to enhance its products and services. The company demonstrates its dedication to individualized service by providing free patterns and letting clients bring their own fabric to save money.

*Investing in Growth.* Refers to the strategic allocation of resources such as time, money, and effort toward expanding and improving the business to increase its reach, profitability, and customer base. Growth can be achieved by adopting new techniques (like advanced sewing methods or automation). This is evident in the following statement:

[“Since we have dreams for our business, we know we need to invest. We’ve started saving in order to buy high-quality machines for our production. It’s not something that can happen quickly or overnight, but what’s important is that we are planning and

investing for the growth of our business”] - P2

Participants 2 consider the business's plan for growth as a systematic and thoughtful process that highlights the value of long-term investment and planning. They understand that investing in high-quality machinery shows a dedication to enhancing production capacity and making sure the business can satisfy expanding demands. This strategy demonstrates that the business is not just focused on short-term success but also on laying a strong platform for future expansion and innovation. It also indicates a clear vision for sustainability and progress.

*Enhancing Workforce Strategy.* Refers to improving how employees are recruited, trained, motivated, and supported to ensure they contribute effectively to the overall success of the business. This includes fostering a positive work environment, providing clear roles and responsibilities, offering skill development opportunities, and encouraging teamwork and communication. This is evident in the following statements:

["We really manage our employees properly, like assigning them specific tasks some for sublimation, others for uniforms, and some to check the available supplies for our production to avoid mistakes. The ones assigned to sublimation should focus solely on that, and those who aren't should not have their days off on the same day, so there will always be available workers for that day"] -P1

["We also give freebies to our customers to encourage them to keep coming back to us. Additionally, they can bring their own fabric to save on costs"] -P4

["To prevent employee shortages, we manage the hiring process properly and provide incentives to our employees to keep them from leaving. We make sure to value and take care of them. We also offer free training through TESDA to help them improve, especially in sewing, so they can work more efficiently and comfortably"] -P6

From a participant's perspective, the company's approach to employee management and customer relations reflects a strong commitment to both operational efficiency and long-term success. The company can minimize errors and increase production by carefully assigning duties, such as designating specific staff members for sublimation or uniforms, and making sure that staffing is balanced. Offering discounts and letting customers bring their own fabric encourages repeat business and fosters a strong sense of customer loyalty. A commitment to appreciating and investing in its workers is also demonstrated by the business's emphasis on employee retention through appropriate hiring procedures, incentives, and free TESDA training.

## V. CONCLUSIONS AND RECOMMENDATIONS

The study reveals that tailoring businesses in Pagadian City demonstrate a strong commitment to sustainability through waste reduction, recycling, and efficient resource management. Business owners recognize the value of environmental sustainability, actively repurposing fabric scraps, implementing waste segregation, and engaging in community-based initiatives. Despite their commitment, challenges such as limited resources, operational constraints, and market competition hinder their efforts. Tailoring businesses address these challenges by hiring additional staff, streamlining processes, and fostering teamwork to balance production demands with sustainability goals. Furthermore, a focus on high-quality products, customer satisfaction, and employee development sustains their competitive edge. However, achieving long-term growth and resilience will require continued innovation, investment in infrastructure, and adaptation to market trends. This study underscores the need for community support, resource allocation, and strategic management to ensure the continued success and sustainability of tailoring businesses in the city. Recommendations include Collaboration with local communities and other businesses on recycling and waste management initiatives can foster shared resources and promote eco-friendly practices. To stay competitive, businesses should market their eco-friendly initiatives, creating a unique value proposition that appeals to environmentally conscious customers. By integrating these strategies, tailoring businesses can achieve both environmental and operational success, positioning themselves for sustainable, competitive futures.

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