



INTERMEDIANT APPAREL PRODUCTION

NTQF Level-II

Learning Guide#18

**UNIT OF COMPETENCE: Carry-out and
Analyze Body Measurements**

**Module Title: Carrying-out and Analyzing
Body Measurements**

LG CODE: IND IAP2 M05- LO4- LG18

TTLM CODE: IND IAP2 TTLM 0919v1

**LO 4: Obtain measurements and interpreting size
standards**



Instruction Sheet-1

Learning Guide#18

Introduction

This learning guide is developed to provide you the necessary information regarding the following **content coverage** and topics:

- ✓ Obtaining measurements of fit model
- ✓ Identifying type of measurements to be used
- ✓ Categorizing sizes according to their measurements
- ✓ Distributing sizes in their respective target groups

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, **you will be able to:**

- ❖ Measurements are obtained in accordance to job instructions using measuring devices
- ❖ Type of measurements to be used is identified
- ❖ Sizes are categorized according to their measurements
- ❖ Sizes are distributed in their respective target groups

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below
3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your teacher for assistance if you have hard time understanding them.
4. Accomplish the “Self-checks” in each information sheets.
5. Ask from your teacher the key to correction (key answers) or you can request your teacher to correct your work. (You may get the key answer only after you finished answering the Self-checks).
6. If you earned a satisfactory evaluation proceed to “Operation sheets and LAP Tests if any”. However, if your rating is unsatisfactory, see your teacher for further instructions or go back to Learning Activity.



7. After you accomplish Operation sheets and LAP Tests, ensure you have a formative assessment and get a satisfactory result;
8. Then proceed to the next information sheet



| | |
|----------------------------|---|
| Information Sheet-1 | Obtain measurements of fit model |
|----------------------------|---|

Introduction

To be a professional model you need a beautiful face, good teeth, healthy hair, nice smile, and great legs. As important as looks are sizes - a model has to fit the sample sizes perfectly. Standard measurements for a female model are 5'9" and taller with 34" chest, 24" waist and 34" hips.

This can be simple like a diagram, physical model, or picture, or complex like a set of calculus equations, or computer program. The main types of scientific model are visual, mathematical, and computer models. Visual models are things like flowcharts, pictures, and diagrams that help us educate each other.

There is a practical reason that most models are the same size, and that's called a sample collection," he told WWD. "You make a sample collection according to a standardized selection of measurements for models. Go to any era; models were a standard size, and the clothes were made in that size.

Sample Size. The sample size is very simply the size of the sample. If there is only one sample, the letter "N" is used to designate the sample size. If samples are taken from each of "a" populations, then the small letter "n" is used to designate size of the sample from each population.



| | |
|----------------------|---------------------|
| Self-Check -1 | Written Test |
|----------------------|---------------------|

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. What are the criteria's to be professional models?
2. What are sizes be professional models?

Note: Satisfactory rating - 2 points

Unsatisfactory - below 2 points

Answer Sheet

| |
|---------------|
| Score = _____ |
| Rating: _____ |

Name: _____

Date: _____

Short Answer Questions



| | |
|----------------------------|---|
| Information Sheet-2 | Identify type of measurements to be used |
|----------------------------|---|

Introduction

The type of unit on which a variable is measured is called a scale. Normally, when one hears the term measurement, they may think in terms of measuring the length of something (i.e. the length of a piece of wood) or measuring a quantity of something (i.e. a cup of flour). This represents a limited use of the term measurement. In statistics, the term measurement is used more broadly and is more appropriately termed scales of measurement. Scales of measurement refer to ways in which variables/numbers are defined and categorized. Each scale of measurement has certain properties which in turn determines the appropriateness for use of certain statistical analyses. Traditionally, statisticians talk of four types of measurement scales: The four scales of measurement are **nominal, ordinal, interval, and ratio**. A variable has one of four different levels of measurement: Nominal, Ordinal, Interval, or Ratio. (Interval and Ratio levels of measurement are sometimes called Continuous or Scale).

Nominal: Categorical data and numbers that are simply used as identifiers or names represent a nominal scale of measurement. Numbers on the back of a baseball jersey (St. Louis Cardinals 1 = Ozzie Smith) and your social security number are examples of nominal data. If I conduct a study and I'm including gender as a variable, I will code Female as 1 and Male as 2 or vice versa when I enter my data into the computer. Thus, I am using the numbers 1 and 2 to represent categories of data.

Ordinal: An ordinal scale of measurement represents an ordered series of relationships or rank order. Individuals competing in a contest may be fortunate to achieve first, second, or third place. First, second, and third place represent ordinal data. If Roscoe takes first and Wilbur takes second, we do not know if the competition was close; we only know that Roscoe outperformed Wilbur. Likers-type scales (such as "On a scale of 1 to 10 with one being no pain and ten Being high pain, how much pain are you in today?") Also represent ordinal data. Fundamentally, these scales do not represent a measurable quantity. An individual may respond 8 to this question and be in less pain than someone else who responded 5. A person may not be in half as much pain if they responded 4 than if they responded 8. All we know from this data is that an individual who responds 6 is in less pain than if they responded 8 and in more pain than if they responded 4. Therefore, Likers-type scales only represent a rank ordering.



Interval: A scale which represents quantity and has equal units but for which zero represents simply an additional point of measurement is an interval scale. The Fahrenheit scale is a clear example of the interval scale of measurement. Thus, 60 degree Fahrenheit or -10 degrees Fahrenheit are interval data. Measurement of Sea Level is another example of an interval scale. With each of these scales there is direct, measurable quantity with equality of units. In addition, zero does not represent the absolute lowest value. Rather, it is point on the scale with numbers both above and below it (for example, -10 degrees Fahrenheit).

Ratio: The ratio scale of measurement is similar to the interval scale in that it also represents quantity and has equality of units. However, this scale also has an absolute zero (no numbers exist below the zero). Very often, physical measures will represent ratio data (for example, height and weight). If one is measuring the length of a piece of wood in centimeters, there is quantity, equal units, and that measure cannot go below zero centimeters. A negative length is not possible.

The table below will help clarify the fundamental differences between the

Scales of Measurement

What is a
nominal scale?

A scale that categorizes items

What is an
ordinal scale?

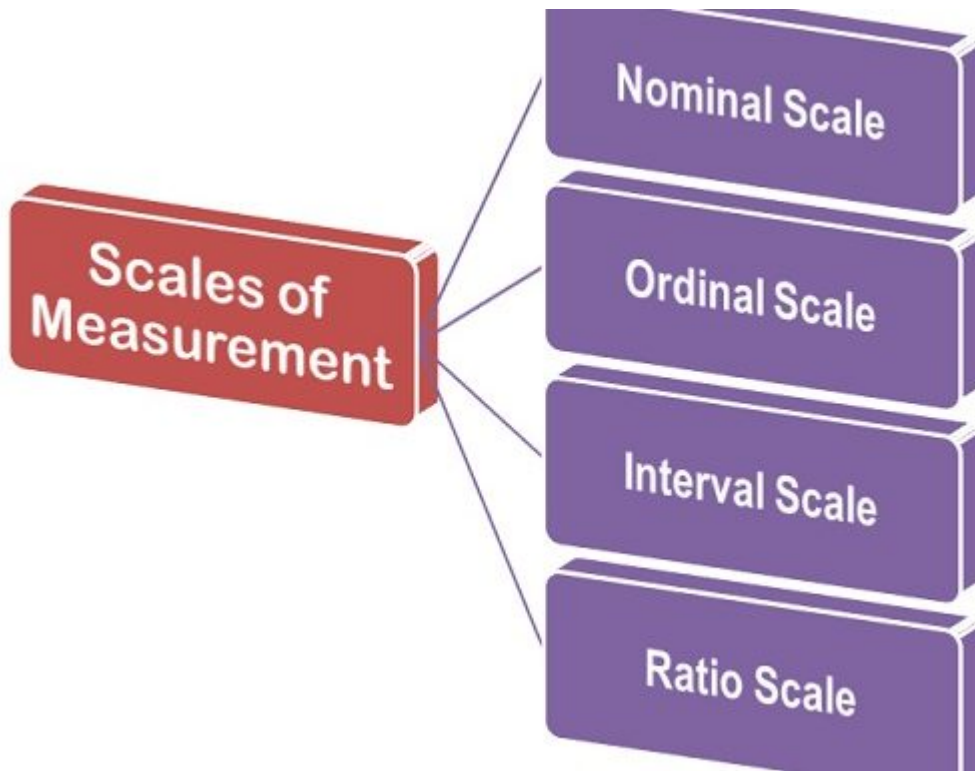
A scale that categorizes and rank orders items

What is an
interval scale?

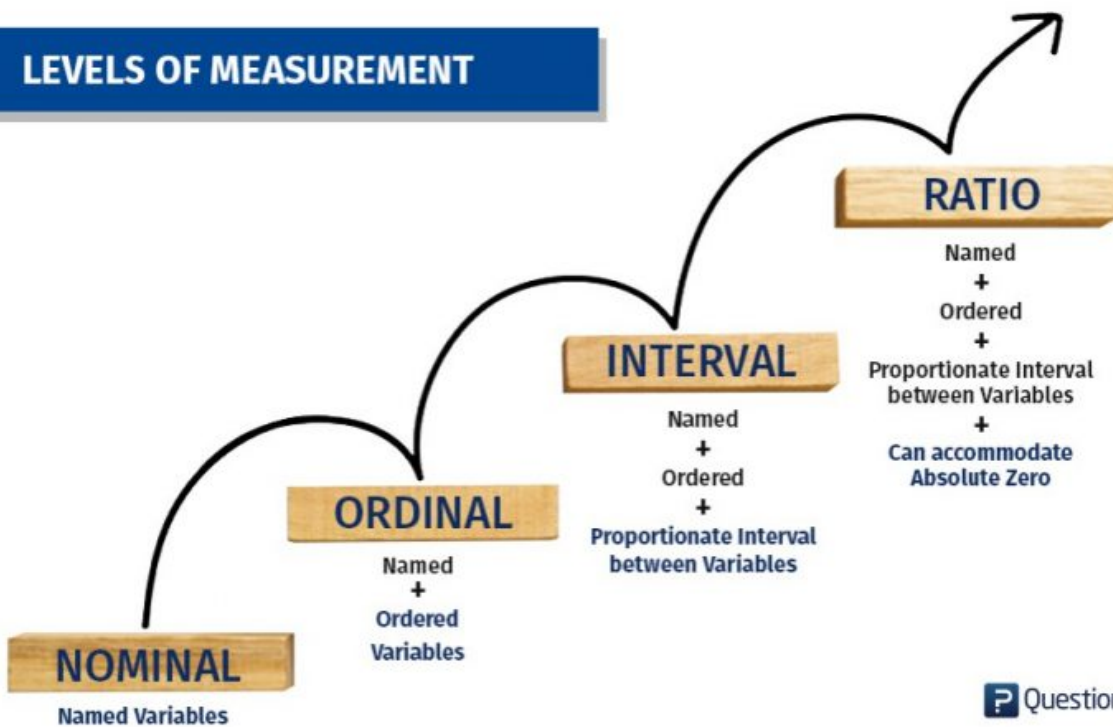
A scale that categorizes and rank orders items, and has equal intervals

What is a *ratio scale*?

A scale that categorizes and rank orders items, has equal intervals, and a zero that means the absence or none of the thing being measured



LEVELS OF MEASUREMENT





| | |
|----------------------|---------------------|
| Self-Check -2 | Written Test |
|----------------------|---------------------|

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. List types of measurement to be used?
2. Define each types of measurements to be used?
3. What are scales of measurements?
4. What are levels of measurements?

Note: Satisfactory rating - 4 points

Unsatisfactory - below 4 points

Answer Sheet

| |
|---------------|
| Score = _____ |
| Rating: _____ |

Name: _____

Date: _____

Short Answer Questions



References and for More Information:

<http://lsc.cornell.edu/wp-content/uploads/2016/01/Intro-to-measurement-and-statistics.pdf>

<https://stattrek.com/statistics/measurement-scales.aspx>

<http://www.statisticshowto.com/nominal-ordinal-interval-ratio/>

<https://study.com/academy/lesson/scales-of-measurement-nominal-ordinal-interval-ratio.html>

<http://www.mnestudies.com/research/types-measurement-scales>

<https://onlinecourses.science.psu.edu/stat507/node/25/>

<https://cursos.campusvirtualsp.org/mod/tab/view.php?id=23154>

<https://www.cdc.gov/ophss/csels/dsepd/ss1978/lesson1/section8.html>

<http://www.open.edu/openlearn/science-maths-technology/science/health-sciences/epidemiology-introduction/content-section-3.1>



| | |
|----------------------------|---|
| Information Sheet-3 | Categorizing sizes according to their measurements |
|----------------------------|---|


Introduction

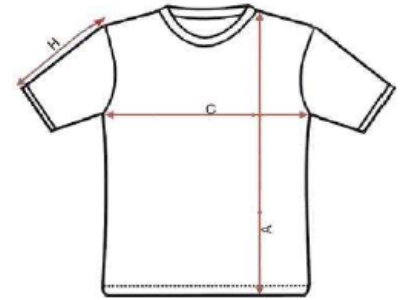
Size is the magnitude or dimensions of a thing. This animation gives a sense of the scale of some of the known objects in our universe.

In mathematical terms, size is a concept abstracted from the process of measuring by comparing a longer to a shorter. Size is determined by the process of comparing or measuring objects, which results in the determination of the magnitude of a quantity, such as length or mass, relative to a unit of measurement. Such a magnitude is usually expressed as a numerical value of units on a previously established spatial scale, such as meters or inches.

The sizes with which humans tend to be most familiar are body dimensions (measures of anthropometry), which include measures such as human height, and human body weight. These measures can, in the aggregate, allow the generation of commercially useful distributions of products that accommodate expected body sizes as with the creation of clothing sizes and shoe sizes, and with the standardization of door frame dimensions, ceiling heights, and bed sizes. The human experience of size can lead to a psychological tendency towards size bias wherein the relative importance or perceived complexity of organisms and other objects is judged based on their size relative to humans, and particularly whether this size makes them easy to observe without aid. According to their measurements can be categorized as follow:

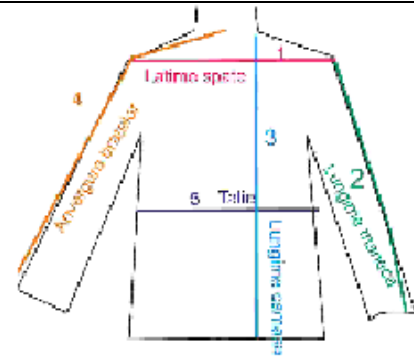


|  | | MEN'S T-SHIRT | | | | | |
|---|----------------------------------|--------------------|-------|-------|-------|-------|-------|
| | | SIZE CHART (cm) | | | | | |
| | | XS | S | M | L | XL | XXL |
| | | 40 | 42/44 | 46/48 | 50/52 | 54/56 | 58/60 |
| A | Centre back length | 62 | 66 | 70 | 74 | 76 | 78 |
| B | Shoulders width | 40 | 42 | 44 | 46 | 48 | 50 |
| C | Bust circumference | 46 | 50 | 54 | 58 | 62 | 64 |
| D | Waist circumf. (1/2) | 42 | 46 | 50 | 54 | 58 | 60 |
| J | Circumf. neckline length | 36 | 38 | 40 | 42 | 44 | 46 |
| H | Sleeve length | 20 | 21 | 22 | 23 | 24 | 25 |
| M | Sleeve circumference (1/2) | 16 | 17 | 18 | 19 | 20 | 21 |





| | | SIZE CHART (cm) | | | | | |
|---|--------------------------|--------------------|------------|------------|------------|-------------|--------------|
| | | XS 40 | S 42/44 | M 46/48 | L 50/52 | XL 54/56 | XXL 58/60 |
| A | Circumf. neckline length | 36 | 38 | 40 | 42 | | MEN'S SHIRT |
| B | Shoulders width | 44 | 46 | 48 | 50 | 52 | 54 |
| C | Bust circumference | 99 | 105 | 111 | 117 | 123 | 129 |
| D | Waist circumf. | 95 | 101 | 107 | 113 | 119 | 125 |
| F | Hip circumf. | 103 | 109 | 115 | 121 | 127 | 133 |
| G | Sleeve length | 61.3 | 62.3 | 63.3 | 64.3 | 65.3 | 66.3 |
| L | Sleeve circumference | 40 | 42 | 44 | 46 | 48 | 50 |
| M | Centre front length | 72 | 74 | 76 | 78 | 80 | 82 |
| N | Centre back length | 76 | 78 | 80 | 82 | 84 | 86 |





| | |
|----------------------|---------------------|
| Self-Check –3 | Written Test |
|----------------------|---------------------|

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. What are Categorizing sizes according to their measurements?
2. How do identify categorize sizes of measurements?

Note: Satisfactory rating - 2 points

Unsatisfactory - below 2 points

Answer Sheet

Score = _____

Rating: _____

Name: _____

Date: _____

Short Answer Questions



| | |
|----------------------------|---|
| Information Sheet-4 | Distributing sizes in their respective target groups |
|----------------------------|---|

Introduction

A distributing sizes in their respective target market is a group of customers within a business's serviceable available market at which a business aims its marketing efforts and resources. A target market is a subset of the total market for a product or service.

The target market typically consists of consumers who exhibit similar characteristics (such as age, location, income or lifestyle) and are considered most likely to buy a business's market offerings or are likely to be the most profitable segments for the business to service.

Once the target market(s) have been identified, the business will normally tailor the marketing mix (4Ps) with the needs and expectations of the target in mind. This may involve carrying out additional consumer research in order to gain deep insights into the typical consumer's motivations, purchasing habits and media usage patterns.

The choice of a suitable target group is one of the final steps in the market segmentation process. The choice of a target market relies heavily on the marketer's judgment, after carrying out basic research to identify those segments with the greatest potential for the business.

Occasionally a business may select more than one segment as the focus of its activities, in which case, it would normally identify a primary target and a secondary target. Primary target markets are those market segments to which marketing efforts are primarily directed and where more of the business's resources are allocated, while secondary markets are often smaller segments or less vital to a product's success.

Selecting the "right" target market is a complex and difficult decision. However, a number of heuristics have been developed to assist with making this decision.

A target market is a group of customers (individuals, households or organizations), for which an organization designs, implements and maintains a marketing mix suitable for the needs and preferences of that group.



Target marketing goes against the grain of mass marketing. It involves identifying and selecting specific segments for special attention. Targeting, or the selection of a target market, is just one of the many decisions made by marketers and business analysts during the segmentation process.

Examples of target markets used in practice include:

- Rolls-Royce (motor vehicles): wealthy individuals who are looking for the ultimate in prestige and luxury
- Dooney and Bourke handbags: teenage girls and young women under 35 years
- Selection of a target market (or target markets) is part of the overall process known as S-T-P (Segmentation→Targeting→Positioning). Before a business can develop a positioning strategy, it must first segment the market and identify the target (or targets) for the positioning strategy. This allows to the business to tailor its marketing activities with the needs, wants, aspirations and expectations of target customers in mind. This enables the business to use its marketing resources more efficiently, resulting in more cost and time efficient marketing efforts. It allows for a richer understanding of customers and therefore enables the creation of marketing strategies and tactics, such as product design, pricing and promotion, which will connect with customers' hearts and minds. Also, targeting makes it possible to collect more precise data about customer needs and behaviors and then analyze that information over time in order to refine market strategies effectively.
- The first step in the S-T-P process is market segmentation. In this phase of the planning process, the business identifies the market potential or the total available market (TAM). This is the total number of existing customers plus potential customers, and may also include important influencers. For example, the potential market or TAM for feminine sanitary products might be defined as all women aged 14–50 years. Given that this is a very broad market in terms of both its demographic composition and its needs, this market can be segmented to ascertain whether internal groups with different product needs can be identified. In other words, the market is looking for market-based opportunities that are a good match its current product offerings or whether new product/service offerings need to be devised for specific segments within the overall market.



- Markets generally fall into **two** broad types, namely consumer markets and business markets. A consumer market consists of individuals or households who purchase goods for private consumption and do not intend to resell those goods for a profit. A business market consists of individuals or organizations who purchase goods for one of three main purposes; (a) for resale; (b) for use in producing other goods or services and; (c) for general use in daily business operations. Approaches to segmentation will vary depending on whether the total available market (TAM) is a consumer market or a business market.
- Market segmentation is the process of dividing a total available market, using one of a number of key bases for segmenting such as demographic, geographic, psychographic, behavioral or needs-based segments. For example, a demographic segmentation of the adult male population might yield the segments, Men 18-24; Men 25-39, Men 40-59 and Men 60+. Whereas a psychographic segmentation might yield segments such as Young Singles, Traditional Families, Socially Aware and Conservatives. Identifying consumer demand and opportunity within these segments should assist the marketer to identify the most profitable segments.

Although there are many different ways to segment a market, the most common bases used in practice are:

- Geographic – Residential address, location, climate, region.
- Demographic/socioeconomic segmentation – Gender, age, income, occupation, socio-economic status, educational-level, family status, marital status, ethnic group, religious affiliation.
- Psychographic – Attitudes, values, beliefs, interests and lifestyles.
- Behavioral – usage occasion, degree of loyalty, user status, purchase-readiness
- Needs-based segmentation – relationship between the customer's needs for specific features and product or service benefits

During the market segmentation process, the marketing analyst will have developed detailed profiles for each segment formed. This profile typically describes the similarities between consumers within each segment and the differences between consumers across each of the segments. The primary use of the segment profile is to assess the extent to which a firm's offerings meet the needs of different segments. A profile will include all such information as is relevant for the product or service and may include basic demographic descriptors,



purchasing habits, disposition to spend, benefits-sought, brand preferences, loyalty behavior, usage frequency and any other information deemed relevant to the subject at hand.

The segment profile assists in the decision-making process and has a number of specific benefits:

- assists to determine those segments that are most attractive to the business
- provides quantitative data about segments for a more objective assessment of segment attractiveness
- assists in tailoring the product or service offering to the needs of various segments
- provides basic information to assist with targeting
- allocating the firm's resources effectively

After profiling all the market segments formed during the segmentation process, detailed market analysis is carried out to identify one or more segments that are worthy of further investigation. Additional research may be undertaken at this juncture to ascertain which segments require detailed analysis with the potential to become target segments.

A key consideration in selecting the target markets is whether customer needs are sufficiently different to warrant segmentation and targeting. In the event that customer needs across the entire market are relatively similar, then the business may decide to use an undifferentiated approach. On the other hand, when customer needs are different across segments, then a differentiated (i.e. targeted) approach is warranted. In certain circumstances, the segmentation analysis may reveal that none of the segments offer genuine opportunities and the firm may decide not to enter the market.

When a marketer enters more than one market, the segments are often labeled the primary target market and the secondary target market. The primary market is the target market selected as the main focus of marketing activities and most of the firm's resources are allocated to the primary target. The secondary target market is likely to be a segment that is not as large as the primary market, but may have growth potential. Alternatively, the secondary target group might consist of a small number of purchasers that account for a relatively high proportion of sales volume perhaps due to purchase value, purchase frequency or loyalty.

In terms of evaluating markets, three core considerations are essential:

- Segment size and growth



- Segment structural attractiveness
- Compatibility with company objectives and resources.

However, these considerations are somewhat subjective and call for high levels of managerial judgments. Accordingly, analysts have turned to more objective measures of segment attractiveness. Historically a number of different approaches have been used to select target markets. These include:

Distance Criterion: Under this approach, the business attempts to define the primary geographic catchment area for the business by identifying people who live within a predetermined distance of the business. For a retailer or service-provider the distance might be around 5 km; for domestic tourist destination, the distance might be 300km. This method is used extensively in retailing.

Sales Criterion: Using this method, the business allocates its resources to target markets based on historical sales patterns. This method is especially useful when used in conjunction with sales conversion rates. This method is used in retail. A disadvantage of the method is that it assumes past sales will remain constant and fails to account for incremental market potential.

Interest Survey Methods: This method is used to identify new business potential. Primary research, typically in the form of surveys, identifies people who have not purchased a product or service, but have positive attitudes and exhibit some interest in making a purchase in the short-term. Although this method overcomes some of the disadvantages of other methods, it is expensive even when syndicated research is used.

Chain ratio and indexing methods: This method is used in marketing of branded goods and retail. It involves ranking alternative market segments based on current indices. Widely used indices are the Category Index and Brand Index. The Category Index measures overall patterns within the product category while the Brand Index calculates a given brand's performance within the category. By dividing the Category Index by the Brand Index, a measure of market potential can be obtained.

Segmentation and targeting for international markets is a critical success factor in international expansion. Yet, the diversity of foreign markets in terms of their market attractiveness and risk profile, complicates the process of selecting which markets to enter and which consumers to target. Targeting decisions in international markets have an additional layer of complexity.



An established stream of literature focusing on International Market Segmentation (IMS) suggests that international segmentation and targeting decisions employ a two-stage process:

1. Macro-segmentation (assess countries for market attractiveness, i.e. market size, market potential)
2. Micro-segmentation (i.e. consumer-level based on personal values and social values)

Analysis carried out in the first stage focuses involves the collection of comparative information about different countries with a view to identifying the most valuable markets to enter. This is facilitated by the relatively wide data availability for macro-variables. Most government departments collect business census data as well as data for a broad range of economic and social indicators that can be used to gauge the attractiveness of various destinations.

Positioning is the final step in the S-T-P planning approach (Segmentation → Targeting → Positioning). Positioning refers to decisions about how to present the offer in a way that resonates with the target market. During the research and analysis carried out during the segmentation and targeting process, the marketer will have gained insights into what motivates consumers to purchase a product or brand. These insights can be used to inform the development of the positioning strategy.

Firms typically develop a detailed positioning statement which includes the target market definition, the market need, the product name and category, the key benefit delivered and the basis of the product's differentiation from any competing alternatives. The communications strategy is the primary means by which businesses communicate their positioning statement to target audiences.

Women's sizes are divided into various types, depending on the overall height and the relative heights of the bust and waistlines.

| Dimension/Size | 6 | 8 | 10 | 12 | 14 | 16 | 18 | 20 |
|----------------|------|------|------|------|----|----|----|----|
| Bust | 30.5 | 31.5 | 32.5 | 34 | 36 | 38 | 40 | 42 |
| Waist | 23 | 24 | 25 | 26.5 | 28 | 30 | 32 | 34 |
| Hip | 32.5 | 33.5 | 34.5 | 36 | 38 | 40 | 42 | 44 |



| | | | | | | | | |
|-------------------|------|-------|----|-------|------|-------|----|-------|
| Back-waist length | 15.5 | 15.75 | 16 | 16.25 | 16.5 | 16.75 | 17 | 17.25 |
|-------------------|------|-------|----|-------|------|-------|----|-------|

| | | | | | | |
|----------------|------|------|------|------|------|------|
| Dimension/Size | 6mp | 8mp | 10mp | 12mp | 14mp | 16mp |
| Bust | 30.5 | 31.5 | 32.5 | 34 | 36 | 38 |
| Waist | 23.5 | 24.5 | 25.5 | 27 | 28.5 | 30.5 |
| Hip | 32.5 | 33.5 | 34.5 | 36 | 38 | 40 |

| | | | | | | |
|-------------------|------|-------|----|-------|------|-------|
| Back-waist length | 14.5 | 14.75 | 15 | 15.25 | 15.5 | 15.75 |
|-------------------|------|-------|----|-------|------|-------|

| | | | | | | |
|----------------|------|------|------|------|----|----|
| Dimension/Size | 5 | 7 | 9 | 11 | 13 | 15 |
| Bust | 30 | 31 | 32 | 33.5 | 35 | 37 |
| Waist | 22.5 | 23.5 | 24.5 | 25.5 | 27 | 29 |
| Hip | 32 | 33 | 34 | 35.5 | 37 | 39 |

| | | | | | | |
|-------------------|----|-------|------|-------|----|-------|
| Back-waist length | 15 | 15.25 | 15.5 | 15.75 | 16 | 16.25 |
|-------------------|----|-------|------|-------|----|-------|

| | | | | | | |
|----------------|------|-----|-----|-----|------|------|
| Dimension/Size | 3jp | 5jp | 7jp | 9jp | 11jp | 13jp |
| Bust | 30.5 | 31 | 32 | 33 | 34 | 35 |
| Waist | 22.5 | 23 | 24 | 25 | 26 | 27 |
| Hip | 31.5 | 32 | 33 | 34 | 35 | 36 |

| | | | | | | |
|-------------------|----|-------|------|-------|----|-------|
| Back-waist length | 14 | 14.25 | 14.5 | 14.75 | 15 | 15.25 |
|-------------------|----|-------|------|-------|----|-------|

| | | | | | | |
|----------------|-----|-----|------|-------|-------|-------|
| Dimension/Size | 5/6 | 7/8 | 9/10 | 11/12 | 13/14 | 15/16 |
| Bust | 28 | 29 | 30.5 | 32 | 33.5 | 35 |
| Waist | 22 | 23 | 24 | 25 | 26 | 27 |
| Hip | 31 | 32 | 33.5 | 35 | 36.5 | 38 |

| | | | | | | |
|-------------------|------|----|------|----|--------|-------|
| Back-waist length | 13.5 | 14 | 14.5 | 15 | 15.375 | 15.75 |
|-------------------|------|----|------|----|--------|-------|

| | | | | | | | |
|----------------|----|----|----|----|----|----|----|
| Dimension/Size | 38 | 40 | 42 | 44 | 46 | 48 | 50 |
|----------------|----|----|----|----|----|----|----|



| | | | | | | | |
|-------------------|-------|--------|------|--------|-------|--------|----|
| Bust | 42 | 44 | 46 | 48 | 50 | 52 | 54 |
| Waist | 35 | 37 | 39 | 41.5 | 44 | 46.5 | 49 |
| Hip | 44 | 46 | 48 | 50 | 52 | 54 | 56 |
| Back-waist length | 17.25 | 17.375 | 17.5 | 17.625 | 17.75 | 17.875 | 18 |

| | | | | | | | | |
|-------------------|--------|--------|------|--------|--------|--------|--------|--------|
| Dimension/Size | 10 1/2 | 12 1/2 | 14 ½ | 16 1/2 | 18 1/2 | 20 1/2 | 22 1/2 | 24 1/2 |
| Bust | 33 | 35 | 37 | 39 | 41 | 43 | 45 | 47 |
| Waist | 27 | 29 | 31 | 33 | 35 | 37.5 | 40 | 42.5 |
| Hip | 35 | 37 | 39 | 41 | 43 | 45.5 | 48 | 50.5 |
| Back-waist length | 15 | 15.25 | 15.5 | 15.75 | 15.875 | 16 | 16.125 | 16.25 |

Men's sizes

| | | | | | | | | |
|----------------|----|------|----|------|----|------|----|------|
| Dimension/Size | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| Chest | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| Waist | 28 | 30 | 32 | 34 | 36 | 39 | 42 | 44 |
| Hip | 35 | 37 | 39 | 41 | 43 | 45 | 47 | 49 |
| Neckband | 14 | 14.5 | 15 | 15.5 | 16 | 16.5 | 17 | 17.5 |
| Shirt sleeve | 32 | 32 | 33 | 33 | 34 | 34 | 35 | 35 |

Girls' sizes

| | | | | | |
|-------------------|------|------|-------|------|-------|
| Dimension/Size | 7 | 8 | 10 | 12 | 14 |
| Chest | 26 | 27 | 28.5 | 30 | 32 |
| Waist | 23 | 23.5 | 24.5 | 25.5 | 26.5 |
| Hip | 27 | 28 | 30 | 32 | 34 |
| Height | 50 | 52 | 56 | 58.5 | 61 |
| Back-waist length | 11.5 | 12 | 12.75 | 13.5 | 14.25 |

| | | | | |
|----------------|--------|---------|---------|---------|
| Dimension/Size | 8 1/2c | 10 1/2c | 12 1/2c | 14 1/2c |
| Chest | 30 | 31.5 | 33 | 34.5 |



| | | | | |
|-------------------|------|-------|------|-------|
| Waist | 28 | 29 | 30 | 31 |
| Hip | 33 | 34.5 | 36 | 37.5 |
| Height | 52 | 56 | 58.5 | 61 |
| Back-waist length | 12.5 | 13.25 | 14 | 14.75 |

Boys' sizes

| | | | | | | | | |
|----------------|-------|----|------|----|------|------|------|------|
| Dimension/Size | 7 | 8 | 10 | 12 | 14 | 16 | 18 | 20 |
| Chest | 26 | 27 | 28 | 30 | 32 | 33.5 | 35 | 36.5 |
| Waist | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| Hip | 27 | 28 | 29.5 | 31 | 32.5 | 34 | 35.5 | 37 |
| Neckband | 11.75 | 12 | 12.5 | 13 | 13.5 | 14 | 14.5 | 15 |
| Height | 48 | 50 | 54 | 58 | 61 | 64 | 66 | 68 |

Children's sizes

| | | | | | | | |
|-----------------------|------|-----|------|-----|------|------|-------|
| Dimension/Size | 1 | 2 | 3 | 4 | 5 | 6 | 6X |
| Chest | 20 | 21 | 22 | 23 | 24 | 25 | 25.5 |
| Waist | 19.5 | 20 | 20.5 | 21 | 21.5 | 22 | 22.5 |
| Hip | | | | 24 | 25 | 26 | 26.5 |
| Height | 31 | 34 | 37 | 40 | 43 | 46 | 48 |
| Back-waist length | 8.25 | 8.5 | 9 | 9.5 | 10 | 10.5 | 10.75 |
| Finished dress length | 17 | 18 | 19 | 20 | 22 | 24 | 25 |

Baby sizes

| | | | | | |
|-----------------------|-----|------|----|------|----|
| Dimension/Size | 1/2 | 1 | 2 | 3 | 4 |
| Chest | 19 | 20 | 21 | 22 | 23 |
| Waist | 19 | 19.5 | 20 | 20.5 | 21 |
| Height | 28 | 31 | 34 | 37 | 40 |
| Finished dress length | 14 | 15 | 16 | 17 | 18 |



| | |
|----------------------|---------------------|
| Self-Check -4 | Written Test |
|----------------------|---------------------|

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. Mention three evaluating markets?
2. List two-stages of target group decisions employ?
3. Define sizes according to target group?

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____

Rating: _____

Name: _____

Date: _____



Short Answer Questions

| | |
|-------------------|---|
| Operation Sheet 1 | taking and recording body measurements from the given body form |
|-------------------|---|

Operation title: taking and recording body measurements from the given body form

Purpose: to show the trainees how to take and record body measurement from the given body form.

Conditions or situations for the operation: trainees should know the rules how a body measurement is taken.

Equipment, tools and materials: pencil/fixer with eraser, recording book, body form, information sheet.

PROCEDURES:

1. Prepare a measurement value sheet;
2. Understand the structure of the given body form/ dummy;
3. Practice the rules in taking the body measurement;
4. First take & record all the necessary circumferential measurements;
5. Then, take & record all the necessary vertical measurements;
6. Next, take & record all the necessary horizontal measurements;
7. Analyze the body measurements to get the necessary help/ aid measurements.



PRECAUTIONS:

- Pull the tape snug, but not too tight.
- Be sure to keep the tape parallel to the floor.
- If there is assistant personnel is recommended.

QUALITY CRITERIA:

1. All steps were completed in the correct sequence,
2. All safety precautions were followed during sketching,
3. Laying the tape measure flat against the skin, not too tight or drooping.
4. Measurements should be accurate as much as possible.

| | |
|-------------------|----------|
| Operation Sheet 2 | CONTENT- |
|-------------------|----------|

Procedures for -----

Step 1-

Step 2-

Step 3-

Step N

| | |
|-------------------|-----------|
| Operation Sheet-N | CONTENT-N |
|-------------------|-----------|

Techniques for-----:

Step 1-



Step 2-

Step 3-

Step N

.

| | |
|-----------------|--------------------------------|
| LAP Test | Practical Demonstration |
|-----------------|--------------------------------|

Name: _____ Date: _____

Time started: _____ Time finished: _____

Instructions: Given necessary templates, tools and materials you are required to perform the following tasks within --- hour.

Task 1.

Task 2.

Task N.



List of Reference Materials

1- BOOKS

2- WEB ADDRESSES (PUTTING LINKS)