

Mr Rajendran Kanapathy

(1953)

Accession number: C15017

Track Number: C15017_0001, C15017_0002, C15017_0003, C15017_0004, C15017_0005,
C15017_0006, C15017_0007

Duration: 03:29:05

Language/Dialect: Tamil

Track: C15017_0001	Time frame: 00:00:00 - 00:10:00
<p>Synopsis:</p> <p>Born in 1953. Family background. Described his father's textile business history. Stayed in Market Street when his father was operating the textile business in Penang Bazaar. The business performance at the Market Street shop during the beginning of its operation in 1948, and in the 1960s. Other textile shops in Penang Bazaar. His father's job before he started the textile business. Why would his father take up the textile business. Described his father's other business in places out of Penang. The shop rental.</p>	
Track: C15017_0001	Time frame: 00:10:04 - 00:20:00
<p>Synopsis:</p> <p>Described famous shopping places in Penang in the past. Mentioned they did only small scale business in Market Street. Elaborated on Penang Bazaar as a famous place for shopping. Number of stalls his family had in Penang Bazaar. Types of textiles sold at these stalls. Where did they get the textile supplies from. Mentioned started going to Penang Bazaar since he was about six years old. Number of staff his father had at that time. Stall rental in Penang Bazaar. Started helping at the Penang Bazaar stalls since 16 years old. Mentioned giving up the stalls in Penang Bazaar in the 1970s. Described the slowing down of business in Penang Bazaar. Number of staff his father had at that time. The staff's salaries.</p>	
Track: C15017_0001	Time frame: 00:20:13 - 00:31:03
<p>Synopsis:</p> <p>Benefits given to the staff. Described work arrangement amongst workers. Described the manager's role and his feelings seeing the manager. The workers' background. The Penang Bazaar stall sizes. Described changes in customers' shopping habits. Described changing the furniture according to the needs.</p>	

Track: C15017_0002	Time frame: 00:00:00 - 00:10:00
<p>Synopsis:</p> <p>Layout of his father's stalls in Penang Bazaar. Mentioned other goods being sold in Penang Bazaar. Mentioned his father owning three shops in Market Street. Explained that the Market Street units were mainly for staying purpose in the beginning. Building material of the Market Street shops. Exterior of the 42 Market Street building. The use of space in the building. Mentioned the size of the shop.</p>	
Track: C15017_0002	Time frame: 00:10:00 - 00:20:00
<p>Synopsis:</p> <p>Mentioned customers' buying habits in the 1970s. Mentioned fashion in the past did not vary much. The cabinet sizes at shop. Described in details about changes in the cabinet. Mentioned providing hemming service in the shop. Mentioned spaces were limited in Penang Bazaar and thus the Market Street shop was used to store the items. Described changes in the display of items sold at shop.</p>	
Track: C15017_0002	Time frame: 00:20:06 - 00:31:03
<p>Synopsis:</p> <p>Renovation made in the shop. Elaborated on the changes in fashion. Described adjustment based on the customers' preferences. Described how were clothing styles affected by films. Mentioned buying clothes that they believed would make a good sale. Mentioned the fast changing fashion trends today. Described how Sangam saree looked like. Described transportation used to deliver ordered items to his father's shop.</p>	
Track: C15017_0003	Time frame: 00:00:00 - 00:10:35
<p>Synopsis:</p> <p>Continued describing transportation used to deliver ordered items to his father's shop. Time taken for the delivery. Mentioned how goods were carried into the shop when they arrived. Described Market Street when he was young. Explained why Penang was busy in the past. Explained work procedures when the ordered goods arrived at shop. Mentioned that patterns of clothes did not change much before 1975.</p>	
Track: C15017_0004	Time frame: 00:00:00 - 00:10:03
<p>Synopsis:</p> <p>Described daily routine. Why was the shop closing time not regular. Peak season of the shop. When would the customers usually come to the shop. Mentioned serving regular customers first when the shop was overcrowded. Described work arrangement amongst workers when the shop was packed with customers. Described work procedures when customers came in. Described meal taking amongst workers.</p>	

Track: C15017_0004	Time frame: 00:10:03 - 00:20:03
<p>Synopsis:</p> <p>Explained why Friday and Monday were the vegetarian days for them. Their vegetarian diets. Mentioned that the staff would be treated well in food in the olden days. Mentioned that business owners in the past liked to give meal treat to people, even to their enemies. Elaborated on the different opinion on food between his young and old staff members in Alor Setar and how he settled the matter.</p>	
Track: C15017_0004	Time frame: 00:20:06 - 00:31:03
<p>Synopsis:</p> <p>Described tea break. Described how Penang looked like at night, during the free port era. Described work procedure after shop closing. Described accounting training received in his father's shop from 1969 to 1980. Shared his skills in dealing with customers of different characteristics. Compared customers' shopping habits in the past and nowadays.</p>	
Track: C15017_0005	Time frame: 00:00:00 - 00:10:00
<p>Synopsis:</p> <p>Described his position in his father's shop was the same as other workers. The sequences of trainings he received in his father's shop. Described the importance of doing the bottom line job no matter which position he was in. Mentioned his interest was in doing sales. Challenges faced in doing sales. Shared his skills in dealing with different groups of customers. Described customers' colour preferences. How to do sales according to customers' budgets.</p>	
Track: C15017_0005	Time frame: 00:10:00 - 00:20:00
<p>Synopsis:</p> <p>The differences between his business and the supermarket's. What was the customers most concerned about when they bought clothes in the past. Described the change in fashion. Mentioned goods from Japan were very popular in around 1968. People's impression on Japanese products in the olden days and how they changed their impression. Places in India that they took clothing materials from. Described making order for Japanese goods and Indian goods.</p>	
Track: C15017_0005	Time frame: 00:20:00 - 00:31:03
<p>Synopsis:</p> <p>Described getting a small quantity of items to test the market before ordering in large number. The goods transportation method from India to Penang. Time taken. Mentioned names of the Japanese saree agents. Described making purchase in India. Mentioned time taken for goods delivery from India nowadays. Mode of transportation used for delivery. Described business in the past could start without capital as payment could be made at a later time. Described payment method for goods purchased in India.</p>	

Track: C15017_0006	Time frame: 00:00:00 - 00:10:00
<p>Synopsis:</p> <p>Described procedures for late payment. Banks that he used for transactions in India. Described how payment was made to agents in Singapore. Mentioned business trend in 1963 to 1980 and after 1980. Mentioned silk saree was always dominating the market. Places in India to get certain kinds of cloth.</p>	
Track: C15017_0006	Time frame: 00:10:00 - 00:20:00
<p>Synopsis:</p> <p>Continued with places in India to get certain kinds of cloth. Places in India that produced silk and their differences. Described Kanchipuram silk. Compared silks produced in different regions in India. Described in details how a wedding saree was decided in the past and how it is in the present days. Described customers' colour preferences. Described customers' preferences in pattern of the clothes.</p>	
Track: C15017_0006	Time frame: 00:20:00 - 00:39:00
<p>Synopsis:</p> <p>Mentioned only certain days in the past that people would come to buy silk. How frequent did he do goods purchasing. Described changes in customers' preferences after 1985. How did he adjust himself to understand the young customers' needs. Described why silk saree was always dominating the market. Explained why the Japanese saree once became a trend. Mentioned Korea fashion once came in but it did not last long like the Japanese saree. Described the May 13 Incident. Described type of business and places of business that his father had. His role in his father's business. Bought a shop at 38 Market Street in 1996. Why did he decide to expand his business. Number of staff he had in 1996. His staff's salaries. Described lodging and food provided for the staff in the 1990s and now. Mentioned type of the shop building.</p>	
Track: C15017_0007	Time frame: 00:00:00 - 00:10:00
<p>Synopsis:</p> <p>The size of his shop at 38 Market Street. Mentioned getting glass showcase for display of clothes. Moved to 97 and 98 Penang Street in 2010. The shop rental. Described facing staff problem at the moment. Number of staff he had at the moment. Found it tough when the number of staff reduced. The size of the shop building in Penang Street. Described consideration made when utilizing the space. Explained why changing the saree displaying method. Mentioned not making large purchase because of the fast changing design of clothes.</p>	

Track: C15017_0007	Time frame: 00:10:00 - 00:20:00
<p>Synopsis:</p> <p>Described consideration made when utilizing the space at shop. The shop's operating hours. Described daily routine. Described adjusting way of doing business to match with the current trend. The customers' preferences of clothes in the usual days and during special occasions. When would customers come to do shopping in the olden days. Why the shopping habit changed in the present days. Described the current clothing trend. How people's preferences in saree changed over time.</p>	
Track: C15017_0007	Time frame: 00:20:00 - 00:35:14
<p>Synopsis:</p> <p>Described giving advice to customers who did not have any idea about what they are buying. Described saree being a common wear not limited to Indians nowadays. Described his feelings having been in the saree business for three generations. Described his love for Little India. Described what made him happy. Changes observed in Little India.</p>	

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