

**A STUDY ON MARKETING AND PROBLEM FACED BY THRIFT STORES IN
LUNGLEI AREA**



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CERTIFICATE

This is to certify that the dissertation entitled “A Study on Marketing and Problems faced by Thrift Stores in Lunglei Area” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by C. Lalhriatpuii, Roll No. 2123BCOM006, IV Semester B.Com. She has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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DECLARATION

I, C. Lalhriatpuii , hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:

C. Lalhriatpuii

Place:

Student

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Thank you,

C.Lalhriatpuii

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CHAPTER I

1.1 Introduction

Thrift store means any profit or non-profit business, organization, group or otherwise that engages in or specializes in the sale or resale of previously owned or used goods and merchandise from an area greater than 25 percent of the total floor area devoted to retail sales and whose goods and merchandise are donated or primarily donated. A specialty retail store that sells used goods or merchandise not donated for sale, including but not limited to used record stores, used book stores, used furniture stores, and sports trading card stores.

Thrift store buying has a variety of advantages, such as cost savings, a decrease in landfill trash, and support for your neighbourhood. You may benefit the neighbourhood in addition to saving money by supporting a nearby non-profit, cutting less on waste, and making relationships. Thrift shops offer merchandise for consumers of all economic levels because of their inexpensive prices. They enable people on low incomes to purchase high-quality goods that would be more expensive in other outlets. These products include apparel, furniture, home accents, toys, books, and tiny appliances. Additionally reducing landfill waste, thrift stores. Unfortunately, even in good condition, garments are frequently thrown out. These garments might not be the right fit for one person's style, but they might be the ideal fit for another. Supporting second hand stores by purchasing. Shopping at thrift stores encourages consumers to choose second hand clothing over new clothing, which reduces waste. The ecology benefits greatly from thrifting as well. Making new garments requires an enormous amount of water and energy. You can preserve water and energy by acquiring old garments instead of acquiring new ones.

Thrift store buying has a variety of advantages, such as cost savings, a decrease in landfill trash, and support for your neighbourhood. You may benefit the neighbourhood in addition to saving money by supporting a nearby non-profit, cutting less on waste, and making relationships. Thrift shops offer merchandise for consumers of all economic levels because of their inexpensive prices. They enable people on low incomes to purchase high-quality goods that would be more expensive in other outlets. These products include apparel, furniture, home accents, toys, books, and tiny appliances. Additionally reducing landfill waste, thrift stores. Sadly, clothing is frequently. But during the past ten years, thrifting has taken on a whole new life, particularly among those who belong to Generation Z, those who were born between 1995 and 2010. There are many factors contributing to the rise in thrifting.

1.2 Conceptual framework

In Lunglei, there are now a lot of thrift stores, but due to the fact that there are so many, they are no longer lucrative. Lunglei's thrift stores had a lot of issues with transportation and other issues. Understanding market potential and contemporary issues experienced by thrift vendors is the goal of this paper.

1.3 Literature review

The review of the literature is one of the key components of the study because it supports in developing the methodology, identifying the cause-and-effect relationship of the study, and identifying areas where there is unresolved research. Reviews of the literature offer a flexible guide to a specific topic.

Philip Kotler (2011) states that Marketing Management is the analysis, planning, implementation and control of programmes designed to bring about desired exchanges with target audience for the purpose of mutual or personal gain. It rules heavily on the adaption and coordination of project, price, promotion, and place of achieving effective response.

A Cundiff and Stell (1976 p.6) states that Marketing Management is a branch of the board area of management. It is concerned with the direction of purposeful activities towards the attainment of marketing goals.

Ber staff (2019) stated that The already limited clothing choices available to those with low earnings are becoming even more limited as thrifting develops more and more popular among those with more money as an alternative to purchasing from environmentally conscious and ethical fashion firms. As in the past, thrifting no longer carries the stigmas of filth and destitution. Therefore, many populations that might afford to invest on high-quality, low-impact items are choosing to thrift instead in the name of environmental awareness. Following its distribution to disadvantaged and marginalised populations, one-of-a-kind and vintage products wind up on an internet market that caters to both customers wishing to dress respectably on a budget and those who have faith in finding a one-of-a-kind appearance at any cost.

Hanshita Rongali (2019) stated that the absence of actual physical establishments is one of the negatives of the thrift culture in India. In western nations, offline physical stores are popular, while they are very limited in India. This limits access to individuals who are able to use the online medium and make payments online. As a result, fewer people are able to participate in this kind of sustainable fashion. The fact that the "online thrift store" is not formally established is both a benefit and a drawback. Being able to operate a small business without having to navigate governmental red tape is a blessing. However, it also has a negative in that it is incredibly simple to imitate supply chains and manipulate customers online. It is evident from the condition of internet thrifting today that adolescent interest in the thrift culture is unquestionably piqued. Although it was first practised by a tiny online group in India, thrift culture has continued to spread over the past few years. Only time will tell if the youth's minimalist culture is a trendy that will soon fade away or if it is a phenomenon that will endure. Thrifting may be beneficial to both individuals and the environment in the long term, since it is one of the most effective methods to shop fashion in a responsible manner.

1.4 Rationale of the project

The study of the marketing and the problem faced by the thrift shop is a must because of the fact that after the pandemic there was a lot of thrift shops and the study of the thrift shops were not that much and the people had a great interest on thrifts and most of the people rich or poor had a great chance of buying vintage clothes and all since it is popular amongst the people. It is also easier for the people as it is cheaper than readymade clothes and more affordable.

1.5 Statement of the project

Clothing is a necessity for human beings and in our generation fashions and trends are highly looked up so thrift shops can be the solution as it is cheaper and affordable for all. By choosing to buy secondhand clothing instead of brand new is the ultimate way to live out the 'reduce, reuse, recycle' motto. Because thrifting allows clothes to be worn by many people before being thrown out, the impact of recycling clothes ultimately reduces the production processes of fast fashion that output massive amounts of greenhouse gas emissions and use significant amounts of resources.

1.6 Objectives of the project

- To identify the barrier faced by the thrift sellers.
- To identify the profitability of thrift store.
- To identify which group thrift the most.

1.7 Research methodology

1.7.1 Meaning

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

1.7.2 Importance

A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions.

1.7.3 Objectives

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose, we may think of research objectives as falling into a number of following broad groupings:

- To gain familiarity with a phenomenon or to achieve new insights into it.
- To portray accurately the characteristics of a particular individual, situation or a group.
- To determine the frequency with which something occurs or with which it is associated with something else.
- To test a hypothesis of a causal relationship between variables.

1.7.4 Types of research Methodology

- **Qualitative:** Qualitative research involves collecting and analyzing written or spoken words and textual data. It may also focus on body language or visual elements and help to create a detailed description of a researcher's observations. Researchers usually gather qualitative data through interviews, observation and focus groups using a few carefully chosen participants.

This research methodology is subjective and more time-consuming than using quantitative data. Researchers often use a qualitative methodology when the aims and objectives of the research are exploratory.

For example, when they perform research to understand human perceptions regarding an event, person or product.

- **Quantitative :** Researchers usually use a quantitative methodology when the objective of the research is to confirm something. It focuses on collecting, testing and measuring numerical data, usually from a large sample of participants. They then analyze the data using statistical analysis and comparisons. Popular methods used to gather quantitative data are:

- Surveys
- Questionnaires
- Test
- Databases
- Organizational records

- **Mixed-method :** This contemporary research methodology combines quantitative and qualitative approaches to provide additional perspectives, create a richer picture and present multiple findings. The quantitative methodology provides definitive facts and figures, while the qualitative provides a human aspect. This methodology can produce interesting results as it presents exact data while also being exploratory.

1.7.5 Research Design: This research is descriptive in its design and the data were collected using Qualitative methods. The data was collected from both primary as well as secondary sources. Primary data is collected from respective respondents. For collection of primary data, a structured questionnaire with open ended and close ended questions was prepared for the respondents.

The secondary data is collected from various published and unpublished sources including Journals, Articles as well as Web sites.

1.7.6 Sampling procedure: Random sampling was used in this research. The study was conducted in Lunglei Area. Here the owner of a thrift sellers was chosen and each individual has the same probability of being chosen at any stage during the sampling process. The study was conducted by giving out questionnaire through hardcopy to the thrift sellers and demographic profile among which 17 respondents were received.

1.7.7 Data processing

The collection data is processed by the Microsoft Word and SPSS to analyse and interpret the data. Appropriate statistical tools like percentage, pie chart and frequency table have been used

1.8. Limitation of the project

The limitations faced by the researcher during the research:

- Due to the limitation of time, the research could not be made more detailed.
- The researcher feels that the information collected are insufficient and feels the research would be more reliable if a longer time period were available or that there can be more than only 17respondents so that the information collected can thus be more sufficient.
- Due to conservative nature, it is possible that some respondents may not have given their responses in the questionnaire in full
- Analysis is purely based on the response of the respondents and hence may gave biased or false information than the actual data

CHAPTER II

Analysis and Interpretation of data

This chapter has been presents the analysis of the data collected through field surveys.

2.1 DEMOGRAPHIC PROFILE

S.N	PARTICULARS	FREQUENCY	PERCENTAGE(%)
1.	Gender		
	Male	1	5.9
	Female	16	94.1
2.	Religion		
	Christian	17	100.0
3.	Community		
	Schedule tribe	17	100.0
4.	Educational qualification		
	HSLC	10	58.8
	HSSLC	5	29.4
	GRADUATE	2	11.8
5.	Economic status		
	APL	17	100.0
6.	Monthly income		
	4500	5	58.8
	5500	10	29.4
	6000	2	11.8
7.	Saving scheme		
	Bank	7	41.2
	Self-saving	6	35.3
	No-saving	4	23.5
8.	Marital status		
	Single	9	52.9
	Married	7	41.2
	Divorced	1	5.9

The profile of the respondents consists of certain variables such as gender, religion, community, educational qualification, economic status, monthly income, saving scheme, marital status.

Out of the total respondents in the present study, (N=17) more than half of the respondents are male 5.9% and the rest of the respondents are female 94.1%. Since, the study was

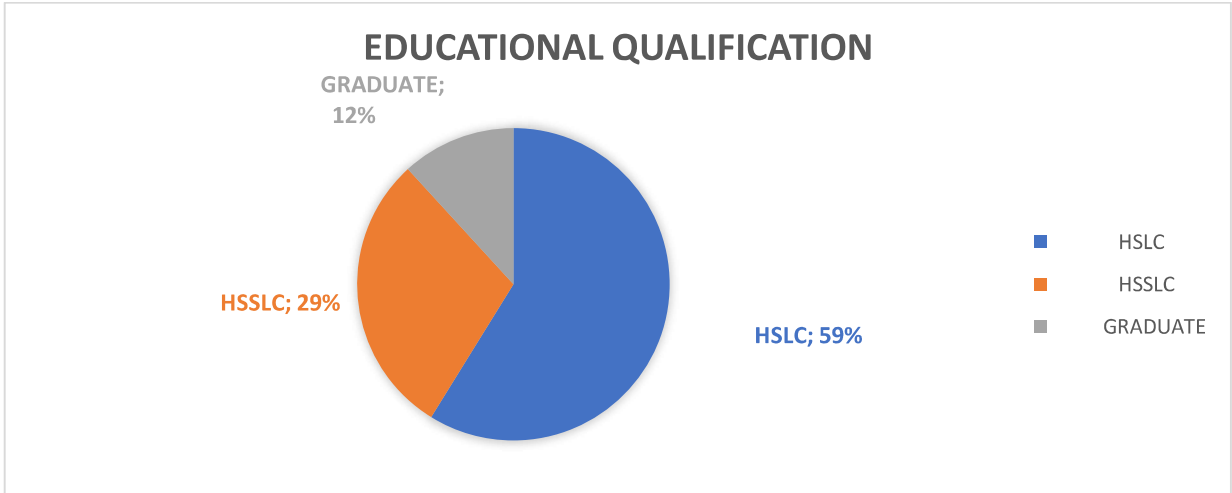
conducted in tribal area, all the responders (N=17) belong to tribal (100%) and as a Christian is the main religion in Mizoram all of the respondents (100%) observed in the present study are Christian.

Economic status of the respondents is the most important variables in profiling the respondents. In this category also economic status information plays a crucial role in determining economic condition. India categorized into three class such as BPL, AAY, APL and the data collected revealed that majority of the respondents (100%) belongs to APL.

All the respondents have their own savings schemes and majority of the respondents (41.2%) saved in the Bank on the other hand (35.3%) of the respondents have their own self-savings and the remaining (23.5%) have no saving scheme.

Educational Qualification

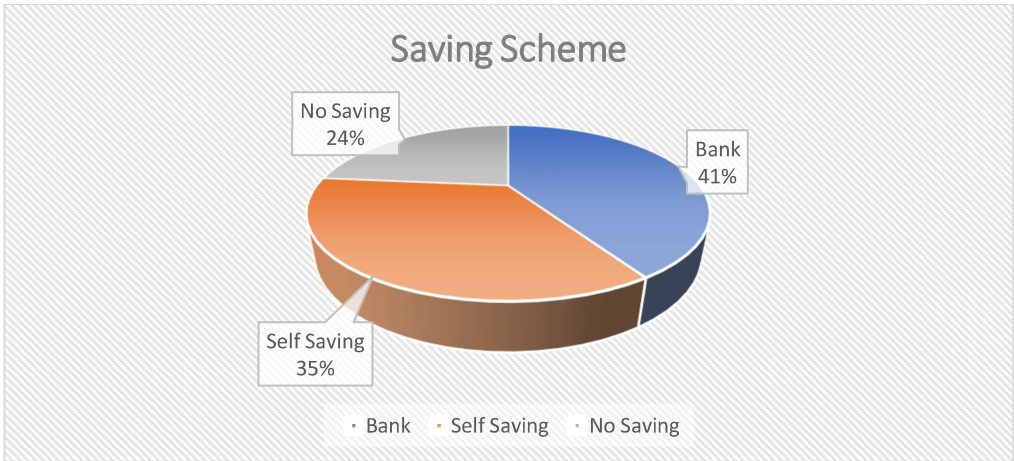
FIGURE 2.1.1



The above table (i.e Figure 2.1.1) shows the educational qualification of the respondents where the majority of the respondent (59%) have finished their HSLC and (29%) of the respondent has finished their HSSLC and the other 12% were a graduate.

Saving Scheme

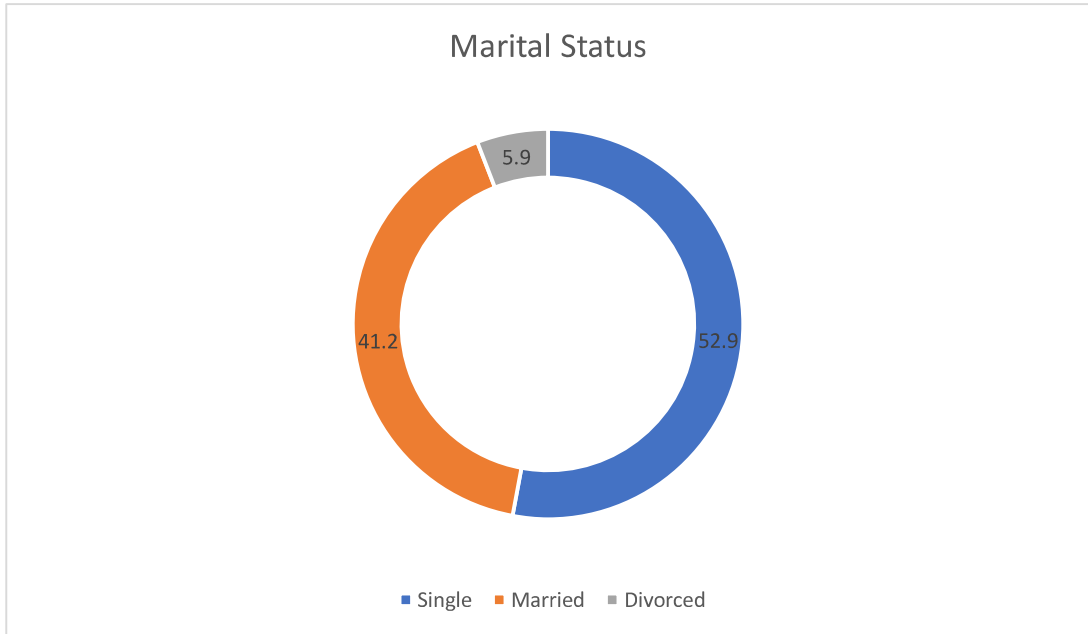
FIGURE 2.1.2



The above table (i.e figure 2.1.2) shows the saving scheme of the respondents where almost half of the respondents (41%) use banking as a saving scheme and the other (24%) have their own personal saving scheme and the remaining (24%) of the respondent have no saving scheme.

Marital Status

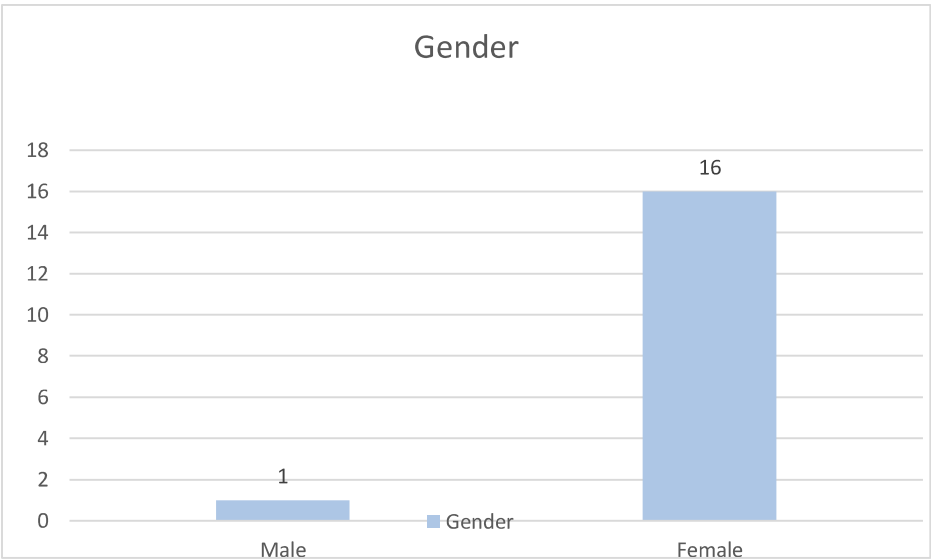
FIGURE 2.1.3



The above table (i.e. figure 2.1.3) shows the marital status of the respondent where (52.9%) are single, while (41.2%) are married and (5.9%) of the respondent are divorced.

GENDER

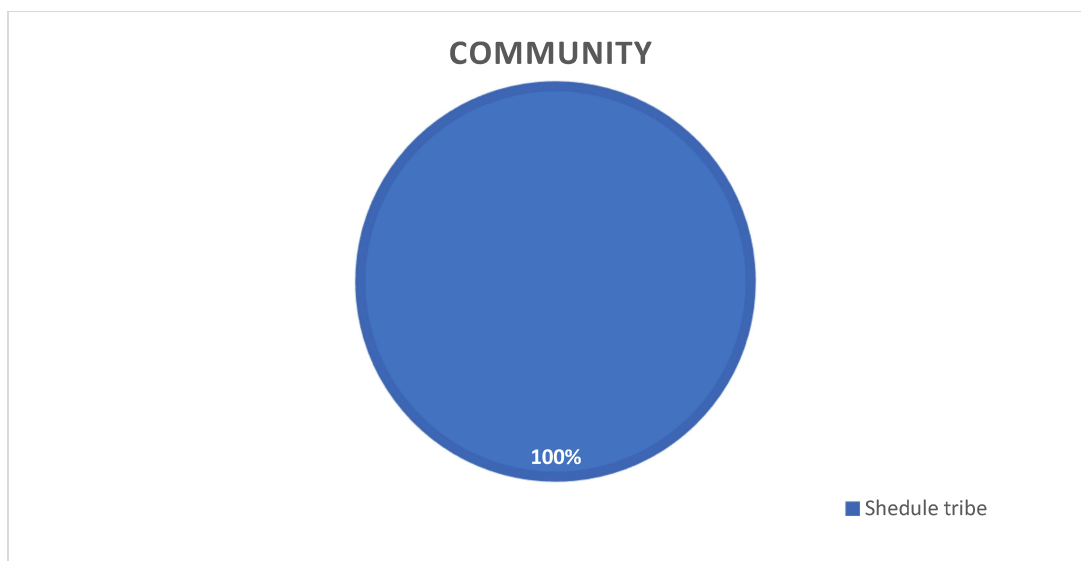
Figure 2.1.4



The above table (i.e. figure 2.1.4) shows the gender of the respondent where in the total no. of 17 respondents only one of the respondent is male and the other 16 are female.

Community

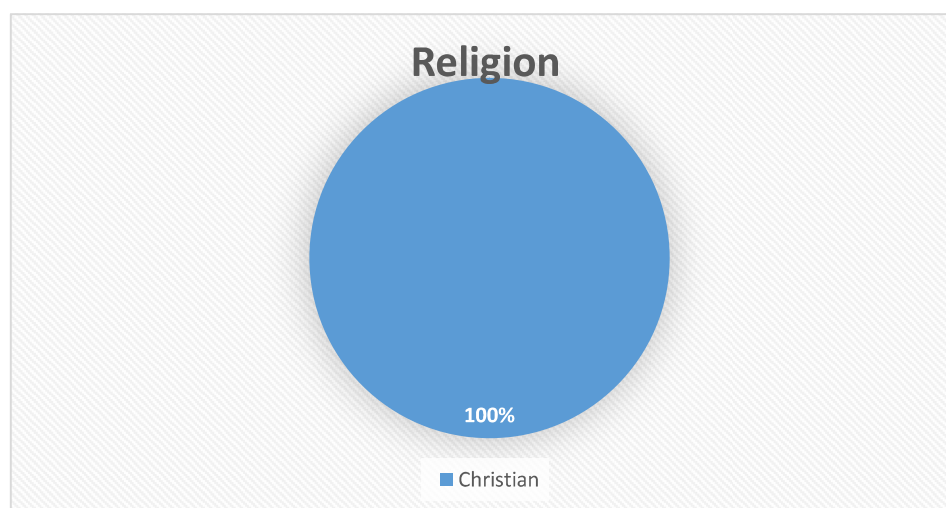
FIGURE 2.1.5



The above table (i.e. Figure 2.1.5) shows the community of the respondent where all of the respondent (100%) are scheduled tribe.

Religion

FIGURE 2.1.6



The above table (i.e. Figure 2.1.6) shows the Religion of the respondent where all of the respondent are Christian (100%).

ECONOMIC STATUS

FIGURE 2.1.7



The above table (i.e. Figure 2.1.7) shows Economic status of the respondent where 17(100%) of the respondent are under APL.

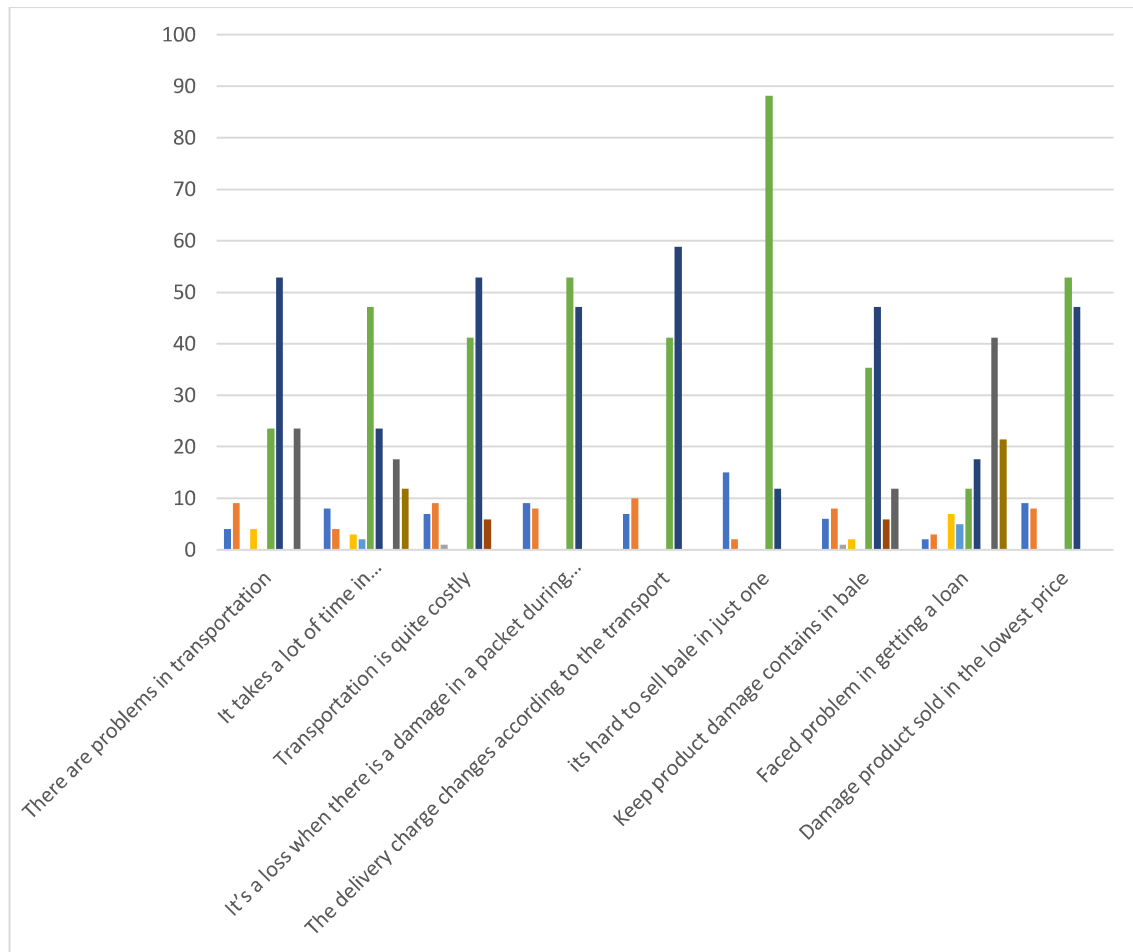
2.2 Constrains

Table 2.2.1

The problem faced by the thrift sellers

Statement	No. of respondents					Percentage				
	SA	A	N	DA	SDA	SA	A	N	DA	SDA
There are problems in transportation	4	9	0	4	0	23.5	52.9	0	23.5	0
It takes a lot of time in transportation	8	4	0	3	2	47.1	23.5	0	17.6	11.8
Transportation is quite costly	7	9	1	0	0	41.2	52.9	5.9	0	0
It's a loss when there is a damage in a packet during transportation	9	8	0	0	0	52.9	47.1	0	0	0
The delivery charge changes according to the transport	7	10	0	0	0	41.2	58.8	0	0	0
its hard to sell bale in just one	15	2	0	0	0	88.2	11.8	0	0	0
Keep product damage contains in bale	6	8	1	2	0	35.3	47.1	5.9	11.8	0
Faced problem in getting a loan	2	3	0	7	5	11.8	17.6	0	41.2	21.4
Damage product sold in the lowest price	9	8	0	0	0	52.9	47.1	0	0	0

Figure 2.2.1



Interpretation

1. In the above figure, 23.5% agrees on the fact that there is a problem in transportation and 23.5 strongly agrees on it and the other 23.5% chose neutral.
2. 47.1% agrees on the fact that it usually take a lot of time in transportation, 23.5 agrees on it, 17.6% and 11.8% disagree and strongly disagree on the time taken a lot by the transportation.
3. 52.9% agrees on the fact that transportation is costly, 52.9 % agrees on in and the remaining 5.9 choose neutral.
4. 52.9% of the respondent agrees on the loss when there is a damage during the transportation and 46.1 of the respondents agrees on it.
5. 58.8% agrees on the fact that the delivery charge change according to the transportation and the remaining 41.2% strongly agrees on it.
6. 88.2% strongly agrees on the bale is hard to sale just in one and the other 11.8% agrees on it.

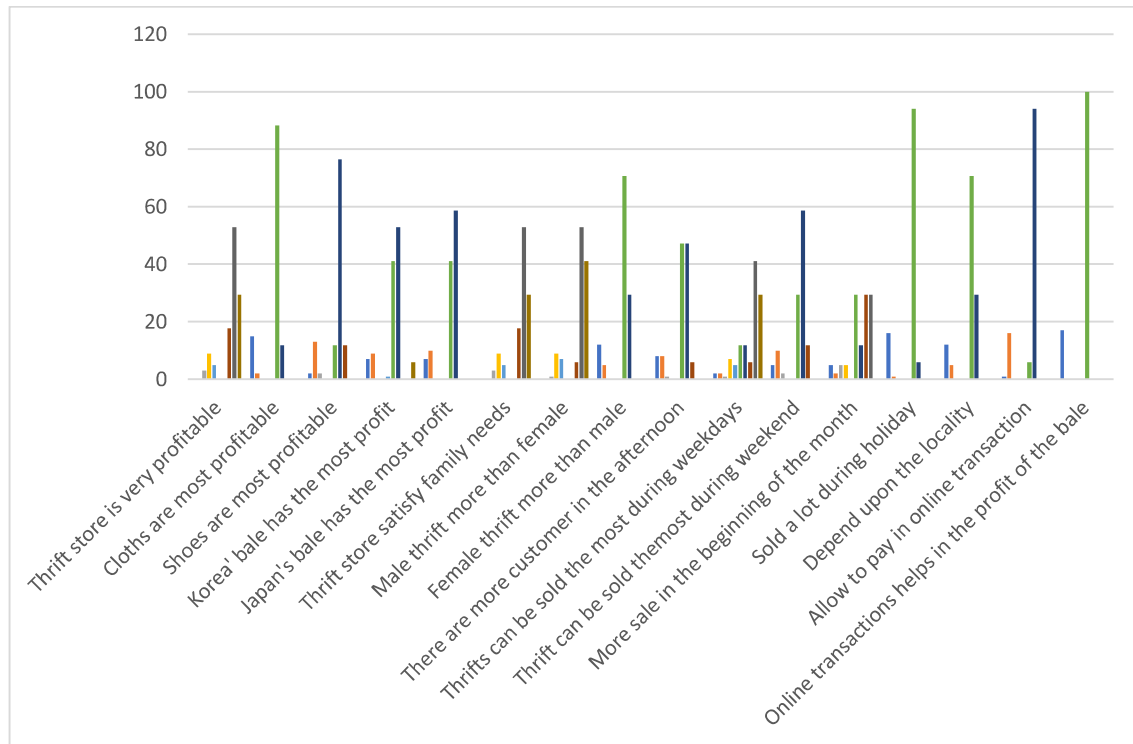
7. 47.1% agrees on the problem faced by them in getting a loan, 11.8% strongly agrees on it and 41.2% and 21.4% disagree and strongly disagree on it.
8. 52.9% strongly agrees on the fact that damage product is sold in the lowest price and the other 47.1% agrees on it.

2.3 Profitability

Table 2.3.1

Statement	No. of respondents					Percentage				
	SA	A	N	DA	SDA	SA	A	N	DA	SDA
Thrift store is very profitable	0	0	3	9	5	0	0	17.6	52.9	29.4
Cloths are most profitable	15	2	0	0	0	88.2	11.8	0	0	0
Shoes are most profitable	2	13	2	0	0	11.8	76.5	11.8	0	0
Korea' bale has the most profit	7	9	0	0	1	41.2	52.9	0	0	5.9
Japan's bale has the most profit	7	10	0	0	0	41.2	58.8	0	0	0
Thrift store satisfy family needs	0	0	3	9	5	0	0	17.6	52.9	29.4
Male thrift more than female	0	0	1	9	7	0	0	5.9	52.9	41.2
Female thrift more than male	12	5	0	0	0	70.6	29.4	0	0	0
There are more customer in the afternoon	8	8	1	0	0	47.1	47.1	5.9	0	0
Thrifs can be sold the most during weekdays	2	2	1	7	5	11.8	11.8	5.9	41.2	29.4
Thrift can be sold themost during weekend	5	10	2	0	0	29.4	58.8	11.8	0	0
More sale in the beginning of the month	5	2	5	5	0	29.4	11.8	29.4	29.4	0
Sold a lot during holiday	16	1	0	0	0	94.1	5.9	0	0	0
Depend upon the locality	12	5	0	0	0	70.6	29.4	0	0	0
Allow to pay in online transaction	1	16	0	0	0	5.9	94.1	0	0	0
Online transactions helps in the profit of the bale	17	0	0	0	0	100	0	0	0	0

Figure 2.3.1



Interpretation

1. 52.9% of the respondent disagree on the fact that thrift store is profitable, 29.4% disagrees on it and the remaining 17.6% choose neutral.
2. 88.2% strongly agrees on the fact that cloth is the most profitable and 11.8% agrees on it.
3. 76.5% agrees on the fact that shoes is the most profitable and 11.8% agrees on it and 11.8% choose neutral
4. 52.9% agrees on the fact that Korea's bale has the most profit, 41.2 strongly agrees on it and the other 5.9 strongly disagree
5. 58.8% agrees on the fact that Japan has the most profit and the remaining 41.2% strongly agrees on it.
6. 52.9% of the respondent disagree on the fact that thrift satisfy family needs 29.4% strongly disagree on it and 17.6% choose neutral
7. 52.9% disagree on the fact that male thrift more than female, 41.2% strongly disagree on it and the remaining 5.9% choose neutral.
8. 70.6% strongly agrees on the fact that female thrift more than male and the remaining 29.4% agrees on it.
9. 47.1% and 47.1% strongly agrees and agrees on the fact that there are more customer in the afternoon and 5.9% chose neutral
10. 41.2% disagrees on the fact that there are more customers in the weekdays, 29.4% strongly disagrees on it, 5.9% chose neutral, 11.8% and 11.8% chose strongly agree and agree.

11. 58.8% agrees on the fact that thrift can be sold the most during the weekend, 29.4% strongly agrees on it and the remaining 11.8 chose neutral
12. 29.4% strongly agree on the fact that there is more sale in the beginning of the month, 29.4% and 29.4% chose neutral and disagree and the other 11.8% chose agree on it
13. 94.1% strongly agrees on the fact that thrifts can be sold a lot during holidays and 5.9% agrees on it
14. 70.6% strongly agrees on the fact that thrift can be sold more according to the locality and 29.4% agrees on it.
15. 94.1% of the thrift seller strongly agrees on allowing them to pay in online transaction and 5.9% agrees on it
16. 100% of the respondent strongly agrees on the fact that online transaction helps in the profitability of the thrift.

Chapter III

Results and Discussion

The present research work is a study emphasized on Thrift sellers in Lunglei Town. The analysed information has been summarized for the purpose of drawing valid conclusion.

Summary

- 94.1 per cent of the respondents were female, while the remaining 5.9 per cent were male. Majority of the respondents were female.
- The study reveals that, out of 17 respondents, 41.2 percent of thrift sellers use bank as a saving scheme 35.3 per cent of the thrift sellers have their own saving and 23.5 per cent have no saving scheme. It clearly indicates that most of the thrift seller use Bank as saving scheme.
- The study reveals that out of 17 respondents, 59 per cent have finished their HSLC, 29 per cent of the respondent has finished their HSLC and 12 per cent of the respondent were a graduate. It shows that most of the respondents have finished HSLC.
- 6 per cent of the respondents were between the age group 15-25, 59 per cent between 25-35, 36 per cent between 35-45 and none from the age group of above 45 years. This indicates that most of the thrift seller are in the age group of 25-35 years.
- The study reveals that out of the 17 respondents, 41 per cent of the thrift sellers strongly agree on the fact that the transportation of the bale is costly, 53 per cent of the thrift sellers agree on the fact that the transportation bale is costly and the remaining 6 per cent does not have an idea of it. This indicates that the thrift sellers have faced problem in transportation.
- The study reveals that out of 17 respondents, 88.2 strongly agree on the fact that the bale is hard to sell just in one go and the remaining 11.8 percent of the thrift sellers agree on the fact that the bale is hard to sell just in one. This indicates that the bale is hard to sell for the thrift sellers in just one go.
- The study reveals that out of 17 respondents, 47 per cent of the thrift sellers strongly agrees on the fact that there are more customers in the afternoon, 47 per cent of the thrift sellers agree on the fact that there are more customers in the afternoon and the other remaining 6 per cent does not have thoughts about it. This indicates that there are more customers in the afternoon.

- The study reveals that out of 17 respondents, 94 per cent of the respondent can sell more during the holiday and 6 per cent of the respondent do not agree on the terms of it.
- The study reveals that out of 17 respondents, 29 percent strongly agrees on having more profit on the beginning of the month, 29 percent have no thoughts about it, another 29 percent disagree on it and the remaining 2 percent agrees on it.

From the data collected, it clearly shows the struggle of the Thrift owners and how the thrift owners deal with the struggles and problem faced by them.

Chapter IV

Conclusion and Suggestion

4.1 Suggestion

- The researcher learns from the data that taking thrifts to crowded areas and selling them at a discount at dusk could potentially be a better method for profiting from them.
- It is also obvious that if any harm is done, it cannot be repaired in terms of transportation. The transporter could be held liable for any harm.
- Most of the respondent have struggle in terms of having issue in selling the bale in just one, it can be help by selling the thrift in lower prices and take it for a better usage
- The study reveals that Female thrift more than male to have this to be a better way to change it is that to have more of the male bale including shoes or any thrifts which will interest male.
- Maintenance of confidentiality about the thrift that the thrift owner is selling.
- Special offer to the customers must be made time to time

4.2 Conclusion

Thrift shops means the second hand things that can be bought from donating from one person to other. The thrift shops help the people poor to rich to buy affordable price and makes it easier even for the poor to handle it and make use of it in accordance to make the struggle of them a bit more less.

The stores are getting bigger and there are no longer lucrative. The marketing towards the thrift sellers has a big amount of time to work with it.

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4.4 APPENDIX

DEMOGRAPHIC PROFILE

1	NAME	:	MR/MRS...
2	RELIGION	:	1.CHRISTIAN ☐ 2.HINDU ☐ 3.MUSLIM ☐ 4.ANY OTHER.....
3	COMMUNITY	:	1.ST ☐ 2.SC ☐ 3.GENERAL ☐ 4.OBC ☐
4	EDUCATIONAL QUALIFICATION	:	
5	COURSE	:	
6	ECONOMIC STATUS	:	
7	MONTHLY INCOME	:	
8	SAVING SCHEME	:	
9	MARITAL STATUS	:	

PART I

Please indicate your level of agreement by ticking in the appropriate box.

(1)SA= Strongly Agree

(2)A= Agree

(3)N= Neutral

(4)DA= Disagree

(5)SDA= Strongly Disagree

S.NO		SA (1)	A (2)	N (3)	DA (4)	SDA (5)
1	There are lots of problems transportation					
2	It takes a lot of time in transportation					
3	Transportation is quite costly					
4	It's a loss when there is a damage in the packet during transportation					
5	The delivery charge changes according to the transport					
6	It is hard to sell all the bale just in one					

18	UK bale has the most profit					
7	Fashion trend changes and this affects the product according to consumers satisfaction					
8	We keep the product damage which contains in the bale					
9	These damage products are sold in its lowest price					
10	We face problem getting loan to get the product					
11	Thrift store is very profitable					
12	Cloths thrift are the most profitable					
13	Shoes thrift are the most profitable					
14	Toys thrift are the most profitable					
15	Goods thrift are the most profitable					
16	Korea's bale has the most profit					
17	Japan's bale has the most profit					

19	US bale has the most profit					
20	Thrift store is reliable to satisfy family needs					
21	Male thrift more than female					
22	Female thrift more than male					
23	There are more customers in morning					
24	There are more customers in afternoon					
25	There are more customers in the night					
26	Thrifs can be sold the most during weekends					
27	Thrifs can be sold the most during weekdays					
28	More sales in the beginning of the month.					

PART II

1. Customers are mostly

15-25yrs ☐ 25-35yrs ☐ 25-45yrs ☐ 45-55yrs ☐

2. Do you sell a lot during holidays?

YES ☐ NO ☐

3. Do you think that more thrift are sold depending on the locality?

YES ☐ NO ☐

4. Do you think that you sell more than you used to during Christmas?

YES ☐ NO ☐

5. Do you allow the customer to pay only in cash?

YES ☐ NO ☐

6. Do you allow the customer to pay in online transaction?

YES ☐ NO ☐

7. Do you think it helps in the profit of the bale?

YES ☐ NO ☐