

The Garment Industry Problems

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Fashion industry is a multimillion industry. Garment industry is divided into the production of clothes and fashion products. It is focused on achieving optimal results concerning supplies, preparation, production and distribution of fashion products. It is characterized by development of fashion trends, brands, development of distributive network and stores and optimization of logistics from production to retail stores.

Technical-technological development in the last forty years enabled garment industry to implement new methods and procedures and increase productivity while using new textiles and knitting. On that way the industry keeps up with more complex wishes of consumers, demands and fashion trends in the world. The most important tone concerning the rate of growth, design, fashion, utilization and size of assortment is given by centers of large consumption, i.e. the richest countries.

In garment industry today there are major problems in terms of market research, monitoring competition, investing in one's own development, making original creations and scientific approach to introducing fashion products in the market [1]. There are two types of garment producers in fashion industry: leaders and imitators. Leaders create a new product; they impose and dictate new fashion with the help of powerful creative centers and modern technology, as well as marketing campaigns. Producer's imitators are late with production, but they find their place in satisfying the needs of a large market. They do not often have a quality product, but there is a real competition among them [2].

Products on the market can not last forever and they must innovate and change permanently, especially in garment industry. It is known that a pair of denim has been sold in the market for the last 100 years, but they are still in fashion and are a real challenge. Their life cycle is constantly repeating, no matter whether they are recycled in the final stage or turned into waste.

With the development of markets and increased competition, there are many fashion producers who want to sell their products and impose on the world market. Garment producers are forced to be even more initiative in the field of innovation and further reduction of operating costs. Social development has changed the lifestyle of consumers, and due to demographic changes there is an increasing number of consumers with different demands and needs, thus requiring from garment manufacturers to develop new marketing strategies and methods [2]. Developing strategic marketing orientation is a long-term process and represents a unique form of investment. This investment involves a change of organizational culture and organizational climate in a way that the common values, expressed through the satisfaction of consumer needs and ensuring the quality in all activities, strive to be the motto of all employees [3].

Market success in open world markets must be based on the production of attractive products that exceed customer expectations. Creating a new garment of attractive quality is one of modern ways to improve business (Attractive Quality Creation or Total Quality Creation). It means creating original performances of garment the consumers have never seen before (e.g. "smart garment" with microchips or "heaters" sewn into winter clothes, the clothes which never becomes dirty).

For the application of AQC (Attractive Quality Creation) concept it is sometimes enough to have a brilliant idea especially in garment industry where the attractiveness of ideas is often a main reason for the choice of products. Success in innovation depends predominantly on two key elements - the technical resources (people, equipment, knowledge, money) and the ability of an organization to manage them [4].

The second biggest problem of garment manufacturers and wholesale clothing today is the distribution of products. Occasional, large orders and deliveries among garment manufacturers, wholesalers and retailers are the characteristics of a so-called traditional model which affects pricing and distribution. Certain collections are limited by production time, season, market and quantities, and there is often the need for additional delivery of a higher percentage of production programme within the sales season. Wholesale is often faced with the demands for fulfilling a number of smaller orders in shorter periods of time (according to the research, that period is from three to five days). Not all the products are affected by this trend, but the percentage of such products increases dramatically even with typical fashion products that are more often ordered in smaller quantities [1].

From the aspect of modern marketing concept, the distribution includes two areas, and they are: the selection of most efficient distribution channels and physical distribution, i.e. logistics market, which consists of storage, transportation etc [5]. It is shown in practice that not only can it be saved in this area but it can also increase the demand and sales of clothing. The usage of distribution channels allows clothing manufacturers to increase the efficiency of placing their fashion products on the market through intermediaries of fashion marketing their products to market, their contacts, experience and specialization.

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