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Research interests:

How to be winner in the fashion world?

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Research interests

- Technology of garment manufacturing
- Constructions and modeling of garment
- Flexible manufacturing
- Lean systems
- Ergonomics
- Marketing management for garment industry
- Public relations
- Strategic management for fashion industry



Not enough to participate ...

There is not a single strategy that would be optimal for all fashion companies, because each of them must determine a strategy in accordance with its objectives, capabilities, resources and market position.

...at the top of is the best!

- The dynamics of international **strategy** for garment industry is accelerating with development of concepts and new demands of rapid changes in the market.
- The whole world is seen as a potential source of production, and simultaneously as a single market of garments.
- The final goals should be ultimate success for those manufacturers whose products are cheaper and better than the competition.

Focus - constantly improve!



In order to survive and be competitive on world **markets**, manufacturers need to work on:

1. production of fashion products with a larger share of added value,
2. developing mark trade and creating brand,
3. development of distribution channels and
4. continuing education and training of professionals.

- Today clothing manufacturers are faced with the request to be flexible and be able to offer a wide variety of products to customers.
- The leading trend in today's business world is the development of time-based competition.
- This concept is based on the **development** of new products and production faster than the competition.



- The trend of production, as the only answer to mass production, is flexible manufacturing.
- **Flexible manufacturing** connects continuous production flows and suspension of production, i.e. uses the advantages of these trends, trying to eliminate the drawbacks of both flows.

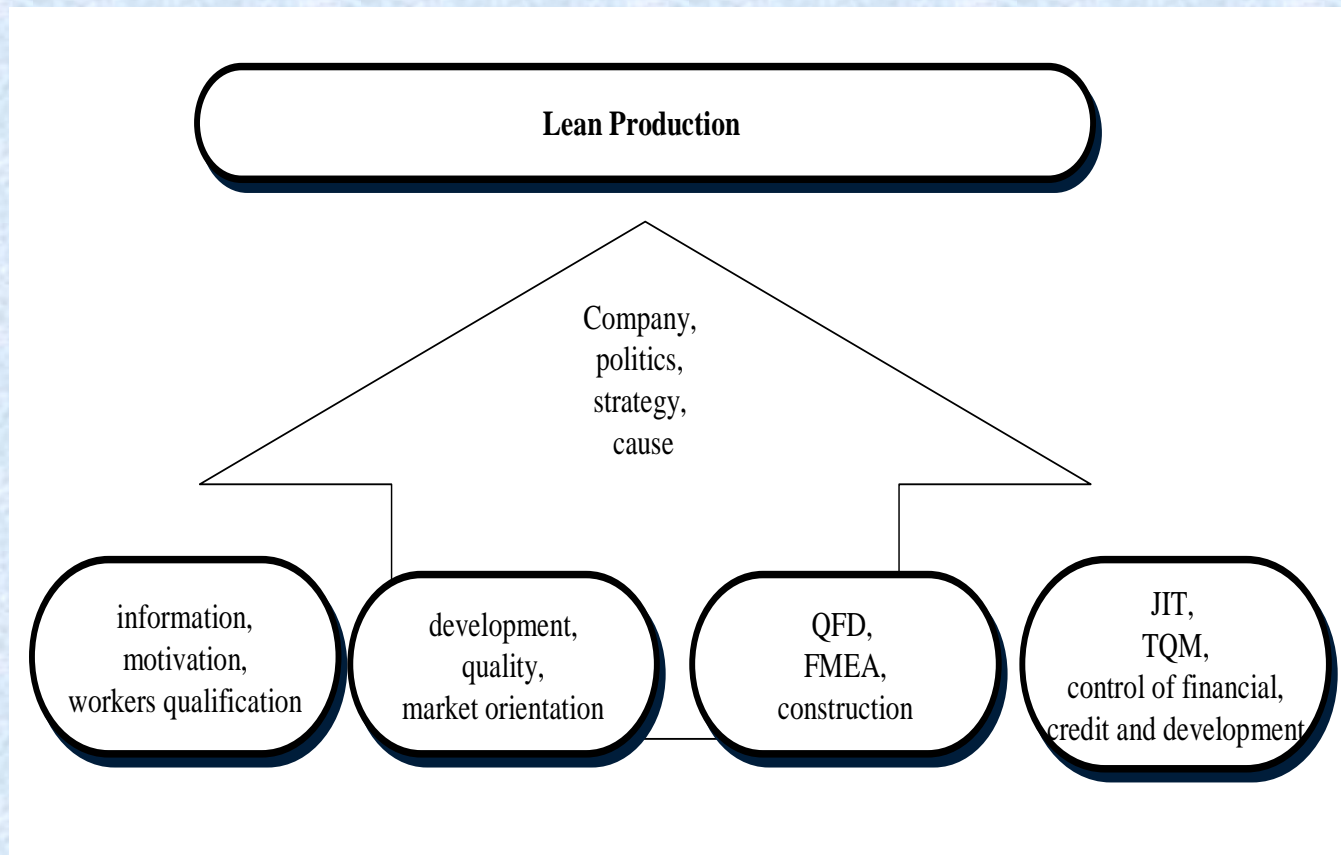
- The aim is to make the flows of materials within production continuous with maximum flexibility of production.
- This means that the system can promptly respond to the requirements of each customer, without coming to a standstill in production, accumulation of unfinished products, etc.
- Manufacturers of clothing should apply technological innovations, which will lead to achieving the highest possible level of automation of production.

- In fact, the goal of automation is not the mass production of large series of products at the lowest possible price, as it used to be, but creating a flexible system that can quickly meet specific customer requirements and which allows easy and rapid reorientation from one type of production to another one.
- This system is the only one which allows manufacturers to adapt to market conditions effectively not sticking two collections a year, but six or more.

Lean manufacturing refers not only to production, but also to all other functions within the business systems, as well as relationships with manufacturers.

Thus organized company through the centralization of technical-economic functions allow:

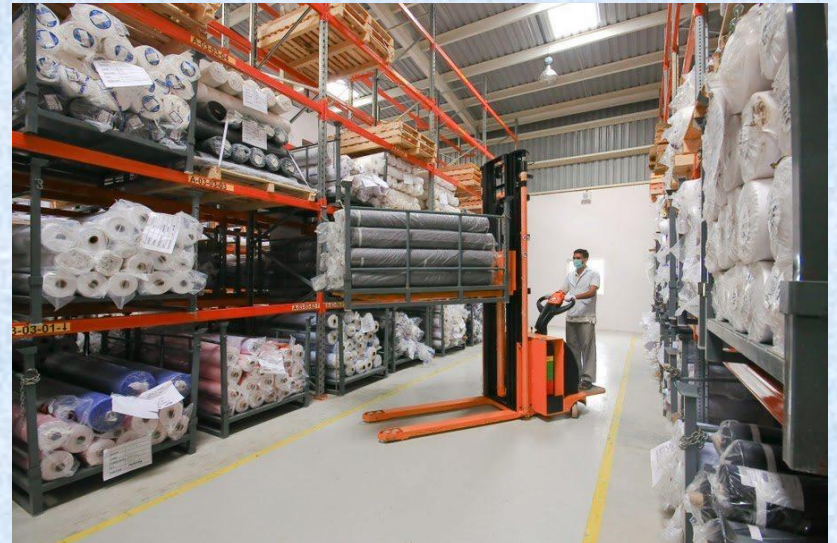
- ✓ reducing wearing of capital,
- ✓ reducing costs,
- ✓ increasing the adaptability of new products,
- ✓ increasing of total profits and
- ✓ timely delivery of products to a well-known buyer.



Techniques and tools of lean production are: Six Sigma, 5S, JIT, Kaizen, Kanban, Error Proofing, Current Reality Trees, Conflict Resolution Diagram, Future Reality Diagram, Lean Metric, SMED (Single Minute Exchange of Dies), Standard Work, Takt Time, Total Productive Maintenance (TPM), Value Stream Mapping, Workflow Diagram, ect.

- When designing the work environment is necessary to align technology and technologicality of garment production, technique, **ergonomics** and work organization in order to obtain optimum work performance.
- Rational usage of working capacity of a man is not only a matter of being humane, but also of being economical.

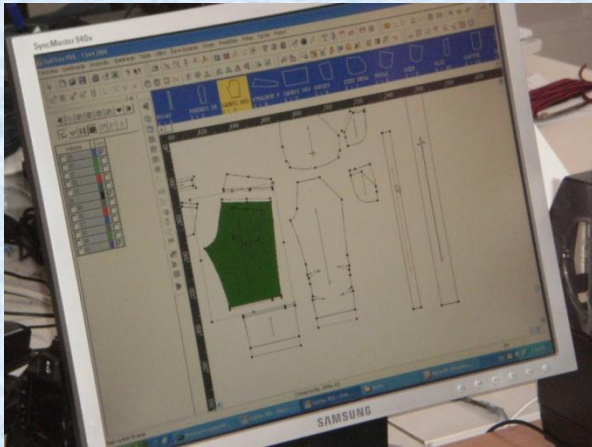
- The value of ergonomics goes beyond health and safety.
- A good ergonomics strategy can add value to a company's business strategy and ultimately contribute to the business goals of higher profits.



According to the specific human traits and characteristics of human interaction with the environment, ergonomics is divided into:

- 1) Physical ergonomics concerned with how the human body responds to physical work activity (work physiology) and how the physical dimensions of the human body affect the capabilities of a worker (anthropometry).

2) Cognitive ergonomics deals with mental processes such as perception, memory, thinking and mobility and the way they are affected by the interaction with the remains of the observed system.

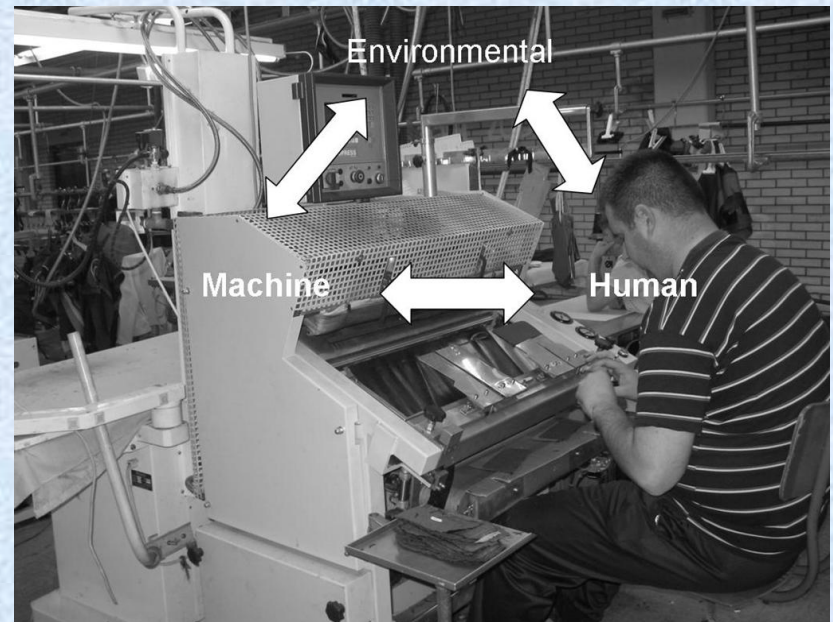


The most important aspects include mental effort, decision making, interaction with computers, human reliability and work stress.

3) Organizational ergonomics studies the optimization of socio-technical systems, including their organizational structure, rules and processes.

This ergonomics includes communication, organization of work, teams and work teams, cooperative work management, organisational culture, quality management, virtual organizations and community ergonomics.

- Knowledge of ergonomic conditions prevents employee discomfort, fatigue and physical injury.
- Injury related to poor ergonomic conditions can be prevented by designing the physical work environment around the physical needs of individual employees.



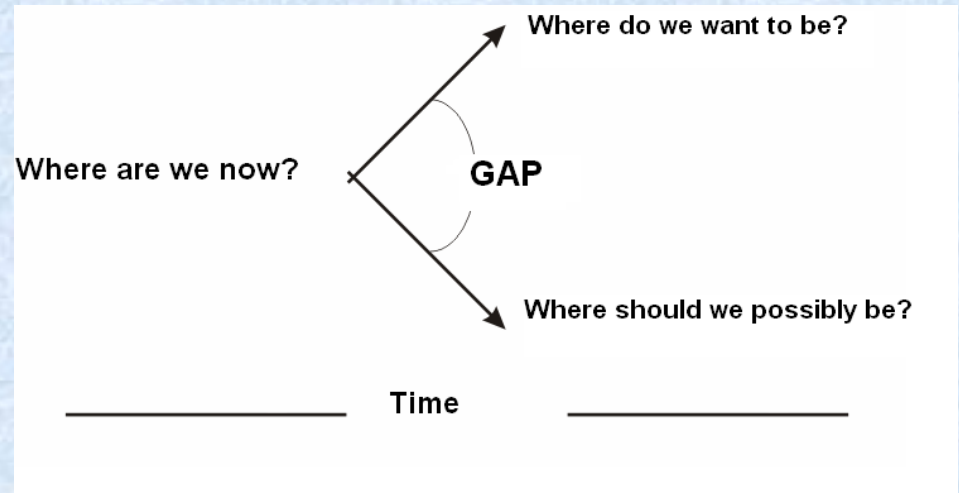
- Unless **ergonomic principles** are complied with, a man is exposed to a series of risk factors which has been confirmed in thousands of epidemiological researches, laboratory tests and histories of diseases including action force, repetitive movements, uncomfortable body position, bad posture, vibration, stress and coolness.



- **Garment industry** today deals with many problems concerning market research, competition follow-up, development investments, making original creations and scientific approach of introducing fashion products onto the market.
- Therefore the first step is consumer analysis and studying data about sales and estimate of fashion trends.

It is necessary to know and plan the **strategy** of garment production, analyze and adjust to market and business changes and apply it adequately:

- ❖ Strategic business conditions
- ❖ Strategic planning
- ❖ PEST analysis
- ❖ Portfolio Analysis
- ❖ Strategic control
- ❖ Benchmarking
- ❖ Brand strategic



- Various fashion trends, social groups, climatic conditions, social status, activities of media and all the way to basic needs and motivation can change markets in a very short time.
- For that reason a permanent active follow-up of various product attributes is very important (sizes, colours, patterns, conditions of product maintenance, etc.) in order to perceive possible correct actions in sales easily.
- Applying that knowledge will enable a right-on-time reaction on a very changeable market.

- It is necessary to establish size, purchasing power of consumers and acceptability of garments on the market and to eliminate weaknesses in channels of sales, distribution and promotional activities.
- Main types of **promotional activities**, according to Kotler, are economic propaganda, sales promotion, public relations, direct marketing and personal selling.
- Most often used activities when promoting garments are: fashion shows, various happenings, fashion videos and advertising in magazines.



Ramax company virtual collection

- Market success in open world markets must be based on the production of attractive products that exceed customer expectations.
- 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.
- The ability concept in managing innovation leads to another important issue – how abilities are created as time goes by. There must be a learning process, because it is not enough to gain experience.
- The possibility of knowledge management is becoming increasingly important in today's so-called knowledge economy. Creating and improving knowledge within modern organization is becoming a crucial factor in achieving and maintaining its competitive advantage.

- Dr Gordana Colovic graduated on Department of Textile and Mechanical Engineering, Technical Faculty, B.Sc Textile Technology, M.Sc. Technical Science and she holds a PhD in Industrial management.



- She has authored 8 books and got her papers published in about 100 national and international journals.



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