

Introduction

The apparel and textile industry centered around the manufacturing process of clothing articles. Clothing and accessories retailers and general merchandisers are the most visible type of establishments, making the output of this industry a high demand item. There is a massive consumer market just looking for ways to spend its money, as such, competition is stiff and innovation and technology are essential for success. Selling success depends on marketing techniques that are tailored to consumer tastes.

Industry Leaders and Fragmentation

Fig. amounts are given in Billions USD

Company	Country	Sales	Profits	Market Value
Adidas	Germany	\$14.87	\$0.39	\$10.83
Coach	United States	\$3.34	\$0.64	\$15.63
Far Eastern New Century	Taiwan	\$5.26	\$0.14	\$5.27
Helmix International	France	\$0.46	\$0.43	\$14.18
Inditex	Spain	\$13.36	\$1.61	\$37.23



Industry Composition

Profitability and Demand Drivers

Primary Demand Drivers

- Consumer tastes
- Consumer demand
- Competitive costs of manufacture overseas

Profitability Drivers

- Operational efficiency
- Securing contracts with clothing marketers
- Hiring professional local managers
- Focusing on a limited geographic region
- Specializing in certain product types