



Strategic Management in the Garment Industry (Woodhead Publishing India)

Gordana Colovic

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Strategy implementation in the garment industry requires a special kind of expertise. Formulating a strategy requires an entrepreneurial focus and emphasizes the ability to conceptualize, analyze and weigh, whereas applying strategy has a primarily managing focus. All fashion companies must, regardless of their current situation, develop a long-term strategy. There is not a single strategy that would be optimal for all companies, because each of them must determine a strategy in accordance with its objectives, capabilities, resources and market position. Strategic management in the garment industry illustrates advances in business strategy in the garment industry for current and future managers, students of textile technology and engineers.

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