

Communication related to preproduction processes for large and small apparel businesses



Communication is one of the most cited challenges within the apparel product development process.

-Conner et al., 2011; Eckert, 2001; Gaskill, 1992; Ho & Yin, 2009; Pitmaneeyakul et al., 2004; Regan et al., 1997

The INTRO

Communication challenges can be attributed, in part, to the global scope of product development where the exchange of knowledge requires the navigation of "geography, culture, and language."

-Merrinod & Rose, 2012, p. 296

Collaboration of cross-functional teams is essential to achieve an optimized product development process.

-Ho & Yin, 2009

Technology is cited as the efficient communication catalyst for the apparel product development process.

-Pitmaneeyakul et al., 2004

Preproduction Process



The purpose of this study is to investigate the communication processes within the preproduction stages for large and small apparel companies that produce private label apparel.

The PURPOSE

The Process

February	IRB exemption
April	CE proposal accepted Interview questions vetted Chapters 1 - 3 approved
April - July	Data collection and analysis
August	Finalize data analysis
September	Write results chapter & revisions Update literature review to include all coded themes
October	Write conclusion chapter & revisions
November	Edit & format approval
December	Defend thesis

The Method

Qualitative	Grounded Theory
In-Depth One-on-One Interviews Industry Experts Semi-Structured Open-Ended Questions - Creswell, 2014	Verbatim Transcripts Open Coding for Themes Relationships within themes builds new theory(s) - Corbin & Strauss, 2014

The JUSTIFICATION

Crucial for optimized performance, communication must occur at all levels throughout the entire process. -Bjork, 2007

Missing in the scholarly literature is research on how product development professionals most effectively communicate during preproduction.

Technical designers, the professionals who execute preproduction tasks, are in high demand within the apparel product development industry. -StyleCareers.com

- 1 How do apparel companies, that produce private label apparel, define preproduction and the steps within the process?
- 2 What are the differences in preproduction communication needs for large and small scale apparel companies?
- 3 How do design professionals prefer to execute and communicate technical packages?
- 4 What are the different preproduction communication challenges faced by these firms?

The RESEARCH QUESTIONS

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