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. 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."

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

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

The INTRO

Qualitative
In-Depth One-on-One Interviews Industry Experts Semi-Structured Open-Ended Questions

Grounded Theory

Variation Transcripts Open Coding for Themes Relationships within themes build new theory

The Method

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

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.

The JUSTIFICATION

Preproduction Process

Research Merchandise Plan Design

Costing Sourcing Collaborate

Buyer Approval Specification Fit Sessions Production

The PURPOSE

The Process

February March April

IRB exemption CE proposal accepted

Research questions written Chapters 1-3 approved

Data collection and analysis

April - July August September

Write results chapter 1 revisions

Update literature review to include all coded themes

October November December

Write conclusion chapter 1 revisions

Edit format approval

Defend thesis

Research Questions

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?

References:


San Francisco State University