

TXMI 6260

Apparel Trade and International Retailing

Office Phone: 542-4907

Office Hours: By appointment

Instructor: Dr. Jan Hathcote

Term: Fall 2004

Course Description: Economic aspects of apparel and textile trade and international retailing practices. An examination of trade policies, comparative advantages and global issues that affect apparel and textile trade and retailing.

Credits and prerequisites: 3- hour credit
The University of Georgia
Department of Textile, Merchandising, and Interiors

Meeting days and lecture times: 11:00 a.m.-12:15p.m. Tuesday and Thursday or as Arranged

Objectives:

1. To analyze the competitive environment within the apparel and textile industry and identify factors that foster, as well as hinder, U.S. competitiveness in trade and retailing.
2. To identify trade policies that affect apparel and textile trade and analyze their impact on domestic industries.
3. To analyze and forecast global trends in the apparel industry and retailing.
4. To increase awareness of global and national issues and their relationship to the textile and apparel industry
5. To understand political, economic, and cultural differences with respect to retailing in foreign markets.

Textbook and Reading Packet:

Sternquist, B. (1998). *International Retailing*. Fairchild books: New York.
And Readings

Course Requirements and Evaluation:

Grading:

Midterm	33%
Final	33%
Readings	10%
Project	24%
	100%

Grading Scale

90-100	A
80-98	B
70-79	C
60-69	D
Below 60	F

Academic Honesty

Academic dishonesty will be dealt with according to the guidelines stated in the *Student Handbook*. This includes being sent to student conduct and possible suspension for one quarter. Plagiarism is defined in the UGA *Student Handbook* as....”submitting for academic advancement the works, ideas, opinions, or theories of another that are not common knowledge, without fair attribution to that other person. Unfair attribution includes, but is not limited to, a direct quotation of all or part of another=s works without identifying the fact by appropriate marks, or merely stating the source generally in a bibliography without having noted the specified sources within the body of the work@ (*Student Handbook*).

Exam Attendance

All examinations are scheduled in advance. Students are expected to be in attendance. Any failure to attend an exam must be justified by written documentation.

Sourcing Project

The project will involve developing and merchandising private label goods, implementing buying plans, evaluating alternative sources for merchandise procurement, examining government and cultural influences that impact access to merchandise, expediting delivery of imported goods.

I. Prospectus

Each student will select a product category from the list below to develop a private label product (domestically produced and imported). This will entail the development and specification of the product as well as analyzing and evaluating alternative domestic and off-shore resources that could be used to manufacture the product. The product can be an extension of a current line or may be a prototype for a new item being considered. The goal is to examine manufacturing options within the United States and abroad. Ship date will be June, 2005.

- A. Men=s sportswear, e.g., knit shirts, leisure wear
- B. Men=s dress shirts
- C. Women=s sportswear, e.g., sweaters, jeans
- D. Women=s blouses
- E. Women=s lingerie or sleepwear
- F. Children=s clothing
- G. Shoes
- H. Accessories, e.g., handbags, belts

Students will represent a retail organization of their choice. They will visit and record merchandise assortment, note retail price points, and describe target market.

A prospectus describing the retail outlet will be **due September 2, 2004**.

II. Sourcing

After completion of the initial prospectus, the student will (1) develop specifications for the product or line that will be the focus of the project, (2) determine alternative domestic and foreign sources from which the product could be obtained, and (3) develop initial concepts to be used in merchandising the item. Include the following information:

- A. Compare domestic and foreign resources that could be used in developing the product. What are the advantages and disadvantages of sourcing the merchandise domestically? From a foreign supplier? How will this decision influence the profitability of the merchandise for the retailer? e.g., how will the bottom line profit be affected? How will markup be impacted? How will lead-time be influenced? How will merchandise replenishment be affected?
- B. Analyses and evaluation of research regarding alternative domestic and offshore sources (2) for the product being developed (Comparison shop and read labels on similar items currently available in the market--where have they been produced?). Research options for each alternative sourcing site and identify advantages and disadvantages of sourcing in each. (minimum of 3)
- C. Create a specification sheet describing the product being developed. Include a discussion of the season(s) for which the product is being developed, attributes or characteristics of the product (colors, sizes, styles, etc) and justification for development, e.g., price, quality, etc. and outsourcing or sourcing the product domestically.

The specifications developed for the product should include both a detailed written description and a technical drawing and/prototype of the item. Be very specific regarding every attribute of the product. Remember, the product will be manufactured to your specifications--**What you Asay@ is what you=ll get!**

- D. The student should address merchandising, advertising, and promotional aspects relevant to the sourcing of the product. Explain the strategies that will be adopted to promote sales of the item you developed. This may include both store and external promotions. Consider the profile of the target customer, as well as budget constraint that may be imposed by store management.

This sourcing portion of the project will be **due September 30, 2004.**

III. Cultural Analysis/Infrastructure - Country of Origin

This segment includes in-depth research and analysis of two alternative foreign source countries, as well as justification for selecting the country (foreign or domestic) from which the product will be sourced. Areas to be researched, examined, and evaluated in making the final decision regarding the country of origin should include:

- A. Examine production capabilities of each country chosen for the development and sourcing effort. Articles can be found in popular press, trade magazines, government documents, and a variety of computer sources. When possible, list individual factories, agents, agencies that could help in developing the product. Presentation and discussion summaries should include geographic maps and/or descriptions of major manufacturing centers and capabilities.
- B. Describe and discuss the existing infrastructure of each source country. Evaluate and

describe the major ports of exit and entry that could be used in exporting/importing the product. Consider whether the present infrastructure and government regulations will support or hinder the export/import process. Analyze and describe factors pertinent to production capabilities within each source country, as well as factors that will influence the ease of exporting merchandise from the selected country. Research and discussion in this area should focus on expediting production and transportation of goods within the country, as well as communication capabilities, import and export regulations, etc.

- C. Decide which country would be best suited for producing your garment. Discuss government regulations regarding both the method of transportation and importation requirements. Are there areas that could be changed to improve or simplify the process?

Culture analysis section due Oct. 21, 2004

The final written project will be due November 30, 2004

Evaluation:

Each student will present the project to the class during the final week of class. Ninety percent of the project grade will be from the written project, and 10% will be on the oral presentation.

**Tentative Schedule
Fall 2004**

Aug. 19	Syllabus, Course Description
Aug. 24	Introduction, U.S. Textile and Apparel Industry
Aug. 26	Work on projects
Aug. 31-Sept 2	Why trade and What to Consider - Prospectus section of project – Due Sept. 2
Sept 7 -9	Theories of International Trade, Legislation, Policies
Sept. 14-16	Trade Agreements in Apparel and Textiles
Sept. 21-23	Trading Blocs: NAFTA, EEA, EAEG, AFTA ASEAN, EAI, MERCOSUR, EAEG
Sept. 28-30	Ethics, Culture and Logistics - Sourcing section of project – Due Sept. 30
Oct. 5-7	Importing and Exporting Apparel
Oct. 12	Exam I
Oct. 14	Internationalization of Retailing
Oct. 19	Licensing and Strategic Alliances
Oct. 21	Retailing in Multinational Markets - Cultural Section Due Oct. 21
Oct. 26	Retailing in North America
Oct. 28	Fall Break
Nov. 2	Retailing in Developing Countries
Nov. 4	Retailing in Northern Europe
Nov. 9	Retailing in Southern Europe
Nov. 11	Retailing in Central and Eastern Europe
Nov. 16	Retailing in Peoples Republic of China
Nov. 18	Retailing in Taiwan, Hong Kong
Nov. 23	Retailing in Japan
Nov. 30	Final project due Nov. 30
Dec. 2	Retailing in Korea
Dec. 7-9	Final Project Presentation
Dec. 14	Final Exam 12:00 pm – 3:00 pm