



STRATEGIC PARTNERSHIPS IN THE TEXTILE AND APPAREL COMPLEX

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Strategic partnerships are a means of improving corporate competitiveness by decreasing production time, reducing cost, sharing expenses, and reducing risk. Strategic partnerships are integral for the industry's future success; yet, the current research and trade literature is void of specific information about the topic.

The purpose of this study was to determine the existence and specific information about strategic partnerships in the textile and apparel industry. Seven qualitative interviews were conducted in Spring 1999 with domestic industry executives. An interview instrument was developed to determine strategic partnerships' (1) current practices, (2) benefits, and (3) future direction.

The theoretical basis for this research was the Lorange and Roos (1992) Partner Value Chain Model, which illustrates how combining activities from two partners' value chains (manufacturing, marketing) result in synergies which increase competitiveness.

Results indicated that partnerships do exist in the industry, from fiber production to retailing. Benefits include reduced time to market and sharing of information. Strategic partnerships will play a key role in the future by strengthening communication between all stages of the textile and apparel industry.

Results provide a precise description of today's partnerships and serve as a benchmarking tool for the industry supply chain.

Lorange, P., & Roos, J. (1992). Strategic partnerships: Formation, implementation and evolution. Cambridge, MA: Blackwell.