

دور طباعة المنسوجات فى استراتيجية الدولة لدعم ريادة الأعمال والمشروعات الصغيرة

The role of textile printing in government strategy for supporting entrepreneurship and small enterprise (SMEs)

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Abstract:

The strategy of countries in general and the strategy of the Egyptian government in particular is aimed to supporting entrepreneurship and small enterprises because this is one of the most important pillars of the country's economic growth, reducing youth unemployment and creating new jobs.

Entrepreneurship launches new ideas that are characterized by a spirit of initiative and different ideas that are characterized as unconventional (untraditional) and out of the box. Therefore, it is very important to advance development, to promote and develop new development opportunities in all aspects of life, whether economic or social.

As the entrepreneur is the person who wishes to start up his own project and work on its success and sustainability, he should acquire special skills to enable him to plan and implement his work plan (Business Plan).

In addition the entrepreneur should have some other information that must be familiar in, such as marketing, sales volume, purchasing , production costs , capital required for project implementation, and cost price (product or service) according to project type, project strategy, profit and how to verify Legal responsibility for the project, market study and potential competitors .

The entrepreneur should have a new idea with different point of view for his project and to be able to become strong competitor in the market. The field of textile printing has been very important and rich effect in its results, designs and the quality of its products. It has been historically known that the largest change in the fashion and design that took place in the European fabric occurred when printed textile was used, the use of various techniques of textile printing helps to create a successful small enterprise can compete in the market and create a distinctive and remarkable brand through the idea of a leading entrepreneur or a group of entrepreneurs in the textile printing field.

Keywords: Textile printing, small enterprise, Government Strategy, SMEs, entrepreneurship, Branding, Brands