

Domestic small and medium apparel enterprises competition in developing markets

Assist. Prof. Dr. Khaled M. Elsheikh

Assistant Professor - Department of Clothing Faculty of Applied Arts - Helwan University

dr.elsheikh@hotmail.com

Abstract:

The purpose of this research is to investigate the competition practices used by apparel SMEs brands in developing markets, considering the great importance of SMEs' success for developing economies, however, the apparel SMEs competition practices are not fully understood, nor it is clear for new entrepreneurs, especially in Egypt. While skills needed to run apparel SMEs are usually gained by practicing over time, this practices need to be investigated and understood in order to help new apparel SMEs' owners learn how to set their competition practices effectively.

Quantitative analysis has been conducted for 108 small and medium entrepreneurs running their apparel production business in Egypt. The results proved that most of newly Egyptian apparel SMEs starting up focus their competition on price, in a time span of five years they usually shift their competition towards product differentiation and branding.

Keywords:

apparel SMEs, market competition, apparel brands, domestic apparel market.