

## **Study of the impact of brand development for small enterprises for clothing production factories**

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### **Abstract:**

The world is witnessing in the recent period strong competition in the field of clothing industry, as the producing countries seek to achieve a difficult equation, which is to achieve the lowest possible cost with the highest taste in addition to the best industrial quality. We find that the ready-to-wear industry is subject to global fashion trends, so the clothing and fashion styles change according to the preferences of community members. This research study deals with the problem of the inability of the owners of small enterprises to compete in the local and sometimes foreign markets due to their lack of a brand that distinguishes their product, and sometimes there is a brand, but it does not suit the nature of the clothing products and needs to be developed to match the technologies of the modern era, and the importance of the research is due. The impact of the brand on the size of the project. Raising the level of thinking of the owners of small and medium enterprises. The research sample was based on three samples for factories producing women's clothing. The study was based on laying the foundations and standards for the development of the trademark and the effect of this mark on developing the design form and production processes to increase the profits of the companies identified in the study samples, and through the results, designing a questionnaire and statistical analysis, the study concluded the importance of the brand for the development of small enterprises.

### **Keywords:**

Branding, Marketing and Small Business, Clothing Design and Production)