

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)

The Introduction:

Fashion design processes are considered one of the basic processes in the clothing industry, from which new and innovative designs are created that keep pace with international fashion trends. Fashion design is known to choose and arrange the special elements of clothing design

from lines, shapes, colors and raw materials in a new and innovative way to suit the human body (May Samir 2011)

In order to improve the ready-made garments industry, it was necessary to pay attention to quality, that is, to produce a high-quality product that requires high costs, as the concept of quality focused on the failure of defective products to reach customers, not in preventing their recurrence, and thus the large number of rejected, defective and damaged production, which leads to large losses, The trademark is considered among the most important components of the product, as it serves as an identification card for it through the character that it bears as well as the information that explains the origin of this trademark, its main activity and its type. The brand plays a major role in the growth and progress of societies, as it is considered one of the pillars of the economic success of the project and a factor that facilitates the marketing process of the product. Where the success of the brand is linked to the interest in the quality of products, production methods and the extent of the impact of modern technology to upgrade these products. When thinking about a new product, the owner of the facility must study how to distinguish his products because the Egyptian clothing market has already been saturated with a huge amount of similar products that the consumer has become alienated from and does not accept. He suffers from not achieving profits and even from losing many times, "Khaled Al-Sheikh 2019". Many previous studies were linked to the brand and small projects, including the study (Hind Mohamed Wahba), this study dealt in general with the identification of small and medium enterprises in terms of their definition, origin, classification and impact on the industry (5). I came up with a program that achieves educational, programming, technical and methodological efficiency in small projects (4), a study by (Iman Yousry Al-Mihi). The Brand (2), a study by (May Samir Kamel), the study dealt with the approach used to manage the design and visual display methods in international fashion brands. The study dealt with the role of the brand in contributing to raising the level of marketing activity for institutions and also contributing to building a successful brand while excluding brands with The study concluded that the brand and its shape play a major role in attracting the customer's attention and thus working to increase the percentage of sales (1).

•Research Problem:

The research problem is:

1. The local market's lack of brand name development.

•research importance:

1. Defining what a trademark is.
2. The effect of the brand on the size of the project.
3. Raising the level of thinking among owners of small and medium enterprises.

•Research Aims:

1. Study the impact of the brand on the project.
2. The role of brand development in increasing the volume of production.
3. Developing the trade name of small projects and developing them on scientific bases.
4. Attracting new customers and promoting the product visually.
5. Increasing production and profits within the institution.

Research Questions:

1. Is there a difference between the study sample members in their assessment of the factors affecting the selection of the best brand design for each of the factories under study?
2. Can one calculate how much each of these factors influences the selection of the best brand design?
3. Is there an impact of the brand on the input and output of production and marketing?
4. Is there an impact of the brand's strength on the input and output of production and marketing?

•Research Hypotheses:

1. Do a study of the factory's brand, and develop a proposed plan for its development
2. Professional attention to the product and its content, with clarification of the product's features.
3. There are statistically significant differences between the study sample members in their evaluation of choosing the best brand in each of the factories under study.
4. There is a statistically significant effect of the factors affecting the selection of the best design for the brand.
5. The original hypothesis (null): there is no influence of the brand on the inputs and outputs of production and marketing, that is, there are no statistically significant differences between the inputs and outputs of production and marketing because of the brand
6. The original hypothesis (null) There is no influence of the brand's strength on the inputs and outputs of production and marketing, i.e. there are no statistically significant differences between the inputs and outputs of production and marketing because of the strength of the brand

•The Research Sample :

A random sample was selected from small factories that produce a women's product. These factories are located in separate places, and a study was conducted for them and a study also for the reason for the non-proliferation of the trade name, and a study of the problems they face .. as each factory has a problem that differs from the other, some have quality problems and others He has marketing problems, another in product design, another in the design and shape of the brand, and another in the packaging and final shape of the piece.

•Search Limits:

Time dimension:

The study period is 2019/2020.

Spatial dimension:

The research sample governorates in the Arab Republic of Egypt:

- Giza Governorate (Mohandessin).
- Beheira Governorate (Kom Hamada).
- Menoufia Governorate (Shebin El-Kom).

Objective Limit:

Create a plan to develop small projects to create a brand.

Design and production of women's clothing "woven and knitted"

•Research Methodology:

- The descriptive analytical approach, by describing the trends of these factories for the industry.
- The experimental approach, through the application of suggestions for the development of small projects and the brand.

Results:

1. The necessity of studying and knowing the factors affecting the design of clothes.
2. Using original designs that are not imitated, related to the consumer and related to the company's purpose.
3. Attention to the brand and the way the product is presented.
4. Although there is a difference in the time periods for each factory, the presence of the brand had an impact on the movement of buying and selling and increasing the production rate.

Recommendations:

- From the above, we find that the aim of the study, which is the role of the brand and its development, is one of the factors affecting the development and production of ready-made garments.
- Studying the market is one of the most important factors for the success of the brand, as well as studying the needs of the consumer, and thus developing new designs that succeeded in attracting consumers

This research is informative and the multiplicity and diversity of the study methods. The research will be dealt with in three parts: the study of factors affecting the design and production of clothing, factors affecting small projects, the foundations and selection of a brand and working to develop it to attract the attention of the consumer, by analyzing the factors and proposing models of designs and models. for the brand.

The results indicated the presentation of the importance of the brand and its characteristics in the field of clothing, as well as the presentation of a number of designs for clothing and also for brands.

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