



APPAREL MANUFACTURING OPERATION MANAGEMENT ANALYSIS

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Rapidly changing business environments (e.g., global competition, market performance) have challenged the US apparel industry to adjust management of its manufacturing operations. Manufacturing strategy is defined as an effective plan of manufacturing capability for achievement of business goals (Wheelwright & Hayes, 1985). Planning effective operation management for apparel manufacturing is important for coping with a changing business environment and may help companies achieve a competitive advantage or maintain an already prominent position.

The purpose of this study was to explore configurations of operation management in the US apparel industry and to examine the relationship between priorities of manufacturing strategies and operation management. Operation management units were defined (n=12) and tested. Categorization of units was based on manufacturing theory (e.g., Deane, Gargeya, & McDougall, 1990).

Findings provide empirical evidence illustrating the importance of compatibility between manufacturing strategy decisions and business unit operation strategies. This research contributes to the knowledge and understanding of manufacturing strategies and operation planning in the U.S. apparel industry.

Deane, R., Gargeya, V., & McDougall, P. (1990). Manufacturing strategy and performance of the new venture firm. In J. Ettlir, M. Burstein, & A. Fiegenbaum (Eds.), Manufacturing strategy (pp. 53-62). Boston: Kluwer.

Wheelwright, S., & Hayes, R. (1985, January-February). Competing through manufacturing. Harvard Business Review, p. 213-223.