



TRENDS AFFECTING THE INDUSTRY ASSIGNMENT

Nancy Lyons, South Dakota State Univ. Brookings, SD 57007

This project was designed for students in an apparel manufacturing course to give them an overview of trends affecting the sewn-products manufacturing industry. The objectives established were to identify and research one trend affecting the industry or to describe the technical development and marketing of a selected piece of equipment used in apparel manufacturing.

Internet searches gave students a gamut of project possibilities. Once they decided on a topic, they were to describe where, technologically, their chosen concept is at today. Those who selected a product or piece of equipment were to tell how it is marketed. They were to learn if there was a trade show related to this product and whether conferences or educational workshops are held in conjunction with it. It was hoped that they would find out about ways the industry handles equipment needs or offers technical support, as these are often overlooked job opportunities for students earning this degree. They also learned a bit of the history of their topic as they discovered advances that had occurred.

Some students wrote or called the company requesting technical brochures and price lists. Some spoke with a sales rep. Sometimes videos were available for explaining the product. All of these added to the effectiveness of the oral presentations given and helped in the preparation of the written report.