



**Exploring The Frontiers of Fibers,
Fabric & Fashion:**
*Fastening for Fast Fashion
Forward*

Partha S. Ghosh

CitiGroup Conference

Agenda

- 1. Emerging Trends & The Opportunities Ahead?**
- 2. The Essential Requirements?**
- 3. Writing a Compelling Story?: *The three imperatives***

Agenda

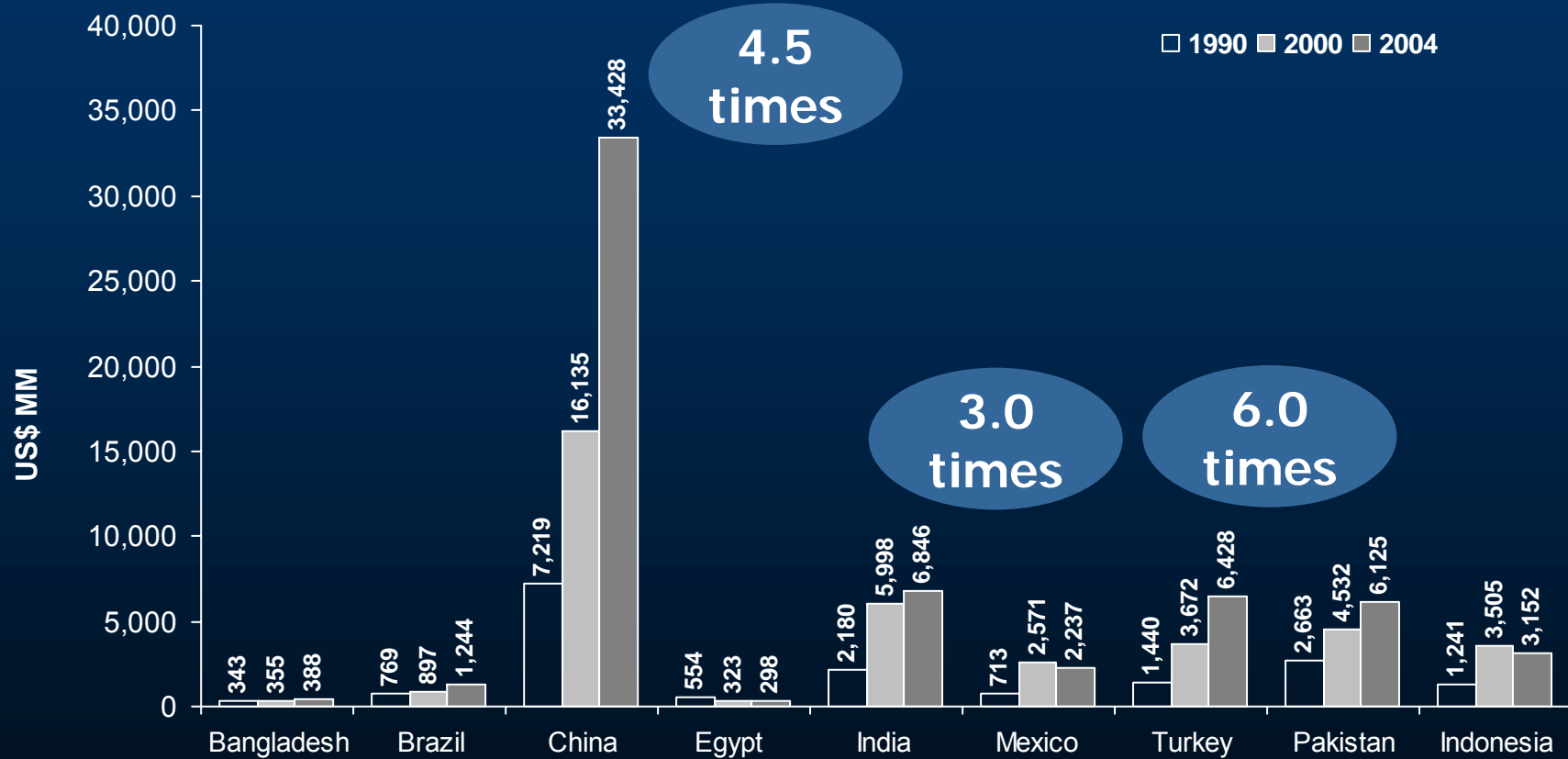
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The Last 15 years of Global Textile Trade...

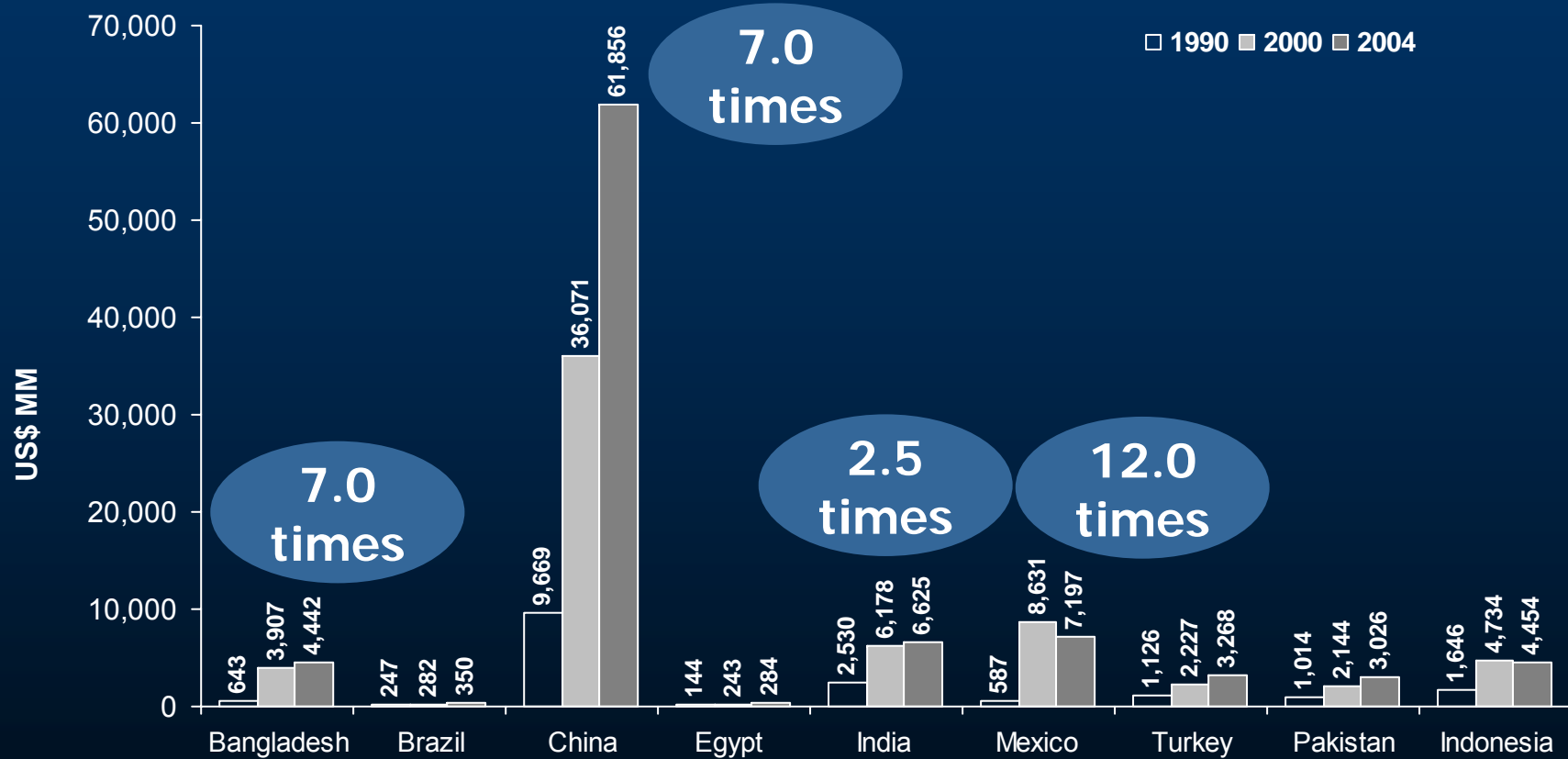
Textile Exports of Selected Developing Economies: 1990 -2004



Boston Analytics Research
 1. "International Trade Statistics 2005" WTO, 2005

And Clothing Trade...

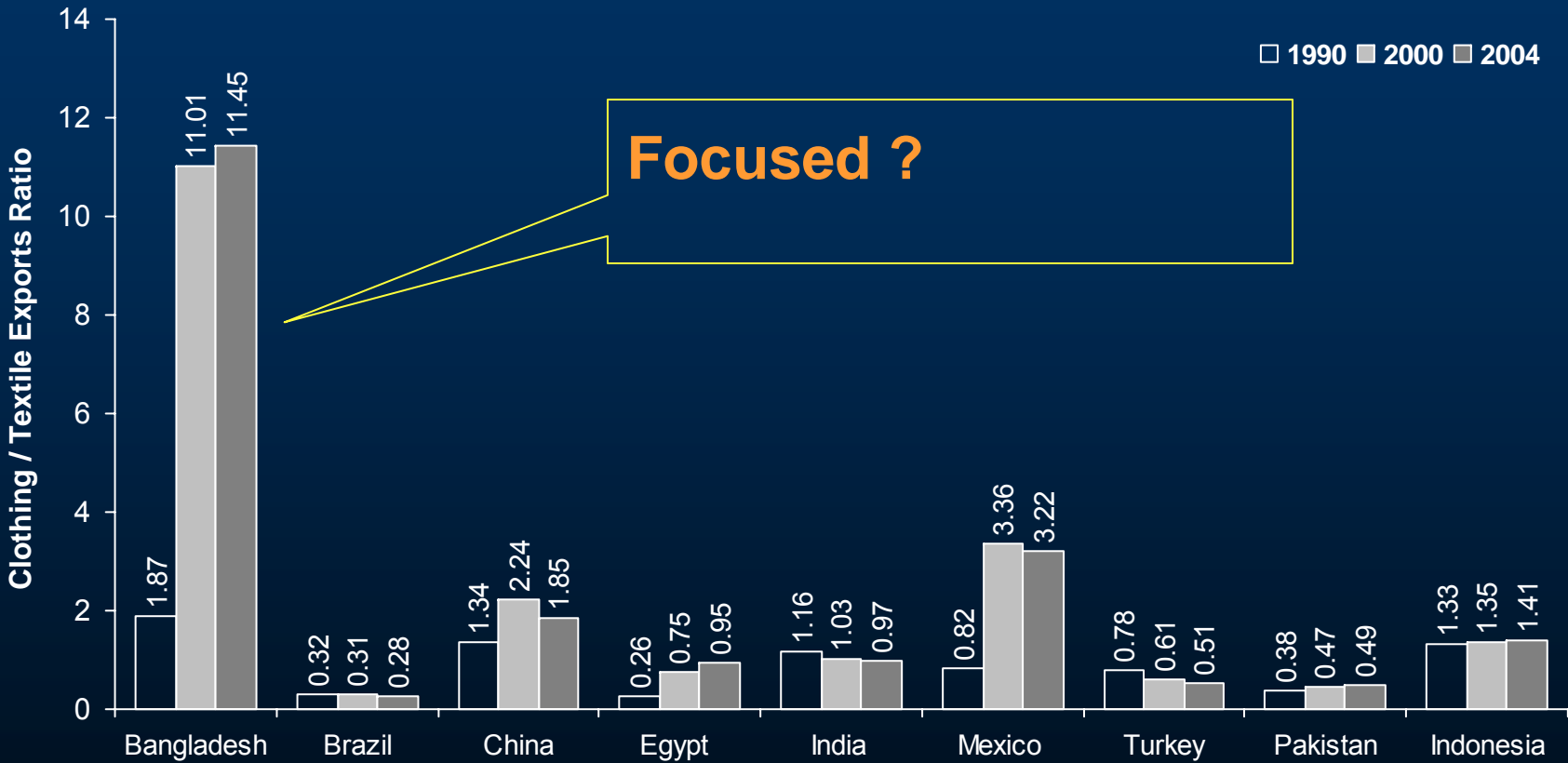
Clothing Exports of Selected Developing Economies: 1990 -2004



Boston Analytics Research
 1. "International Trade Statistics 2005" WTO, 2005

Bangladesh has been able to grow Clothing/Textile exports ratio...

Clothing / Textiles Exports Ratio: 1990 - 2004



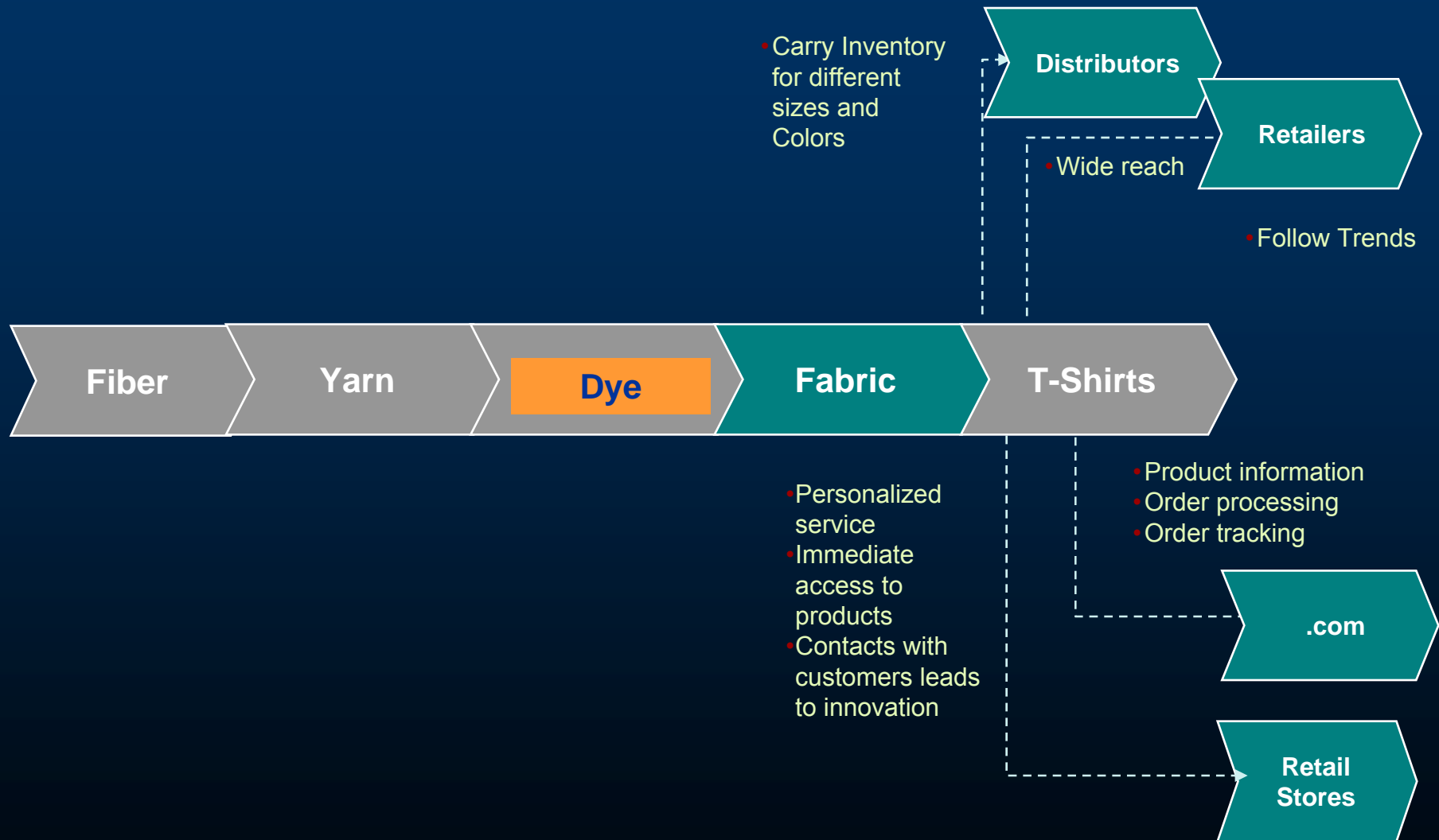
Notes:
 *Clothing / Textile exports ratio: For any given year, Clothing exports (in US\$) / Textile exports (in US\$)

Boston Analytics Research
 1. "International Trade Statistics 2005" WTO, 2005

Sequencing Game: Typical Distribution Channel for T-Shirts

Current Distribution Channel

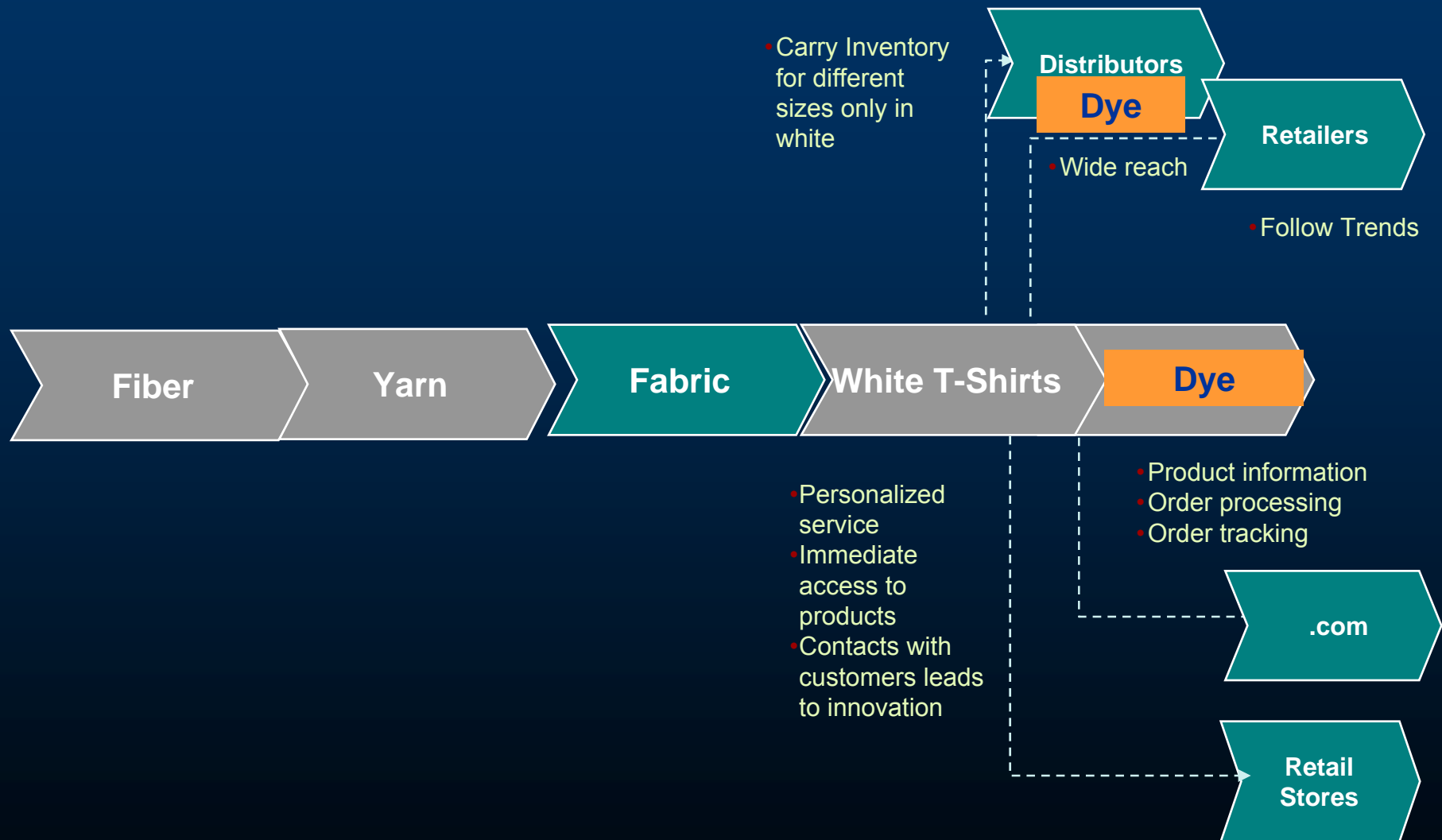
“Serving through efficient logistics”



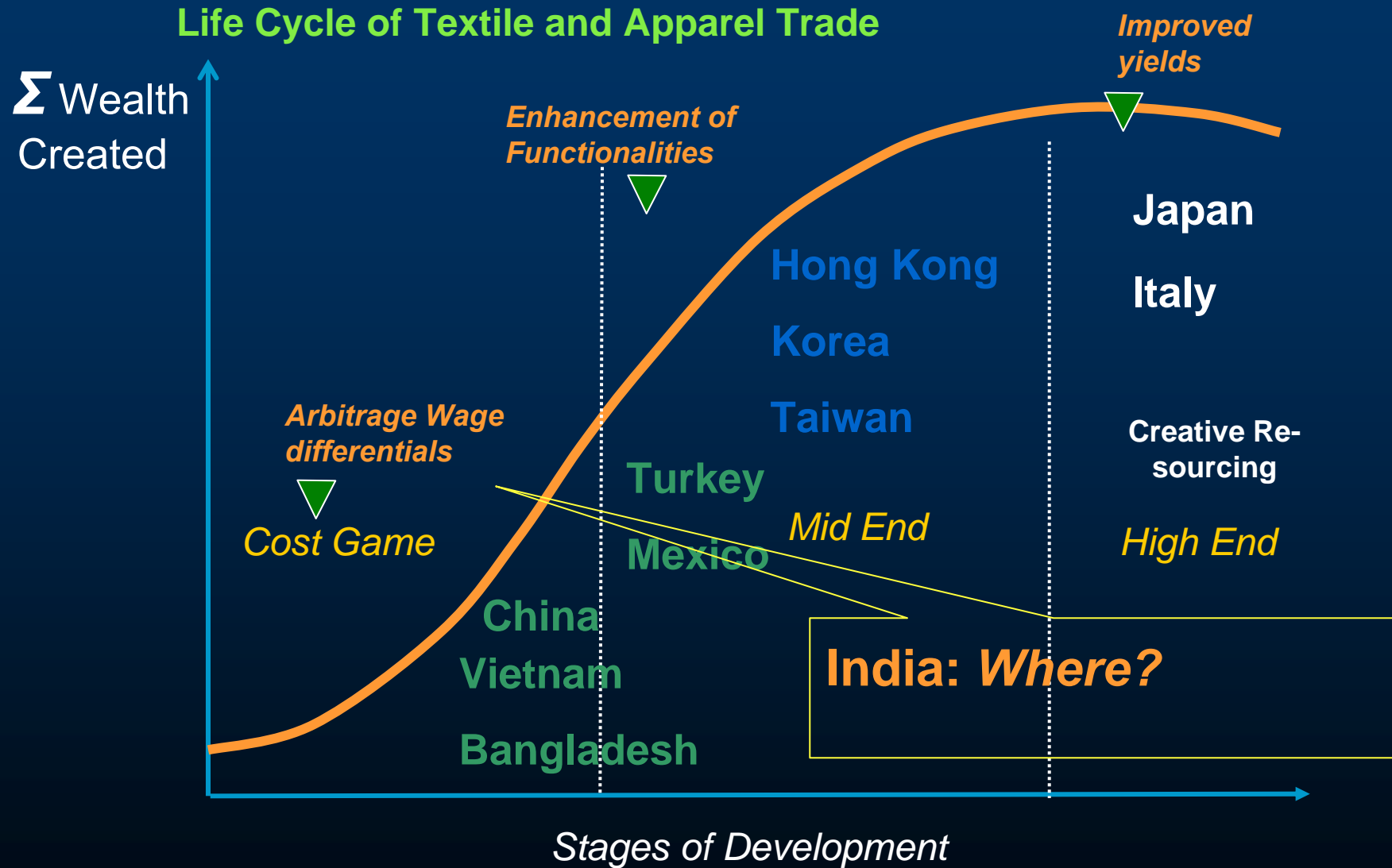
Benetton: Creating More Value out of the Distribution Channel

Current Distribution Channel

“Serving through efficient logistics”



Many have ridden the same curve



Entrepreneurship \approx Creative Problem Solving

TRENDS \approx OPPORTUNITIES



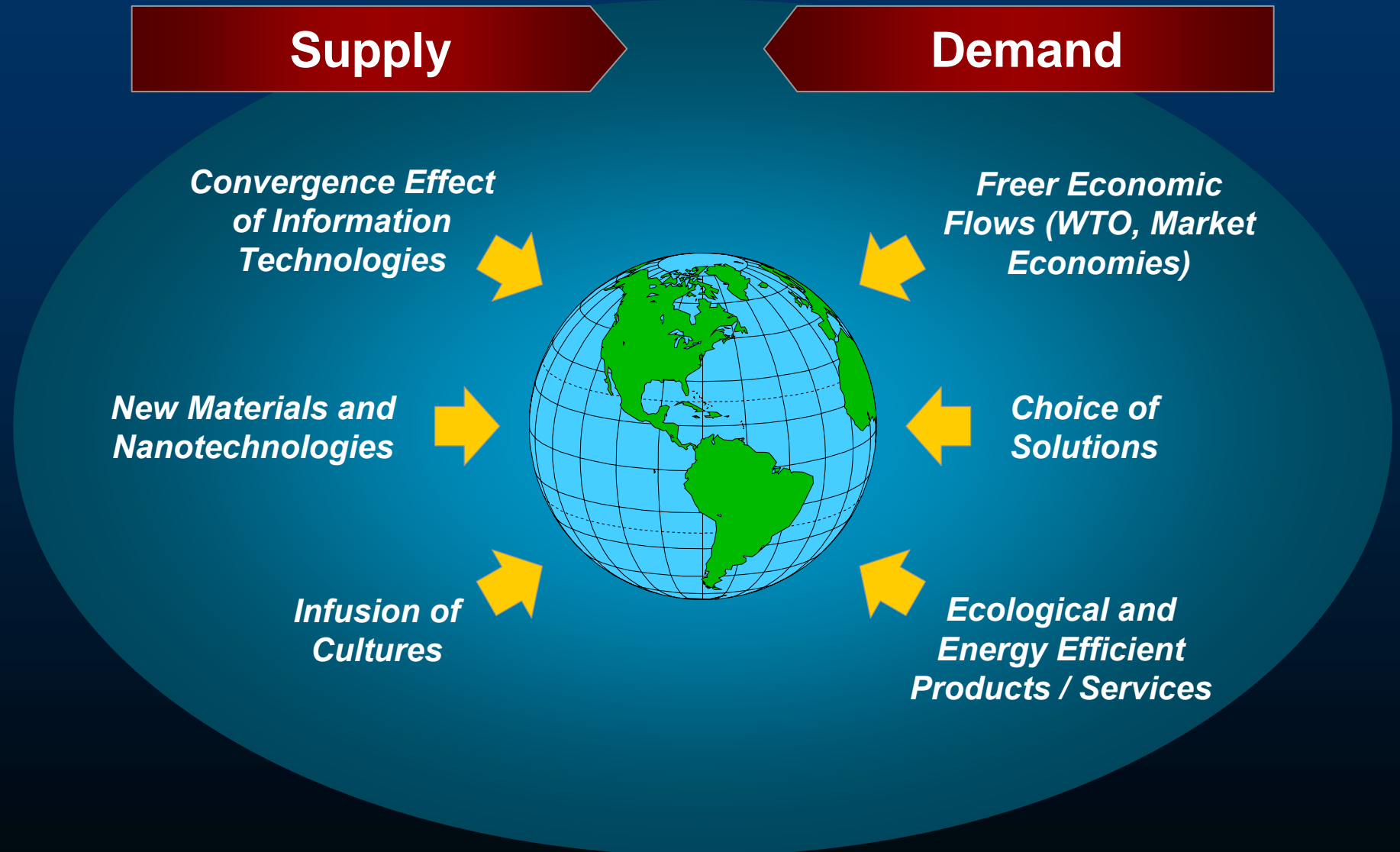
Creative Problem
Solving
Environment



"F"
Entrepreneurship

- *Cultivating the Courage to Create*
- *Discipline to Dominate,*
- *Flexibility to Flourish*

“The Big Picture” is changing: *The Big Opportunity?*



Heightened Speed of Change in 0.5 \$ Trillion Space

- Free market sourcing is going to increase (*World Exports in 2004*):
 - Fiber : \$ 71B
 - Textile: \$ 195B
 - Apparel: \$ 260B
- New Technologies
 - Properties of materials
 - New design technologies
- New Competitive rules
 - Focus?
 - Development commitments ?
 - Risks

Lens?

**What is the
Textile
sector's
strategic
card?**

Mind Set ?

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Key Factors of Success: Fiber, Fabric to Fashion

Visible Factors



Key Factors of Success: Fiber, Fabric to Fashion

Visible
Factors



- Quality
- Specifications Consistency
- Responsiveness
- Timeliness
- Price

*Beneath the
Surface*

Invisible
Factors

Key Factors of Success: Fiber, Fabric to Fashion

Visible Factors

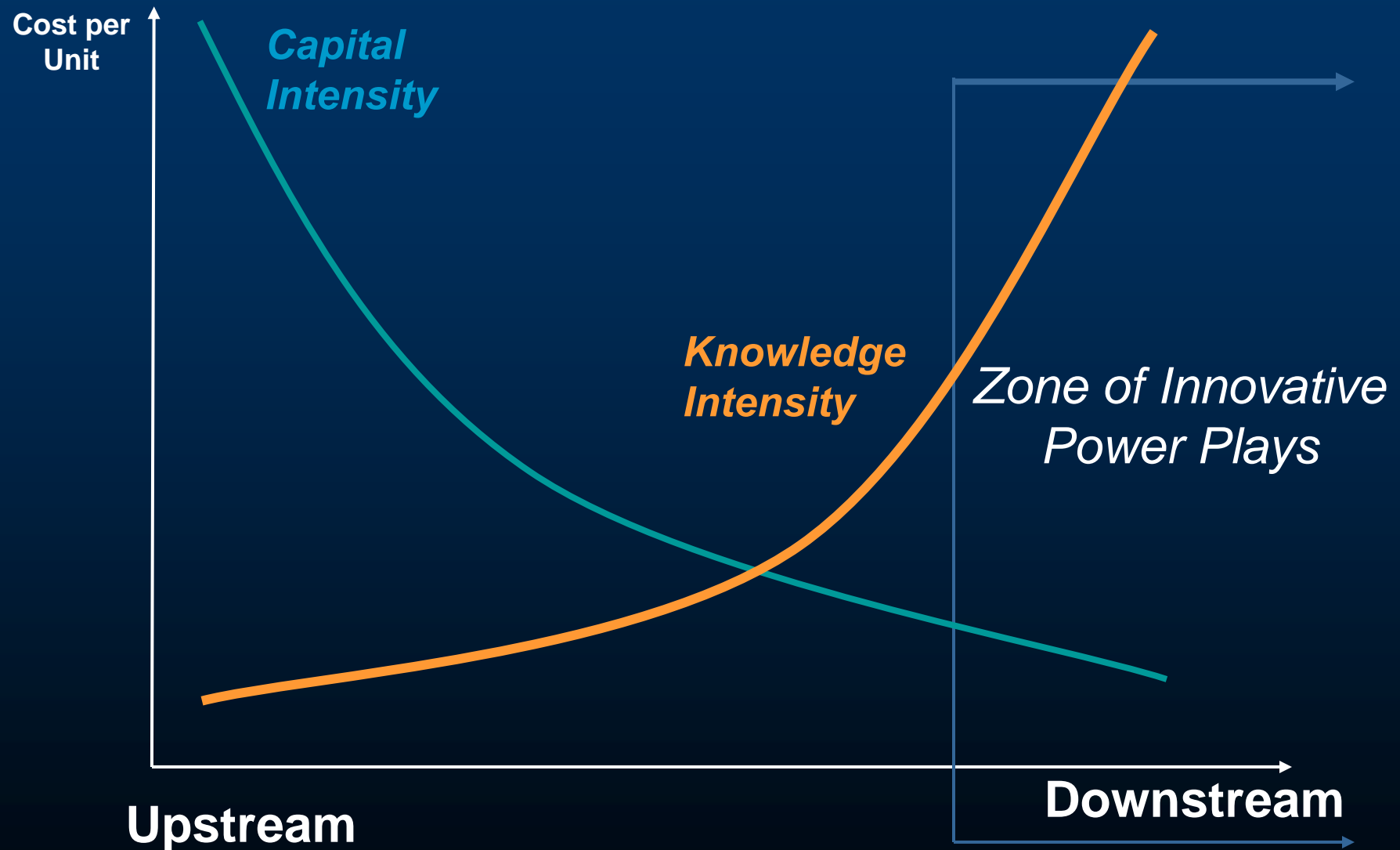
Quality
Specifications Consistency
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Beneath the Surface

Invisible Factors

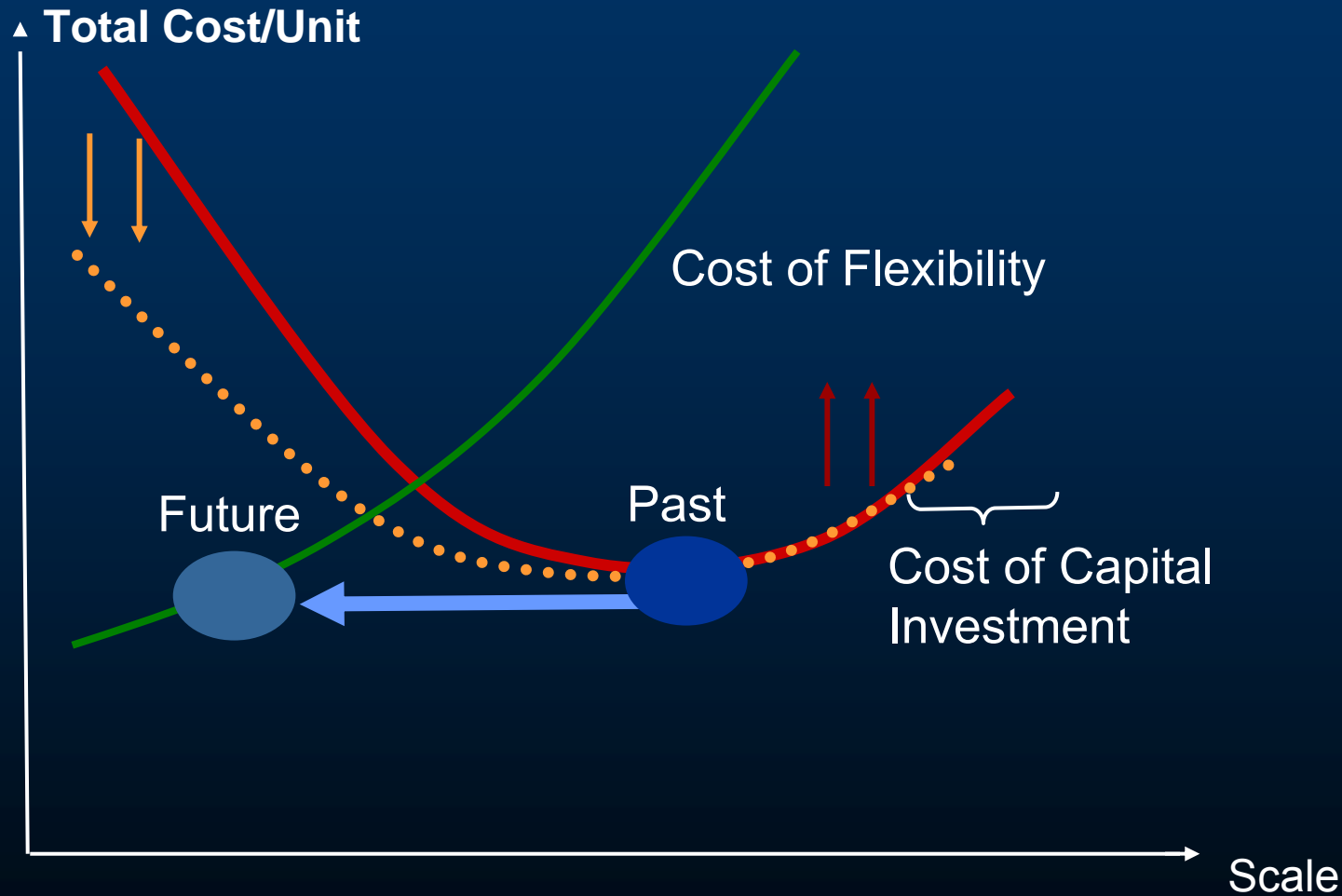
Presentation
Packaging
Paperwork
Courtesy
Knowledge of Customers
Operations
Full View of Customer
Economics
Caring

Particular focus on the down stream component of the value chain might help



Basic balance between economies of scale *and* economies of flexibility is in a state of flux

Small is Beautiful



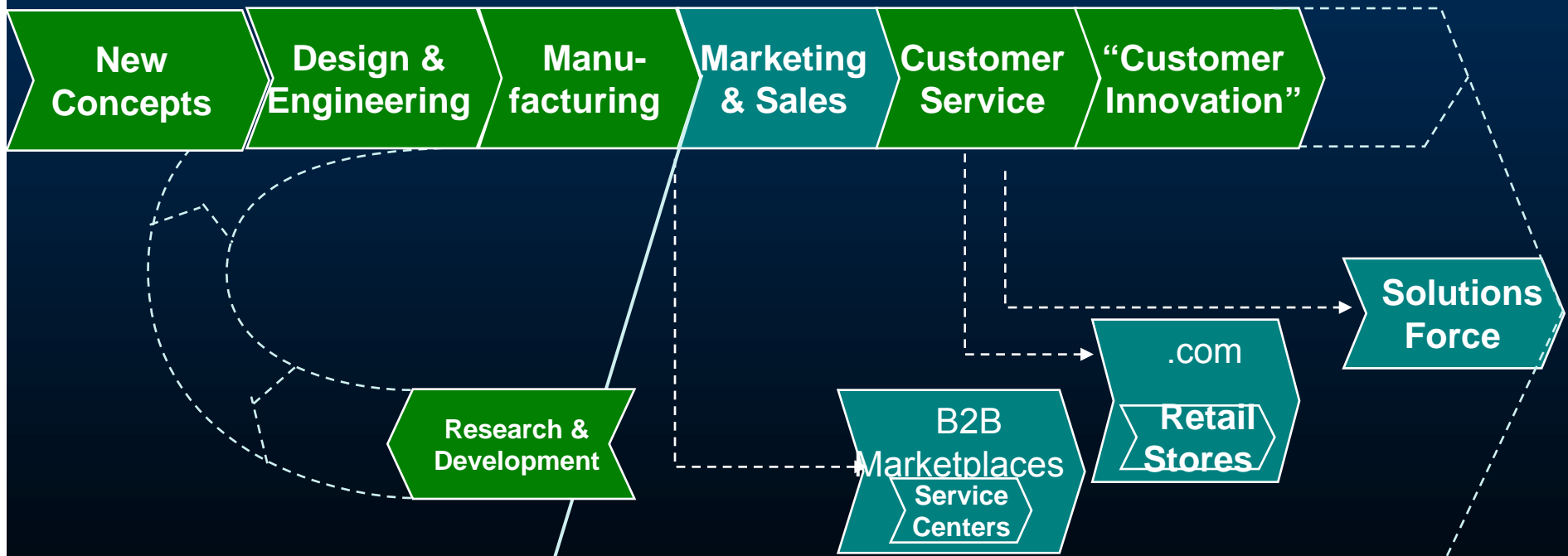
Creating More Value out of the Distribution Channel

Current Distribution Channel



Future Innovation Process

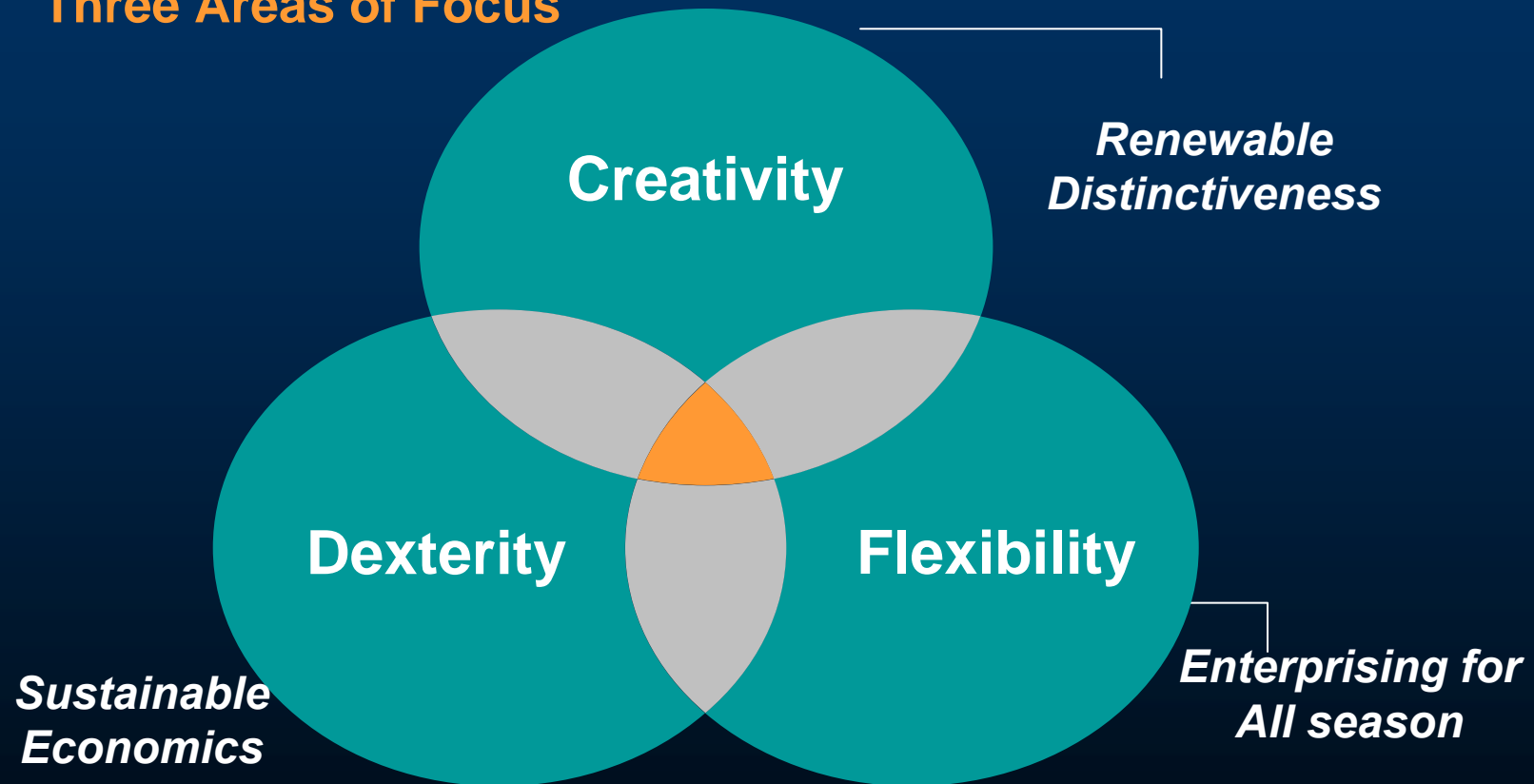
“Branding through superior services”



Industry @ Historic Crossroads

PROBLEMS ≈ OPPORTUNITIES

Three Areas of Focus



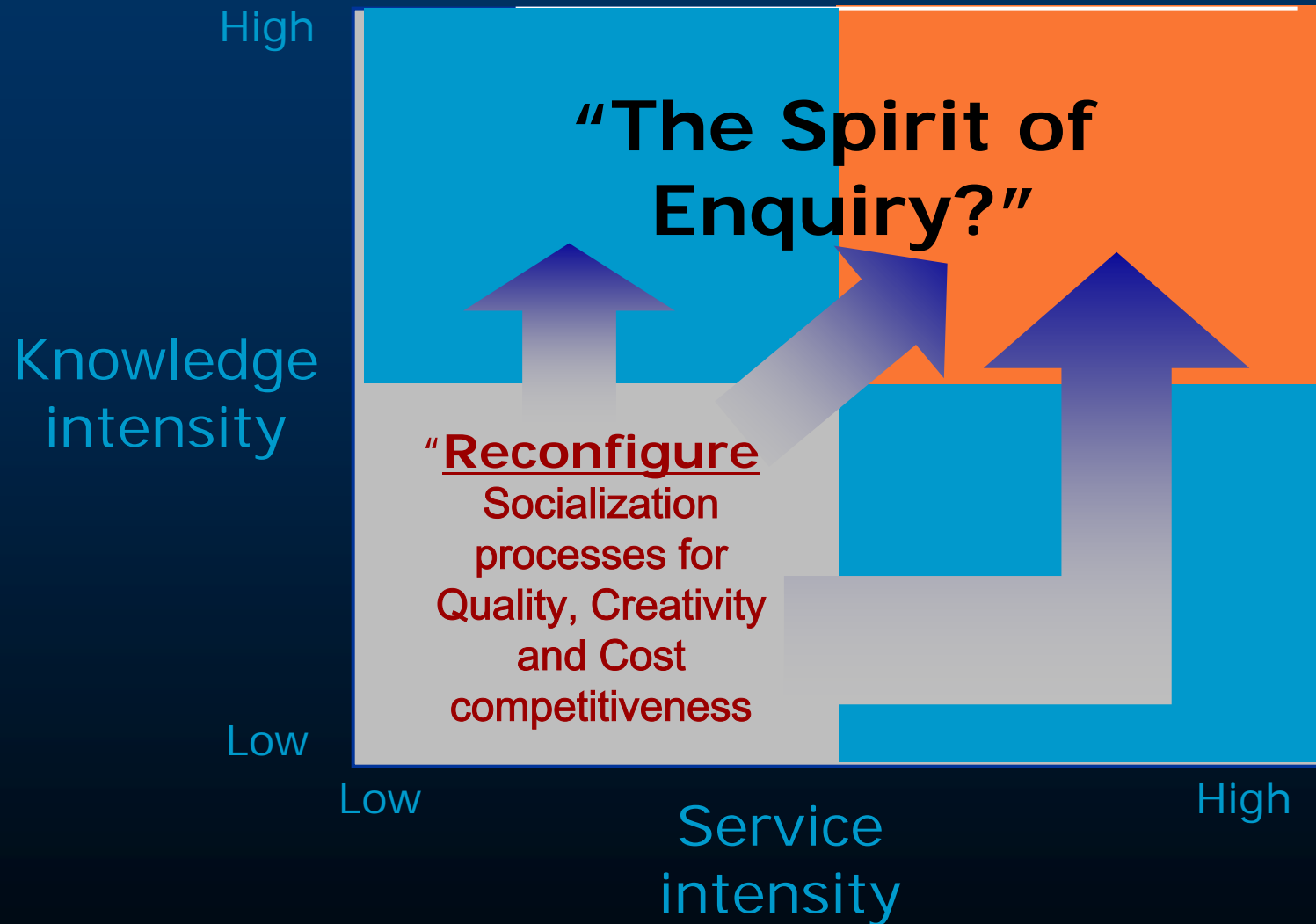
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Imperative 1: Ignite the Sprit of Enquiry



Imperative 2: Delivering the Ideal Customer Experience

- Building a system to deliver the customer's desired experience across all points of interaction — especially for those which the customer considers most critical (*the "moments of truth"*)

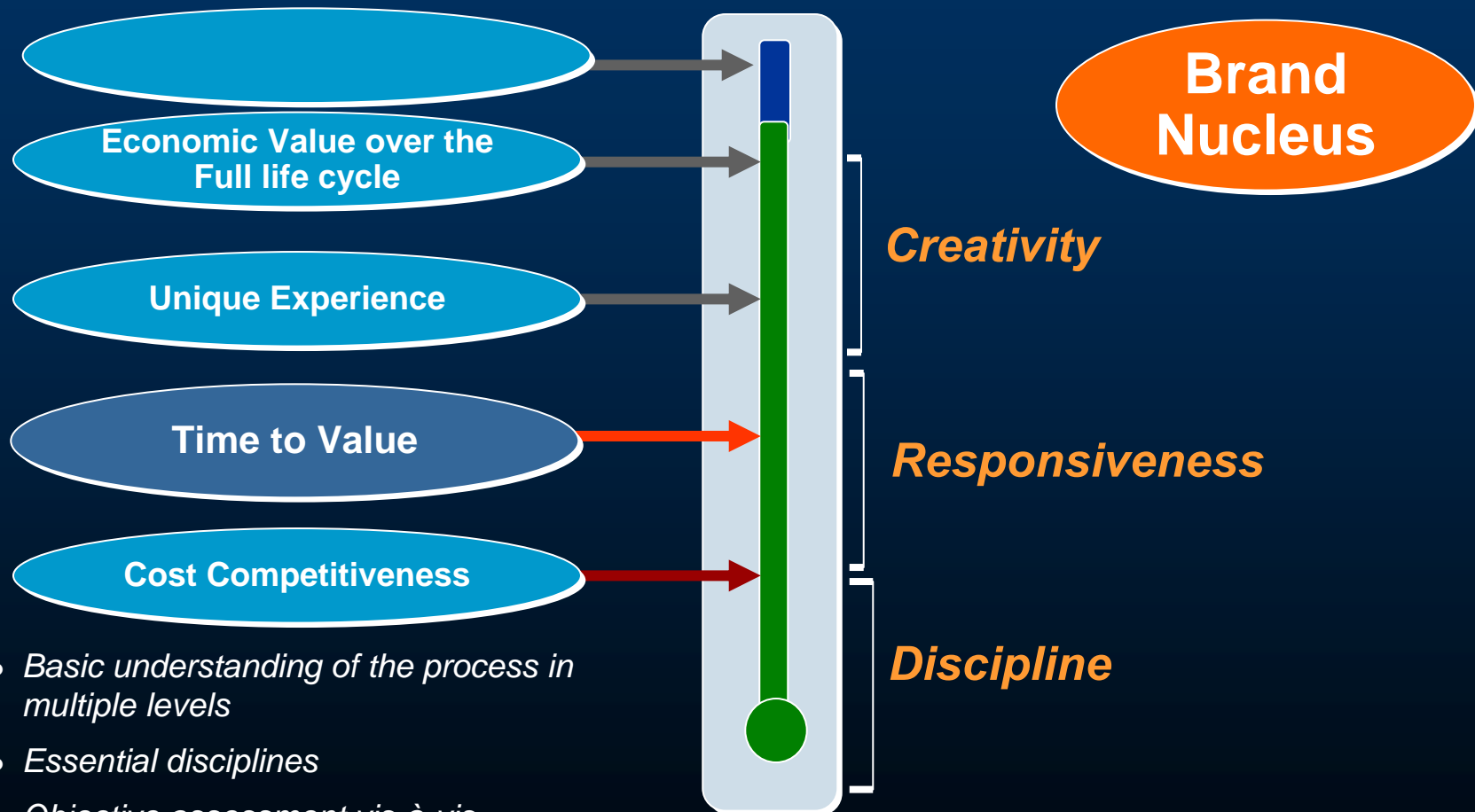


- Turning bad customer experiences into an opportunity to impress & delight the customer

- Taking opportunities to delight the customer and go well beyond their expectations


Imperative 3: Know thy Self

Performance Thermometer to build an Identity that Matters



- *Basic understanding of the process in multiple levels*
- *Essential disciplines*
- *Objective assessment vis-à-vis competitors*

Writing A Story ...



.. *Harnessing this Energy... Where Art, Science, and Passion Meet*



**Towards A
More
Strategically
Sound
position**