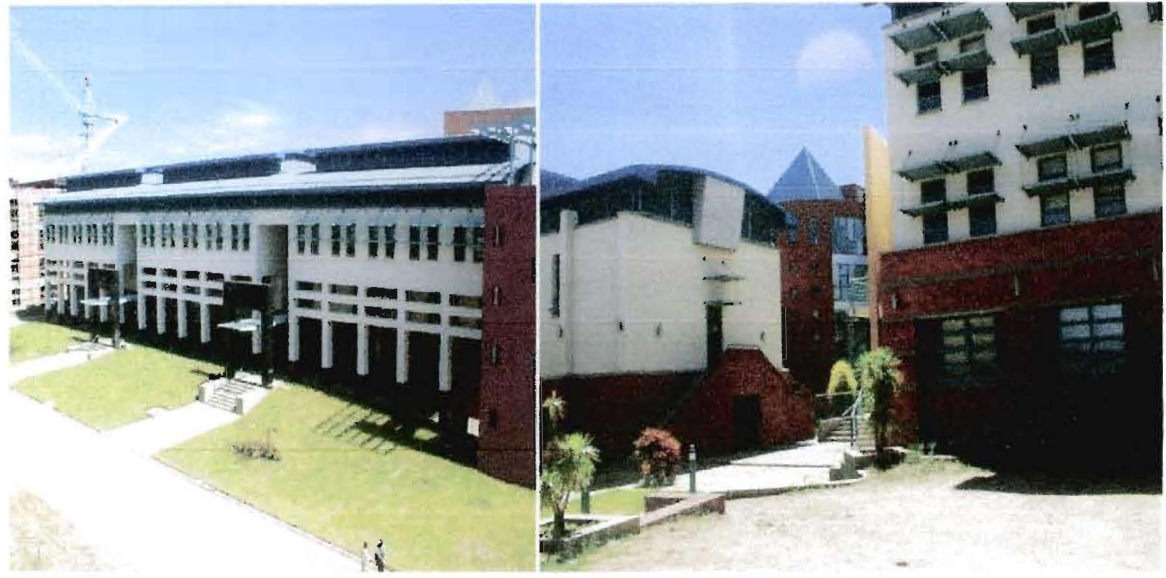


SPECIAL COLLECTION



**Faculty of Industrial Technology**  
**Department of Textile Technology**



**Project Title: An investigation into the performance failure of Polypropylene Washing Line in the market. A case study of Twine and Cordage.**

**A Dissertation submitted in partial fulfillment of an undergraduate study of Bachelor of Textile Technology (Honours) Degree**

*By*

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## **Abstract**

The dissertation discusses the performance failure of polypropylene washing line manufactured at Twine and Cordage. Polypropylene washing line is a new product from the core Twine and Cordage portfolio. The washing line was produced and marketed in February 2009. Unfortunately, the product failed to sell leaving major stocks in Twine and Cordage warehouse. Substantial revenue was lost resulting in low sales volume. Questionnaires were used to research the cause of the performance failure. The discussion encompasses the properties of polypropylene, substitute products, marketing of the products, and pricing strategies. The performance failure was mainly caused by poor initiation process, marketing strategies, timing and dissatisfaction of product attributes. Subsequently, the researcher recommended the company to amend and market the product, implement penetration pricing strategies and increase retail outlets.