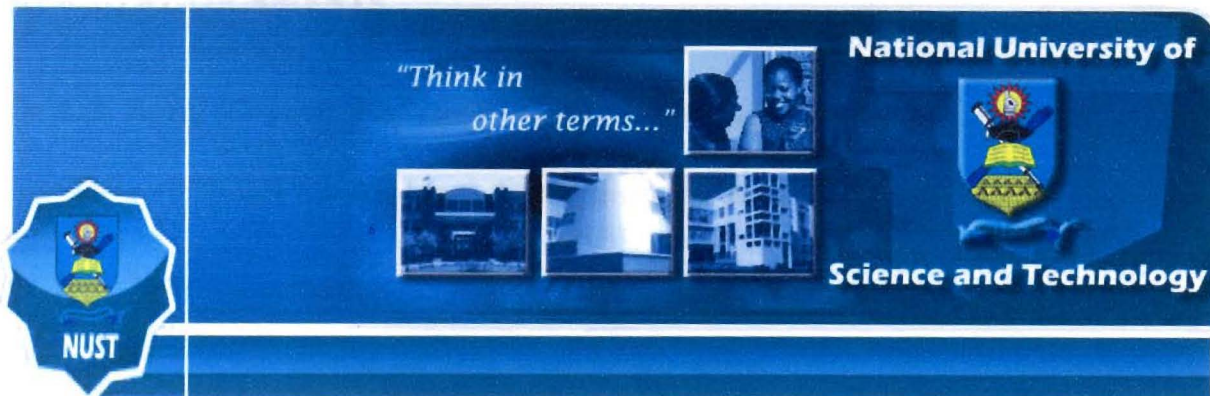


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DEPARTMENT OF TEXTILE TECHNOLOGY

FACULTY OF INDUSTRIAL TECHNOLOGY

**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
BACHELOR OF TEXTILE TECHNOLOGY (HONOURS) DEGREE**

MAY 2010

SUPERVISED BY: MR. P. GONDE

**THE IMPACT OF THE IMPORTED CHINESE BLANKETS ON
ZIMBABWEAN BLANKET MANUFACTURERS: A CASE STUDY OF
NATIONAL BLANKETS LIMITED**

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ABSTRACT

There has been a speculation by economic analysts that the cheap textile and clothing imports from China and Asia as whole are undermining the country's efforts to revive the textile and clothing industry. These imports are sold at lower prices compared to the locally manufactured ones giving them a competitive advantage over local textile products. The Zimbabwe Textile Industry contributed to the economic growth in the 70s. It achieved a stable constant growth during the mid-80s to the early 90s. There was a sharp decline in the mid-90s, a trend which has continued until now.

This project is intended to provide a comprehensive survey of the impact of the imported blankets on Zimbabwe's blanket manufacturers. It examines the impact of imports on local producers' market share, and how it has affected the employment of the blanket manufacturers in Zimbabwe. The research also intends to examine the relationship of the Zimbabwean blanket manufacturers and its customers