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**FACULTY OF INDUSTRIAL TECHNOLOGY**

**DEPARTMENT OF TEXTILE TECHNOLOGY**

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**PROJECT RESEARCH TOPIC:**

**FACTORS CAUSING THE DECLINE IN THE MARKET SHARE OF  
LOCALLY MANUFACTURED APPAREL TEXTILE PRODUCTS.**

A dissertation submitted in partial fulfilment of the requirements for the  
Bachelor of Textile Technology (Honours) Degree

JUNE 2010



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## ABSTRACT

This project will discuss and recommend solutions to problems faced by the Zimbabwean Textile Industry. Between 1980-1990, Zimbabwe's Textile industry was a vibrant sector and contributed 11.3% of the total GDP of the manufacturing sector and employed thousands of workers. The industry is now facing several challenges, more particularly, the failure to maintain their operations running. The influx of cheap imports coupled with the deterioration in the standard of living for most households negates the preference for local products, hence the industry becomes unsustainable.

The survey noted that the major problems faced by the clothing industry are related to the macroeconomic deterioration and the economic mismanagement. Almost all the clothing firms covered during the survey held the operational costs as the main problem in their failure to deliver and maintain their customer base.

The lack of an Industrial Policy creates further problems for the industry to achieve competitive advantage in international markets. In addition regular tariff reviews are necessary to ensure that the sector is always taking advantages of its strength and opportunities.