

**ROLE OF A CUSTOMER ORIENTED PRODUCT
DEVELOPMENT FACILITY TO STRENGTHEN
THE JONES NEW YORK LABEL**

H.M. Dasharatha Herath



This dissertation was submitted in partial fulfillment of the requirement for the Degree of
Master of Science

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Department of Textile and Clothing Technology
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ABSTRACT

Gain of maximum returns by providing an integrated service to the buyer must be ensured every single day in the fashion industry. Because, the level of value addition to the fashion reaches the prosperity in fashion's business. As a franchise license holder from the buyer it is very important Madison Maidens Inc - USA to take extra attention in the front-end activities of the total process. A perfect start is a success of the end.

Front end activities like deciding fabrics, trims; colors and design esthetics are not standardized as the bulk manufacturing. It will be a success only because of the rational decision-making and the amount of value adds in all the areas of product development.

By setting up a comprehensively addressed product development process, all the team members would be effectively focused on the prospect of value addition; there by increasing buyer's & its retailer's confidence on sourcing from Madison Maidens Inc there after.



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DEPARTMENT OF TEXTILE AND CLOTHING TECHNOLOGY

UNIVERSITY OF MORATUWA

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SEPTEMBER 2007

DECLARATION

I here by certify that entire work done in this dissertation was carried out by me under the supervision of Dr. Nirmali de Silva and the work included in this dissertation has not been submitted to any other academic qualification at any institution.

.....
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According to the best of my knowledge, the above statement of the candidate is correct.

.....
Dr, Nirmali de Silva.

(Project Supervisor)

ABSTRACT

“Role of Customer Oriented Product Development Facility to Strengthen the Jones New York label”

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