



Approaches to supply chain logistics integration in the textile/clothing sector: an exploratory study in the Region of Campania

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Abstract

Given its potential to reduce lead times and total costs of operations, increase delivery speed, responsiveness and flexibility, and ultimately customer satisfaction, supply chain logistics integration can help to improve the competitiveness of the Italian textile and clothing (T/C) firms. However, few research works on supply chain management in general, and few studies on logistics integration in particular have focused their attention on this sector. This paper analyses the approaches to supply chain logistics integration adopted by T/C companies located in the Region of Campania (Southern Italy) through a qualitative approach based on case studies. The preliminary findings of the study highlight that the prevailing approach to supply chain logistics integration is limited to functional boundaries within the firm.

Keywords: Supply chain logistics integration; Textile and clothing; Region of Campania.

Introduction

In the past years, European textile and clothing (hereinafter referred to as T/C) manufacturers have been facing unprecedented competitive pressures generated by the increasing globalisation trend, the process of trade liberalisation and the decline in international consumption. To cope with these pressures, the industry out-sourced operations with a lower value-added and re-engineered activities resorting to a higher use of quick response and more general applications of computer-aided techniques for design, cutting and finishing (Taplin and Winterton, 1997; Stengg, 2001). Despite these efforts, the increasing penetration of imports from low-wage newly industrialized countries makes competition on price more aggressive and the higher market volatility drives T/C manufacturers to get additional efficiency from extant production systems (Taplin, 2006).

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