

The Adoption of QRS by Apparel Manufacturing Characteristics

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In the competitive business environment, QRS(Quick Response System) has been considered as a new business strategy to meet various consumers' needs. However, most of previous studies on apparel QRS couldn't be effective so much since they have been limited on the network between branches and not specialized by items.

The purpose of this study is to identify the usage and the necessity of QRT(Quick Response Technology). Besides, it is to compare the flexibilities of apparel contracters in casual wear. The research was conducted to 38 apparel manufacturers and four apparel contracters by questionnaire surveys.

The result of study runs as follows:

1. The most frequently adopted technology lies on the inventory control system. The least adopted QR technology lies on flexible manufacturing. Therefore, short cycle production and computer aided manufacturing technologies are required. QRT adopters require better technologies for the perception of the new technology's benefit.
2. In analyzing the necessity of QRT adoption according to the rate of response product, the group of low response product perceives higher necessity of POS data and product planning with customers than the group of high response product. From the findings, Low response product group considers POS data and control of production as a fast turnaround goods.
3. At the lead time of the manufacturing process, the high response product group takes time shorter than the low response product group does.
4. After comparing production characteristics by production place type, a group of small production with many items produced in domestic, a group of mass production with many items produced in both domestic and international place.
5. On the aspect of flexibility, the efficiency of apparel production was high when the production was conducted in professional sewing contractor. Therefore it is required professional sewing contractor classified by item, automated sewing machine, layout with process analysis. It'll make the sewing process flexible.

In this study, the strategy for the establishment of QRS in casual wear is proposed. A low response product rate company is required fast turnaround goods in production and inventory reduction technologies. And the medium to small production company will be efficient by using domestic production, mass production with many items will be efficient by using both domestic and international production.