

Garment Industry of Sri Lanka: Competing in a Quota-Free Era

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Abstract: The global apparel industry is undergoing a rapid transformation with respect to the demands of buyers and the strategies adopted by suppliers to meet these demands. This paper describes the changing requirements of buyers and the capabilities that suppliers ought to have in order to match these demands. The present study which covered twenty Sri Lankan export firms manufacturing basic garments and ten factories producing high value apparel exposes the significant gap that lies between the exacting requirements of buyers and the capabilities of local suppliers. The study concludes by proposing measures that need to be adopted in order to bridge this gap.

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