E-COMMERCE APPLICATIONS AT TURKISH TEXTILE AND APPAREL INDUSTRY

Vedat DAL, Ahmet ÖZBEK
Marmara University, Technical Education Faculty, Department of Textile Studies, Istanbul, TURKEY
vedat@marmara.edu.tr, aozbek@marmara.edu.tr

Abstract

Internet technology has been used increasingly to enhance the global competitiveness of various industries through the widespread applications of cost effective electronic commerce. Individuals with Internet access increasingly approach the Web as a market space. People online do research before they buy, make purchase commitments, arrange financing, take delivery of digital products, and obtain follow-up service. In this paper, we focus on information e-commerce applications at Turkish textile and apparel industry.

Key words: *E-Commerce, Apparel Industry*

Authors

Vedat DAL(PhD), Ahmet ÖZBEK (MSc)
Marmara University, Faculty of Technical Education, Department of Textile Studies
Kayişdağı Cad. 34722 Göztepe/Istanbul TURKEY

Phone: 00 90 216 336 57 70 (ext.664) Fax: 00 90 216 349 61 11

EFFECT OF QUALITY ASSURANCE SYSTEMS ON COSTS IN CIRCULAR KNITTING SECTOR

Erkan İŞGÖREN, Nuriye İŞGÖREN
Marmara University, Technical Education Faculty, Department of Textile Studies, Istanbul, TURKEY
Marmara University, Vocational School Of Science, Textile-Ready Wear Programme, Istanbul, TURKEY
eisgoren@marmara.edu.tr, nisgoren@marmara.edu.tr,

Abstract

In our time the textile companies, because of ever increasing competition in the world have to produce the best quality the most cheaply. An investigation done to check the level of the weaving industry which is an international market has put forward many threats not considered by the institutions. In the study, the cost of lack of quality in ring weaving, a sub group of weaving industry. In the study a survey was carried out on the medium size ring knitting. For this purpose 55 institutions were given questionnaires.
In the Textile a Ready Wear industry which has the biggest share in the export of Turkey, especially the clothes woven from ring woven material. This ratio has been increasing day by day. In our time when better quality and better valued, both in order to be able to compete and work with limited waste for cost reduction are essential. This study shows how far the institutions follow these rules.
Turkish knitting industry has the highest technology. In addition, Turkey has overtaken Italy, number one weaver, in the field of technology. In this study it is checked how important quality is in order to improve the quality or at least keep it.

Key words: *quality in ring weaving, material flaws in ring weaving, cost elements in knitting*

Authors

Erkan İŞGÖREN (PhD), Nuriye İŞGÖREN (PhD)
Marmara University, Faculty of Technical Education, Department of Textile Studies
Kayişdağı Cad. 34722 Göztepe/Istanbul TURKEY
Phone: 00 90 216 336 57 70 (ext.408) Fax: 00 90 216 349 61 11