

Fabric research,
research a 'new'
apparel or home
textile



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Rio de Janeiro home textiles There is a new upcoming home textile development in rio de janeiro called Rio De Janeiro textiles. This company collects plastic bags and any form of waste and recycles it to clothes, which are mostly to be worn at least once and not more than twice. These waste ranges from wood, hard plastic and even metal not forgetting the eco enemy plastic bags. The main product however is the leaf fabric, which has slowly shouted in the textile industry worldwide. Rio De Janeiro textiles does not have specific consumers and this limits its advertisement because it fears losing some consumers by concentrating on one group. This is an issue by itself since if it had a target group; it could have an appropriate price level, which it does not have. There are more issues but not related to targeting and positioning. It therefore clear that the typical buyer in this scenario is anyone who has the will of using the new home textile product without polluting the environment. The company belongs to a local investor known as Almasi Algar who also supplies the products to America, UK, Asia and many more from different continents. Still in the incubation period, the company can hold a minimum of 100 employees who are currently on site and sits on a 3-acre piece of land in the leafy suburbs of Rio de Janeiro.

Concept description The actual composition of the fabric is different types of leaves ranging from the soft to the hard leaves. Depending on the preferred texture, the leaves undergo the process of sorting; using high tech machinery and workers manually select shouting and clean colors. They are soaked for some time under strict and disciplined scrutiny and later mixed to make a garment. Dedicated employees among the 100 mentioned earlier and printed depending on fashion trends then finish the garment. The

benefits of this fabric in subject are many having in mind that everybody is <https://assignbuster.com/fabric-research-research-a-new-apparel-or-home-textile/>

trying as much as possible to say goodbye to the disastrous global warming. It is eco-friendly and recyclable and very comfortable to wear. The fabric can make it during dry and wet weather and can keep warm and as well serve as a summer cloth. The fabric sells in the global market because of its features. The features extend to being warm, cool to wear and long lasting if taken care of. The most amazing thing about this fabric is that the end uses are many making the company more popular while still in the incubation stage. The end uses include making hurts, shoe inner souls, earrings, house mats and doormats, curtains, teller shirts and pants. These are just the products released in the market so maybe when out of the incubation stage there will be more. There will be something done in each step of customers process of buying for the purposes of making it easier and faster for them to make purchases. Rio de Janeiro textiles have many issues when it comes to target consumers and positioning. The target consumer is not stable in terms of when they have money and when they do not have. Many of them depend on their parents to get money meaning the product affects both the parents and the children. When selling the fabric, fashion is the first thing that comes into the minds of many people. The most difficult thing is determining a target group because the company has to design its products according to the consumer. However, Rio de Janeiro textiles design its fabric in different colors to suit the young generation where girls want bright colors and boy's dull colors. Mostly the company uses billboards to advertise these products using individuals of certain target group. These billboards mean to influence the peer to try to look the same. Young people for example easily get influence from friends maybe in school and social places. Peer pressure has influenced many people to buy what they did not intend to buy. If these

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people come from rich backgrounds, there are people they want to identify with and mostly in the music industry. Retail Outlets and estimated retail price The company is yet to come up with its own outlets and therefore depends of wholesalers and shopping malls. The estimated retail price varies depending on distance from the point of supply but the company is coming up with an incentive to assist in pricing. The incentive employed in the price is that they have very low price attributes to their catalogue. They employ this while ensuring that their products are affordable to people from all classes. Rio de Janeiro textiles' is therefore the favorite choice for parents, since it offers their children what they most prefer as well as pocket friendliness. Rio de Janeiro textiles have identified various aspects of life where they can create promotional incentives. It is widely involved in sport promotion all around India, offering not only money to help in recreational activities but also in providing prizes to winners. Existing fabric this development might impact/impacts This fabric will affect almost all the existing fabrics, as the end uses are similar. This means Rio de Janeiro textiles has a variety in its products. The young people want surprises for new products each new day, one of Rio de Janeiro textiles marketing policies. Rio de Janeiro textiles should change the similar trends and improve on the variations. Labeling requirements The labeling requirements are no different from what one sees at the back or side of the worn clothes. This includes the fiber content, which in this case is 54%, care symbols like warm ironing, no hand wash, no bleaching detergents, keep of fire and mostly the recycle symbol. Conclusion The best definition of Merchandize range & Assortment is combination of the available products in a store and those offered in a given category. Product diversity is a major role player in Rio de Janeiro textiles'

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