**Textile**

**Introduction**

The textile and clothing sector is regarded as the engine of growth for many developing countries in Asia, since it accounts for around 45 percent of developed markets imports from the developing countries and weaves textile is one of those.

**SWOT Analysis:**

The most important parts of a SWOT analysis specify the actions that correspond to the elements you identify. By using the results of the analysis to improve the situation of your company, you can reduce the likelihood of developments that negatively affect the business while improving performance.

**Strength**

**1. Raw material base**

Weaves textile is the strength of using fine quality yarn, threat, cotton, colors from their competitors. It is well known quality of raw material witch finally makes a good stuff of cloth.

**2. Highly skilled Labor**

We have skilled labor through which we are producing maximum quality products with less cost.

**3. Impressive Heritance**

Due to cultural diversity and rich heritage, designers come up with new different and attractive designs which are appreciated worldwide. Our culture comprises of Sindhi, Punjabi, Balochi and Pushto values. So we try to introduce the best of these four. But most of the focus of us on Punjab styles and demands.

**4. Different setups**

We recent shift our brand to urban areas, which increased income levels and growth of the population raised the domestic demand. This means more factories more manufacturing units, more supply and more labor.

**5. Innovation**

The company believes in product innovation and has successfully leveraged it strengthen yarn manufacturing to make a variety of fabrics.

**Weaknesses**

**1. Research & Development (R&D)**

Developed countries are using the technology of biotechnology and genetic engineering to increase the quality and quantity of their cotton production. We are able to grow colored cotton, organic cotton and several different varieties cotton to added value to the textile chain. But due to the lake of research and development there is less profitability as cost.

**2. Lack of HR department**

Modern technology in the textile sector requires educated and trained technicians.  Similarly, modern management techniques are a major need, particularly in areas of Marketing, Finance and Human Resource Management

**3. Less technology**

We have technology but not so fast and unique which decreases the productivity. Takes much time to produce one unit which increase the cost and decrease profit ultimately.

**4. Political instability**

Political unrest, strikes and terrorism have critically affected the economy of Pakistan **.**Although we have a better performance but due to the flexibility of political instability effects our working condition which ultimately effects our performance and profitability

**Opportunities**

1. **Marketing**

Targeting the unexplored export markets with the help of aggressive sales and marketing will pave the way for the textile growth. It’s all about hunting your opportunities with the handful of colorful lollipops. If we make investment in our sales force and train them in the fine art of marketing textile products, we can capture an much bigger market share from other smaller competitors.

**2. Collaboration with foreign companies**

By making partners with the foreign companies, we will be able to learn a lot from them in terms system orientation, supply chain and it would be feasible to import latest technology. We can also reduce our costs, comply with the international standards, and add value to our products, easiness in marketing our products in different foreign regions, improved labor and thus catching up with our regional competitors.

**3. Re-engineering of production system**

Information technology has a crucial role in manufacturing sector. Acquiring state of the art machinery is though very much expensive, but a very fruitful and necessary measure to stay competitive in the long run.

**5. Producing high value products**

It’s better to export yarn than raw cotton. Similarly it’s better to export finished fabric than to export grey fabric. Furthermore it’s very much feasible to export readymade garments than to only fabrics.

**Threats**

Changes in the external environmental also may present threats to the

firm. Some examples of such threats include

**1. New competitors**

We are facing new competitors in textile sector such as Nishat, Sana Safinaz & Gul Ahmed. Though we cannot avoid competition but we can always stay ahead of them by reforming our strategies and educating our entrepreneurs so as to move one step forward in every aspect.

**2. Fashion life cycle**

Fashion changes day by day these days. Continuous Quality Improvement is need of the hour as there are different demand patterns all over the world.

**3. Balance in price and quality**

It’s a difficult task to make a balance in price and quality.

Now the buyer does not want to wait long for his consignment because he is insecure that by the time it will reach to him he will lost its demand due to change in fashion.

**Things which are important for the survival of our industry in market.**

Be proactive as to innovate your products

Cheap and skilled labor

Quality material and product

Good infrastructure for easy access to market

**Conclusion**

As we know textile industry is the backbone of the Pakistan’s economy. So we have to seriously analyze its strengths and weakness so as to make the textile industry more competent among its rivals. What we really need here is to work out the plan and to implement it accordingly and although much work has to be done by Government of Pakistan, it also the responsibility of the entrepreneurs to cooperate and foresee the challenges and opportunities ahead and make things according to the demand of our customers.