ABSTRACT

This study was designed to gain a deep and timely understanding about the stature of current textile and apparel (T&A) manufacturers in China whose industry appears to be in the transition from the growth to the full mature phase of the industry life cycle. The findings revealed that the T&A industries in China seem to be in transition from the growth to full mature phase of the industry life cycle. Firms seem to be shifting their business bases from manufacturing to retailing, designing, and marketing, while emphasizing more on general operational, organizational knowledge, and learning resources than physical and financial resources. Firms with foreign-ownership or foreign partnership were more likely engaged in non-manufacturing business activities. The findings may help investors identify key products, services, and resources to be prepared for success in today’s T&A industries in China.