

ENTRANCE REQUIREMENT PROJECT | APPAREL MANUFACTURING MANAGEMENT

Imagine you are an entrepreneur who has set out to develop a new line of clothing. First, create a company name and then determine the type of apparel that you would develop.

Apparel Manufacturing Management Exercise

Choose a category and then select one of the choices within the category (A, B, or C). Describe this clothing line and identify the customer who would buy your line. You can do this through illustrations, photographs, or magazine-clippings. Include such information as age, income, education, and lifestyle (jobs, leisure activities, family life). This should be a word and a picture essay.

SPORTSWEAR

- A. Swimwear
- B. Ski/Snowboard wear
- C. Exercise wear

WOMEN'S

- A. Career
- B. Evening
- C. Leisure

MEN'S

- A. Career
- B. Evening
- C. Leisure

CHILDREN'S

- A. Play
- B. Party
- C. School

SPECIALTY

- A. Maternity
- B. Large sizes
- C. Petites or your own choice

IMPORTANT NOTES

Be prepared to discuss the types of customers targeted and the types of merchandise shown in your project.

Your work will be reviewed for creativity and quality of presentation. Remember: A neat presentation is always advantageous. All work submitted to FIDM becomes the property of the college and will not be returned.