
A Proposal to
North Carolina Department of Commerce

For Research entitled

***State of the Union of the Textile Industry in North Carolina:
Improving Global Market Competitiveness with Identification and Assistance of
Core Competencies***

SUBMITTED BY

Principal Investigator

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***State of the Union of the Textile Industry in North Carolina:
Improving Global Market Competitiveness with Identification and Assistance of
Core Competencies***

This research proposal is to conduct analyses of the textile industry in North Carolina. With today's global competitiveness in the textile industry, it is important to study the North Carolina textile industry, identify core competencies of North Carolina companies, and determine ways to assist these companies for increased global competitiveness (to "survive and thrive"). With the pervasiveness of textiles in North Carolina, the "textile industry" will be defined by all related activities used in the textile supply chain: Traditional manufacturing, PLUS distribution, marketing and design, development activities, labeling/ticketing, testing services, e-commerce (B to C), and other auxiliary industries.

Specifically, North Carolina Department of Commerce will secure NCSU College of Textiles personnel's assistance in four areas:

- 1) *Market Analyses* of North Carolina textile industry, with a searchable and sortable data base by select variables (product, functions, contact information, core competencies, etc).
- 2) *Segment North Carolina textile companies into three categories* (secondary and primary research):
 - a. Companies that will survive/thrive ("will make it")
 - b. Companies that will survive/thrive with assistance from the North Carolina Department of Commerce ("will make it")
 - c. Companies that will NOT survive/thrive ("will not make it")
- 3) *Determine needed assistance for companies that "will make it"* (categories a., b.).
 - a. Collaborate and form alliances with textile trade associations and our seven regional partnerships.
 - b. Create and promote educational programs to increase companies' knowledge and awareness of the international textile market and strengthen company business strategies. Examples could include: Supply Chain Management, Global Business Strategy, Business and Marketing Plans, Niche Product Development, Technology Enhancement, Trade Show Development, and other training and research support.
 - c. Increase Import/Export knowledge: Export Ready Program
 - d. Attend conferences and seminars that will challenge current thinking to enhance visioning and strategic processes.
- 4) *Identify future collaborative projects between the North Carolina State University College of Textiles and the North Carolina Department of Commerce – to enhance the global competitiveness of the North Carolina textile industry.*

Personnel from NCSU College of Textiles will provide leadership in all four areas by providing research regarding companies, products, markets, and assistance programming and development. Personnel in the NSCU College of Textiles are recognized internally for their expertise in textile global market competitiveness. In addition, NCSU personnel will work

closely with the North Carolina Department of Commerce in these four areas as they implement recommendations made by NCSU throughout their organization and within industry. Finally, NCSU personnel will support their implementation by providing reviews and assessments and support where needed.

The proposal provides a general direction for the project, four specific areas of responsibility for NCSU College of Textiles, as well as a spirit of mutual trust and good will to cooperate.

The project is to begin immediately at a total cost of \$50,000, with funds allocated to the NCSU College of Textiles. The budget for the project will include faculty and graduate student time, as well as activities outlined on the attached Industry Sector Team Budget Matrix.

The timeline for the process is as follows:

| | |
|-------------------|---|
| January 15 | In-depth market analysis of the North Carolina textile industry, with an extensive database that is sortable and searchable. Segmentation of North Carolina companies into three (3) categories and initial visits to textile trade associations and regional partnerships |
| March 15 | Begin visits to those companies identified in the “will make it with NC Department of Commerce assistance” category. Recommendations (with details) for Assistance Programs to provide companies with assistance/direction for global competition, focusing on the company’s core competencies |
| April 30 | Collect similar research data from our six foreign offices, and use this information to increase exports for North Carolina |
| June 1 | Identification of future collaborative projects between North Carolina State University College of Textiles and the North Carolina Department of Commerce. |

Note: Dr. Nancy Cassill, Professor, will coordinate the project and Dean Blanton Godfrey and Dr. Trevor Little (Department Head, Textile and Apparel Technology and Management) will take an active, working partner role throughout this initiative.

Outcomes from the Project:

Beyond the project deliverables, the following are additional project outcomes, with successes to the North Carolina Department of Commerce and North Carolina textile industries:

- Plan for survival for North Carolina companies
- Revenue generation for textile companies (“survive and thrive”) to increase global competitiveness
- Collaborative effort bringing together government/academe/industry
- Global expansion of North Carolina companies
- Begin to understand/define the economic impact to North Carolina of the North Carolina textile industries, with adapting of existing models (employment multiplication).

Principal Investigator Qualifications

NANCY L. CASSILL

Professor

Department of Textile and Apparel Technology and Management, College of Textiles, North Carolina State University

Education

Ph.D. University of Tennessee – Knoxville
M.S. Indiana University
B.S. Purdue University

Honors, Awards and Professional Recognition

Outstanding Extension Service Award, North Carolina State University, 2003
Best Paper Award, International Applied Business Research, 2002
Fellow, International Textile and Apparel Association, 2000
President, International Textile and Apparel Association, 1997-1998
Nomination for UNCG Board of Governors' Teaching Award, 1999
Outstanding Research Award 1998 (Winthrop University)
Alumni Award: Century of Leaders 1997 (University of Tennessee)
Outstanding Teaching Award 1995 (Univ. of North Carolina Greensboro)
Outstanding Advisor Award 1989 (Univ. of North Carolina Greensboro)
Advisor: AAMA Undergraduate Research Paper Winners (1995, 1994)

Employment

Professor, *North Carolina State University*, 2000 – Present
Professor, *University of North Carolina Greensboro*, 1987-2000; Associate Professor (tenured) 1993-1999; Assistant Professor 1987-1993
Assistant Professor, *University of North Texas*, 1985-1987

Research Interests

Dr. Cassill's research expertise is global textile marketing, brand development, international textile trade, textile product development, strategic analysis, and textile consumer research. She has published over 120 articles in research and trade journals and speaks to academic and industry groups on textile marketing and consumer issues. Cassill directs textile marketing research studies with graduate (master's, doctoral) students, including research in the areas of branding, textile niche markets and strategic marketing. Dr. Cassill currently teaches undergraduate and graduate courses in international textile trade, global textile marketing, strategic product management, and textile market research. Nancy works closely with industry and government personnel in developing and teaching training programs related to global textile marketing issues and in collaborative textile marketing research projects. She currently serves as Managing Editor, *Journal of Textile and Apparel Technology and Management (JTATM)*; Technical Advisory Board Member, *INDA* (International Nonwovens Association), and International Trade Member, *INDA*.

Graduate Education and Research Contributions

Theses supervised ("chaired") to completion:- 8 Ph.D.; 38 M.Science