

“MARKETING AS A QUINTESSENTIAL TOOL FOR GROWTH OF ETHIOPIAN TEXTILE AND GARMENT SECTOR”

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ABSTRACT

The global economic reports suggest that Africa is the final frontier of the world and as the GDP of Ethiopia continues to rise substantially year after year, it's the right time that Ethiopia indulge into channelized marketing for textile and garment industry. Moreover there is a sequential increase in production and export of organic cotton to the U.S.A & Europe. It is realized that in the coming decade garment and textile industry is taking a serious turn towards ecological produce and marketing of products. Ethiopia being one of the fastest developing economies in Africa holds a great chance to develop the fashion industry on the whole as with the increasing GDP of the country the customer will have a bigger pocket to spend on fashion & lifestyle products. Moreover there is a substantial rise in the education if textile and garment sector as well. All these factors together will contribute to the growth of the Ethiopian market if the industries channelize their product sales through effective marketing mix.

KEYWORDS: Ethiopian Textile, Product Marketing and Development, Fashion, Brand Philosophy & Image