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A study on the Postwar Development and the Strategy of the Fujiyoshida Textile Production Area.

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Abstract

The current situation of Japanese fiber industry is becoming severe more and more. Because Import textiles and fabrics increase rapidly, the purchasing action of consumers has changed. Therefore the fiber industry is in recession for a long time and the total scale of the industry is reducing more and more. Additionally, the production of silk textiles and fabrics is in the same trend now. The purpose of this paper is to clarify the postwar development and the strategy of the Fujiyoshida textile production area. The method is based on the hearing at Fujiyoshida textile cooperative association etc. The conclusion is as follows: The postwar development in the Fujiyoshida production area is divided into four stages. The first period is the backing fabric production. The second is the bedding and the Kimono fabric. The third is the necktie fabric. The fourth is the various and small-lot fabrics. The characteristics of production and marketing structure on the recent year are as follows: The first is the deduction of allied companies, especially in textile manufactures. The second is small-sized textile manufactures. The third is three channels of marketing. Main channel is OEM (Original Equipment Manufacture), Subsidiary channels are the direct marketing and the direct sale for tourists. Therefore under the difficult circumstances, the way of the various and small-lot production has developed. The strategies are as follows: The strengthening of the cooperation between allied companies. The development of the silk goods to tourist.

Keywords

[Fujiyoshida](#), [Textile Production Area](#), [development](#), [strategy](#)

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