

AN EFFECT OF MAS HOLDINGS IN THE SRI LANKAN GARMENT INDUSTRY

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Abstract: In this study the Sri Lankan garment industry and MAS Holding Company considered, it can be recognized that the garment industry has been taken to a new dimension by obtaining a record income in the year 2023. The main research problem is to find out the effects of MAS Holdings on the Sri Lankan garment industry. The purpose of this research is to study the success and failure of the MAS Holding company, which is a major milestone in the Sri Lankan garment industry, and to study the nature of the Sri Lankan garment industry. The reason behind this was that MAS Holdings has positively impacted the apparel industry in Sri Lanka in the year 2023. This study was conducted specifically for MAS Holdings. Data was collected for this research study using the interview and observation methods. Information was obtained from two experts who are engaged in the garment industry. Moreover, qualitative and quantitative data were used for this study. There are various garment factories in Sri Lanka and among those various factories, only MAS Holding is used for this research. In the research study, it was found that Mass Holding has a positive effect on Sri Lanka's garment industry. This research was done in such a way that it is important for future researchers who conduct research on the country's economic development.

Keywords: Apparel Manufacturing, Fashion Brand, Garment Industry, International Market, MAS Holding, Positive Influence.