**T.C.**

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# INTRODUCTION

This study is focused on Supply Chain System of Unique Textile. The company's raw materials, inventory information, demand forecasting, and logistics were discussed.

Unique textile was established in Beyoğlu in 2010 and it is a textile company that produces first quality women's clothing and unisex T-shirts. Women's clothing is available in a variety of dresses, T-shirts, trousers and crop. The raw materials of Unique Textile products are cotton and polyester. They bring their cotton fabrics from Çorlu Hamboya factory and Polyester fabrics from Nilörme company. Unique Textile is supplying their accessories such as labels, zippers, buttons from Rudholm Accessories.

Logo

Description automatically generated

Figure 1. Logo of Unique Textile

## Mission & Vision of Unique Textile

The Turkish textile and apparel industry is the first sector with the highest foreign trade surplus (approximately $15 billion as of the end of 2018). In addition, it has a very serious contribution to the reduction of unemployment and the increase of welfare of the society with the employment it creates.

Unique Textile’s mission is to be passionate in product quality, innovative in design, contribute directly to the well-being of people wearing well-made, beautiful, comfortable original and perfectly processed clothes, and to establish a bond of feeling and trust with our customers. Their priority is to meet their demands.

Unique Textile’s vision is for all textile manufacturers, small or large companies (dyeing, washing, pressing, color and texture, processing, evaluations, and implementation of custom sewing products to be the number 1 partner in the field of textile finishing services across Europe.

## Unique Textile’s Strategy and Goals

Unique Textile has 3 main strategies. Their first strategy is knowing and meeting the customer needs. They conduct deep analysis of what customers expect from the products they purchase. In order to do that, Unique Textile is using their social media accounts efficiently.

Their second strategy is preventing the global warming while using their resources. Unique Textile is caring about sustainability. Therefore, they are gaining their customers’ and business partners’ love.

Unique Textile’s last main strategy is expanding the product line to compete against other textile companies. They are aiming acquisitions of rival competitors by increasing their product line which will lead them to increase their profits.

Their other strategies can be told as improving logistics, developing an effective linkage between industry, academia, and R&D institutes and working in close collaboration with competitors.

# SUPPLY CHAIN NETWORK

Unique Textile has divided their products into two main groups. The groups are as follows.

* Women’s Clothing
* Unisex T-Shirts

## Supply Chain at Unique Textile

Unique Textile’s supply chain experts are playing an important role in ensuring the quality of the products they offer to their customers and consumers. They keep inventory levels in balance to ensure the correct supply of products. They collaborate with commercial teams to accurately forecast demand.

## Forecasting

They are using ERP Softwares such as SAP Business One and SAP Integrated Business Planning programs. They are preferring historical data when there is sufficient data to use. Unless it’s not sufficient, they try to make the most accurate forecasting with their studies.

## Logistics

### Outbound Logistics

Outbound logistics refers to the transportation, storage, and delivery systems that bring your products to your customers. It is the way you bring your finished products to their destinations and Unique supplies raw materials in its factories and transports finished products most efficiently to the brands.

### Inbound Logistics

Inbound logistics refers to the network that brings goods or materials to your business. Your inbound logistics network includes everything you need to transport, store, and deliver goods to your business from other suppliers. The actual products that you bring into your business depend on what you do. Unique includes raw materials processing stages, after the fabric processing, processes are finished, packaging processes are carried out and delivered to brand.

## Facilities

Unique Textile has 4 factories, including Germany, Sweden, the Netherlands and Turkey. The company is currently trading in 3 countries on the European continent. In Turkey there is a production factory in Beyoğlu. Each factory has 100 employees. Their goal is to spread to more continents, increase their sales and grow more day by day.

|  |  |  |  |
| --- | --- | --- | --- |
| **Country** | **2019** | **2020** | **2021** |
| Germany | 40.548 | 51.632 | 51.949 |
| Sweden | 15.325 | 16.896 | 17.258 |
| The Netherlands | 4569 | 6756 | 6856 |

**Figure 2. Export amount of Unique Textile (in tons)**

## Pricing

Unique Textile is focused on the middle class when setting prices, and Unique Textile’s main goal is to produce strong and quality goods with suitable prices. In addition, we have entered into a price setting policy based on the prices of competing companies.

**Figure 3. Unique Textile’s cost percentage of fabric, accessory, and worksmanship.**

# CONCLUSION AND RECOMMENDATIONS

Textile has become a constantly changing industry. The textile companies that were established in the past disappeared when they could not catch up with the technology.

The biggest factor in their disappearance is the high prices they give to customers. Since customers found the price high, they turned to lower-priced alternatives. The most effective way to reduce prices in the textile industry is to reduce costs. It begins with strong supply chain. Keeping stock becomes very risky as the customer's demands are constantly changing. Our solution to this situation is to stock fabrics which we need the most on monthly basis. Estimating the monthly demands of the customer and keeping the appropriate stock. By minimizing our storage costs with safety stock, we optimize customer satisfaction and delivery time.

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