

Consumer Products and Retail Business Capability Model (Apparel Focus)

STRAW MODEL of CAPABILITIES

Note: Pillar 5 focuses on “Apparel Industry specific capabilities”

1. Research and Development
 - 1.1. Ideation and Innovation
 - 1.1.1. Fundamental Research
 - 1.1.2. Applied Research
 - 1.2. Intellectual Property Management
 - 1.2.1. IP Business Strategy Alignment
 - 1.2.2. IP Protection
 - 1.2.2.1. Trade Marks
 - 1.2.2.2. Copyrights
 - 1.2.2.3. Patents
 - 1.2.3. Knowledge Sharing
 - 1.2.4. IP Licensing and Commercialization
 - 1.2.5. Technology Development Roadmapping
 - 1.3. R&D Portfolio Management
 - 1.3.1. R&D Budget Allocation
 - 1.3.2. R&D Initiative Prioritization and Management
 - 1.3.3. R&D Portfolio Rebalancing
 - 1.4. Sourcing and Partnerships
 - 1.4.1. Innovation Sourcing Strategy
 - 1.4.2. Crowd Sourcing
 - 1.4.3. Open Innovation
 - 1.4.4. Research and Innovation Partnerships
 - 1.4.5. Component and Material Sourcing
 - 1.5. R&D Operations
 - 1.5.1. Product Design
 - 1.5.2. Packaging Design and Development
 - 1.5.3. Quality Assurance
 - 1.5.4. Engineering
 - 1.5.5. Component and Material Management
 - 1.5.6. Innovation Transition and Testing
 - 1.6. Regulatory and Compliance Management
 - 1.6.1. Regulatory and Compliance Framework
 - 1.6.2. Documentation Management
 - 1.6.3. Compliance Audits and Assurance
2. Markets Management
 - 2.1. Markets Planning and Strategy
 - 2.2. Markets Lifecycle Management

- 2.2.1. Market Entry
 - 2.2.2. Market Growth
 - 2.2.3. Market Exit
- 2.3. Market Performance Management
- 3. Product Management and Development
 - 3.1. Opportunity Management
 - 3.1.1. Industry, Market and Competitive Analysis
 - 3.1.2. Voice of the Customer
 - 3.1.3. Opportunity Identification and Assessment
 - 3.1.4. Opportunity Prioritization
 - 3.2. Product Strategy and Planning
 - 3.2.1. Product/Market Fit
 - 3.2.2. Minimum Viable Product Definition
 - 3.2.3. Persona Development
 - 3.2.4. Concept Testing
 - 3.3. Product Development
 - 3.3.1. Product Conceptualization
 - 3.3.2. Prototyping
 - 3.3.3. Packaging
 - 3.3.4. Testing
 - 3.4. Pricing Management and Analytics
 - 3.4.1. Pricing Research
 - 3.4.2. Product/Service Value Assessment
 - 3.4.3. Pricing Simulation
 - 3.4.4. Pricing Techniques
 - 3.4.5. Price Value Communications
 - 3.5. Product Marketing
 - 3.5.1. Product Communications
 - 3.5.2. Go-to-Market Strategy
 - 3.5.3. Product Positioning
 - 3.5.4. Product Data and Collateral Management
 - 3.5.5. Customer Advocacy
 - 3.5.6. Launch Planning
 - 3.5.7. Event Support
- 4. Supply Chain Management
 - 4.1. Supply Chain Strategy and Planning
 - 4.2. Procurement
 - 4.3. Inventory Management
 - 4.4. Transportation and Third Party Logistics
 - 4.5. Warehousing
 - 4.6. Sales Order Management and Fulfillment
 - 4.7. Supply Chain GRC (Governance, Risk and Compliance) Management
- 5. Apparel Design and Manufacturing**
 - 5.1. Apparel Design Management

- 5.1.1. Inspiration and Ideation
- 5.1.2. Historical Analysis
- 5.1.3. Trend Forecasting
- 5.1.4. Design Ethos
- 5.1.5. Design Models
- 5.1.6. Sampling and Prototyping
- 5.1.7. Sizing and Styling
- 5.1.8. Final Designs to Manufacturing
- 5.2. Merchandizing
 - 5.2.1. Merchandize Display
 - 5.2.1.1. Point of Sale Display
 - 5.2.1.2. In-Store Micro Stores
 - 5.2.1.3. Pop Up Displays
 - 5.2.1.4. Online Display
 - 5.2.2. Design Review
 - 5.2.3. Category Management
 - 5.2.4. Item Planning and Allocations
 - 5.2.5. Assortments
 - 5.2.6. Value Chain Collaboration
 - 5.2.7. Sampling
 - 5.2.7.1. Design Development
 - 5.2.7.2. Prototypes
 - 5.2.7.3. Fit Samples
 - 5.2.7.4. Marketing/Packaging Samples
 - 5.2.7.5. Showroom Samples
 - 5.2.8. Purchase Order Management
 - 5.2.9. Lab Dips and Bit Looms Approval
 - 5.2.10. Production Monitoring
 - 5.2.11. Quality Inspections
 - 5.2.12. Promotions, Pricing, Discounts
- 5.3. Garment Manufacturing
 - 5.3.1. Production Order
 - 5.3.2. Bill of Material
 - 5.3.3. Raw Material Procurement
 - 5.3.4. Fabric Washing
 - 5.3.5. Pattern Making
 - 5.3.6. Pre-Production Sample Run
 - 5.3.7. Production
 - 5.3.7.1. Planning
 - 5.3.7.1.1. Spreads
 - 5.3.7.1.2. Markers
 - 5.3.7.1.3. Production
 - 5.3.7.2. Spreading
 - 5.3.7.2.1. Shade sorting

- 5.3.7.2.2. Ply Direction
- 5.3.7.2.3. Lay Stability
- 5.3.7.2.4. Alignment of Plies and Tension
- 5.3.7.2.5. Distortion Minimization
- 5.3.7.3. Cutting
 - 5.3.7.3.1. Manual
 - 5.3.7.3.2. Automated
- 5.3.7.4. Sewing
 - 5.3.7.4.1. Ticketing
 - 5.3.7.4.2. Bundling
 - 5.3.7.4.3. Assembly
 - 5.3.7.4.4. Bulk Production
 - 5.3.7.4.4.1. Product System Planning
 - 5.3.7.4.4.1.1. Make Thru
 - 5.3.7.4.4.1.2. Conventional Bundle
 - 5.3.7.4.4.1.3. Clump
 - 5.3.7.4.4.1.4. Progressive Bundle
 - 5.3.7.4.4.1.5. Flexible Flow
 - 5.3.7.4.4.1.6. Straight Line
 - 5.3.7.4.4.1.7. Syncho Flow
 - 5.3.7.4.4.1.8. Modular
 - 5.3.7.4.4.2. Production
 - 5.3.7.4.4.3. Seams and Stitching
 - 5.3.7.4.5. Inspections and Quality Assurance
 - 5.3.7.4.6. Ironing
 - 5.3.7.4.7. Labeling and Tagging
 - 5.3.7.4.8. Packing and Packaging
 - 5.3.7.4.9. Ex-Factory Delivery
- 5.3.8. Finishing
- 5.3.9. Packing
- 5.3.10. Shipping
- 6. Distribution Management
 - 6.1. Distribution Strategy and Planning
 - 6.2. Distributor Acquisition and Onboarding
 - 6.3. Distributor Services
 - 6.4. Distribution Channels
 - 6.4.1. Retailers
 - 6.4.1.1. Retail Chains
 - 6.4.1.2. Independent Retail Stores
 - 6.4.2. Vending Machines
 - 6.4.3. Institutional Markets
 - 6.4.3.1. Restaurants
 - 6.4.3.2. Hospitals
 - 6.4.3.3. Corporate Cafeterias

- 6.4.3.4. Other
 - 6.4.4. Intermediaries
 - 6.4.4.1. Concession Management Firms
 - 6.4.4.2. F&B Catering Services
 - 6.4.5. Subscriptions and Clubs
- 7. Marketing and Sales Management
 - 7.1. Marketing Management
 - 7.1.1. Marketing
 - 7.1.1.1. Brand Marketing
 - 7.1.1.2. Corporate Marketing
 - 7.1.2. Public Relations
 - 7.1.3. Advertising
 - 7.1.4. Digital Marketing
 - 7.2. Sales Management
 - 7.2.1. Sales Force Management
 - 7.2.2. Sales Channel Management
 - 7.2.2.1. In Store Inventory Management
 - 7.2.2.2. Merchandizing and Display Management
 - 7.2.2.3. Re-ordering and Fulfillment
 - 7.2.2.4. Store Price Management
 - 7.2.2.5. Promotions and Incentives Management
 - 7.2.2.6. Loss Prevention
 - 7.2.3. Digital Channel Management
 - 7.2.3.1. Digital Content Management
 - 7.2.3.2. Social Media Management
 - 7.2.3.3. Product Data Management
 - 7.2.3.4. Ecommerce
 - 7.2.4. Cross Channel Management
 - 7.2.4.1. Multi-channel Order Management
 - 7.2.4.2. Personalization
 - 7.2.4.3. Product Recommendations
 - 7.2.4.4. Loyalty Management
 - 7.2.4.5. Returns Management
 - 7.2.5. Sales Operations Management
- 8. Stakeholder Experience Management
 - 8.1. Consumers
 - 8.1.1. Consumer Relationship Management
 - 8.1.1.1. Customer Servicing
 - 8.1.1.2. Case Management and Resolution
 - 8.1.1.2.1. Incident Logging
 - 8.1.1.2.2. Case Assignment
 - 8.1.1.2.3. Case Analysis and Resolution
 - 8.1.1.2.4. Case Escalation
 - 8.1.1.2.5. Case Communications

- 8.1.1.2.6. Case Visibility and Reporting
 - 8.1.1.3. Call Center Management
 - 8.1.2. Consumer Experience Management
 - 8.1.2.1. Customer Engagement Definition
 - 8.1.2.2. Omnichannel Experience Management
 - 8.1.2.2.1. Smart Phones and Tablets
 - 8.1.2.2.2. Point of Sales
 - 8.1.2.2.3. Social Media Channels
 - 8.1.2.2.4. IVR (Interactive Voice Response)
 - 8.1.2.2.5. Chat bots
 - 8.1.2.2.6. Web Channels
 - 8.1.3. Customer Crowd Sourcing
 - 8.1.4. Brand Ambassadors and Evangelism
- 8.2. Suppliers
 - 8.2.1. Supplier Relationship Management
 - 8.2.2. Supplier Interaction Channels
 - 8.2.2.1. Supplier Portals
 - 8.2.2.2. Procurement Networks
 - 8.2.2.3. Contact Center
 - 8.2.2.4. IVR
 - 8.2.2.5. Social Media Channels
 - 8.2.3. Supplier Case Management
 - 8.2.3.1.1. Incident Logging
 - 8.2.3.1.2. Case Assignment
 - 8.2.3.1.3. Case Analysis and Resolution
 - 8.2.3.1.4. Case Escalation
 - 8.2.3.1.5. Case Communications
 - 8.2.3.1.6. Case Visibility and Reporting
- 8.3. Retailers
 - 8.3.1. Retailer Relationship Management
 - 8.3.1.1. Acquisition
 - 8.3.1.2. Servicing
 - 8.3.1.3. Contact Management
 - 8.3.1.4. Relationship History
 - 8.3.1.5. Account Analytics
 - 8.3.2. Retailer Interaction Channels
 - 8.3.2.1. IVR
 - 8.3.2.2. Call Center
 - 8.3.2.3. Portal
 - 8.3.2.4. Events
 - 8.3.2.5. APIs and Electronic Data Integration
- 8.4. Distributors
 - 8.4.1. Distributor Relationship Management
 - 8.4.1.1. Acquisition

- 8.4.1.2. Servicing
 - 8.4.1.3. Contact Management
 - 8.4.1.4. Relationship History
 - 8.4.1.5. Account Analytics
 - 8.4.2. Distributor Interaction Channels
 - 8.4.2.1. IVR
 - 8.4.2.2. Call Center
 - 8.4.2.3. Portal
 - 8.4.2.4. Events
 - 8.4.2.5. APIs and Electronic Data Integration
- 9. Business Management
 - 9.1. Corporate strategy and Planning
 - 9.2. Corporate governance
 - 9.3. Business performance management
 - 9.4. Treasury
 - 9.5. Risk management
 - 9.6. Legal and regulatory compliance
 - 9.7. Reporting
 - 9.8. Insights and Analytics
 - 9.9. Common Services
 - 9.9.1. Financial accounting and reporting
 - 9.9.2. Supply Chain Management
 - 9.9.3. Procurement
 - 9.9.4. HR administration
 - 9.9.5. Asset Management
 - 9.9.6. Property Management
 - 9.9.6.1. Factories
 - 9.9.6.2. Warehousing
 - 9.9.6.3. General Real Estate
- 10. Technology Management