

## The Printed Upholstery fabrics between design, marketing and development to reach local and global competitiveness"

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### **Abstract:**

Due to the high degree of competitiveness in the field of Upholstery industry, specially the printed type, in addition to the increase in other affecting factors in the competitive market, there is an increase in the importance of the creative thinking. So, the players in this industry should follow designing and manufacturing processes of the printed Upholstery through application of marketing studies which take its subjects and interests from the general changes in the market, consumers' desires and production level in various markets in addition to practically translate this in new designs of the Upholstery fabrics oriented to the customer. So, the idea of this study emerged to contribute in explaining and ensuring the relation of the printed design of Upholstery fabrics and marketing problems which face both the designer and marketing man which now considers a great restriction to development of this industry, which is very rapid in its development and progress of its creative products, due to absence of suitable marketing programs serve the target of development and creative design. From this point the researcher selected this study which is the printed Upholstery between designing, marketing and development to reach the local and global competitive capacity. **The study problem** could be summarized in how to reach a modern and developed marketing methods could act on the successive marketing of the printed Upholstery fabrics to achieve the local and global competitive capacity, study the problems like absence of connection between the design departments with marketing departments in most industrial organizations, cease to concern with presence of marketing activity before commence the production processes to help the organizational companies to avoid the results of changes in markets and competitive and other issues that could make it is impossible to achieve a proper scientific planning without executing marketing studies where one of its main elements should be product design. Also one of the incentives to execute this study is the scarcity in Arabic studies that concern with these aspect and the insistent need to execute many of these studies. **The study aims** to discover modern and developed marketing methods in both local and global marketing to the printed Upholstery fabrics, planning a marketing program serves the purpose of development and create the design, explaining the importance of development and creating in the designing thought in activation the marketing movement of the printed Upholstery fabrics and increase growth of the Egyptian economy which shall benefit the Egyptian citizen as a result of increasing of both production and marketing due to increase the marketing activities of the Egyptian Upholstery fabrics. **The findings** that all what related to elements of Upholstery fabrics as the aesthetic form of the printed design and efficiency of print processes depends on application of the modern concept of marketing to reach to high quality products accepted by the customer. The study also asserts on the importance of connection between designing departments and marketing departments in the industrial organizations. To know and determine needs, desires and favorites of the customers. Also it is necessary to create marketing activity before commencing in designing and production processes where this enable organizations to avoid the consequences of the change in markets , competitiveness and other factors. The study also ensures on the importance of development in the designing thought and its role in activation of the marketing movement of the printed Upholstery fabrics.

### **Keywords**

**Competitiveness  
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Design  
Marketing**

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