Design Alternatives to Women’s Abaya in Light of the Economics of Clothing Production

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Abstract:
The issue of developing small projects is considered equally significant for both the developed and developing countries. Such projects play a crucial role in both social and economic development. They create job opportunities and reduce unemployment. They are also considered one of the most prominent domains of the Kingdom’s 2030 vision. Therefrom, amidst the ways to support such small projects is the scientific contribution to solving their problems that hinder their success and continuity. Among the most notable problems which face the said projects, is the lack of experience of some entrepreneurs in pricing their products. As well as, ensuring that they are marketed in the suitable way for both, the producer and consumer. Therefore, this research aims at clarifying the importance of implementing samples of the product before starting to produce mass quantities. Including confining some design alternatives that can be used to modify the product by either giving it a higher or lower value that satisfies the aspiration of the producer and the requirements of the consumer. This is by applying design alternatives to women’s Abaya as a model for a piece of clothing. Along with the calculation of the cost value for each design thereof. This research utilized the descriptive approach and applied study. The pilot study concluded that there is poor awareness among some producers of small projects regarding the importance of implementing a sample before starting manufacturing to estimate the production costs to determine the appropriate price for the production cost and the required profit thereof. The applied part of the research proved the possibility of the availability of design alternatives to be used to modify the product to give it a higher or lower value. It was found that the unnoticeable differences in the design increase or decrease the product cost value. The research most prominent recommendations are as follows: The need of paying attention to study the problems facing small projects in the field of clothing to ensure their success and continuity. Educating some entrepreneurs to implement a sample before starting product mass manufacture to; produce a good design, estimate the product costs, and make the proper pricing decision.

References:

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Product, cost, pricing, production techniques