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FASHION RETAIL MARKETING FOR SMALL, MEDIUM AND MICRO ENTERPRISES

Abstract:

South Africa is one of the many countries which depends on small, medium and micro enterprises (SMMEs) for economic development. Fashion designers are faced with many challenges in establishing themselves as entrepreneurs. Fashion entrepreneurship entails an intense understanding of customer relationship. The long term survival of clothing and fashion SMMEs depends on identifying the best practices within the cut, make and trim (CMT) sector.

It is against this background that this paper seeks to assess the practices of SMMEs in the clothing and fashion sector. A survey was conducted amongst clothing and fashion SMMEs listed with the eThekweni Municipality (Durban-South Africa) Business Support, Tourism and Markets Unit. Quantitative research was undertaken by means of a self-administered questionnaire. Data was analysed using descriptive and inferential statistical techniques.

The results indicate that being 'passionate about fashion', and 'innovative' were vital for the success of a clothing and fashion entrepreneur. Clothing and fashion entrepreneurs also rate 'developing online retail' and 'networking' as important best practices. The best practices identified in this paper will guide SMMEs to establish and sustain clothing and fashion enterprises.

Keywords:

Fashion entrepreneurship, SMMEs, networking, online fashion retail, pop-up-retail