

THE POTENTIAL AND INTEGRATION OF LEAGILITY IN FASHION SUPPLY CHAINS

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Abstract:

Offshore manufacturing and outsourcing trend in recent days in fashion industry complicates their supply chain (SC). This paper aims to study this perplexity and assesses the potentiality of Leagility to improve the responsiveness in less cost setting and the integration possibility to achieve required competitiveness in such circumstances. It also recapitulates the nature of the fashion supply chain and observes the aspect of Leagility within existing literature on supply chain management (SCM) and Leagility through case studies. It is observed that the tendency of global sourcing and the essentiality of quick supply of the manufacture economically oblige them to rethink the SC strategy and Leagility is beneficent in this context in absorbing the turbulence. This research is based on the analysis of a Finnish case company which deals with different product types and brands. It would be advantageous to compare more cases from different segments and explore the performance of lean and agile in similar cases. The knowledge added by demonstrating the Leagile fashion supply chain, can be exploited by the retailers drown into the turbulence and unsure about the apt strategy for quick processing of their merchandise. The usefulness of Leagility in fashion supply chain yet to be substantiated. Hence this paper added the insights on Leagile fashion SC for better control.

Keywords: leagility, supply chain, fashion industry, responsiveness, analytic hierarchy process