

Several Reflections on Chinese Apparel Enterprises' Improving Employees' Qualities

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Abstract. With apparel enterprises as research objects, this paper briefly analyzes problems and current situation of the development of Chinese apparel enterprises, and the important role of employees' qualities in the development of apparel enterprises, and then studies on main ways for Chinese apparel enterprises to improve employees' qualities.

Introduction

China is the world's largest textile and apparel export country, and its apparel industry is also China's the most competitive traditional manufacturing industry, and is one of China's industries with the highest marketization degree, the greatest competitiveness, the closest markets at home and abroad and final consumption, and the greatest economic growth, and is also a relatively labor-intensive industry. For a long time, textile and apparel industry is China's traditional pillar industry, and accumulates a large amount of capital for national economic construction during industrialization. At present, textile and apparel industry is still one of important industries, makes outstanding contribution to balance of foreign exchange receipts and expenditures, and has cumulative trade surplus of USD 335.2 billion by exporting textiles and apparel since the Fifteenth National Congress, and this figure is 1.6 times greater than the total national trade surplus at the same period, and becomes an important industry that increases China's foreign exchange reserves. Textile and apparel industry also provides lots of jobs for the society, and plays an important role in relieving problems in "agriculture, rural areas and farmers". More than 70% of practitioners in apparel industry are from rural areas, and actual revenue of above RMB 100 billion is increased for farmers each year, and thus industry nurtures agriculture. The development of apparel enterprises drives the development of the entire apparel industry, and has become an integral part of China's national economic construction and development system at present stage. However, Chinese apparel enterprises have many problems at current stage of development, and a key problem is that employees' qualities are not in line with requirements of industrial upgrading and international competition, which shall be solved as soon as possible.

Analysis of the current situation of the development of Chinese apparel enterprises

Currently, two key problems of Chinese apparel enterprises are low product prices and low quality. Thus, apparel produced by apparel enterprises only has two features of practicality and durability, and cannot reflect aesthetic value and social value from the perspective of apparel aesthetics with apparel as carriers at current stage. In terms of difficulties at current stage, Chinese apparel enterprises have products which lack individuality and features, rely only on practicality advantage, cannot stimulate consumers' desire to buy for a long time, have unstable consumers, and price competition causes negative influence on the survival and development of enterprises.

Advantages are confined to apparel production, and lack self-owned design style

China has become one of countries with the largest production of apparel manufacturing and export in the world, but this advantage is only reflected in apparel production. For the soul of apparel enterprises—apparel design, it is a general weakness of Chinese apparel enterprises, and the design is far backward than international level. So far, China has not apparel designers who are known around the world, and many enterprises mainly plagiarize and imitate. In this way, it is difficult to develop

product styles. Besides, Chinese apparel enterprises lack sound designer training mechanism, and many talented designers are more used to create brands or set up design studios, while unwilling to give play to their talents in enterprises. As a result, China's apparel design level can hardly be improved, and Chinese designers are seldom seen in international mainstream fashion weeks.

Not high-quality apparel brand design, which hinders enterprise development

As a great power of apparel brand production, China has been lacking local world-class brands, has generally not high apparel brand content, and cannot compete with international brands positively. Many enterprises have a limited understanding of brands and low consciousness, only pay attention to immediate interests, lack long-term brand planning, and have some brand operation techniques for quick success, such as overrun of false foreign brands which stately occupy middle and high grade malls. Actually, Chinese apparel brands are very consistent with fashion elements. However, to raise brand connotation, brand individuality cannot be reflected by simply integrating representations into brands, which is related to Chinese fashion markets' lack of historical accumulation. Modern fashion industry is introduced from foreign countries and lacks enough inheritance and accumulation of consumer culture, and domestic fashion industry is still in a low operation stage. However, since March 23 of this year, Peng Liyuan, the "first lady" that accompanies Chinese president Xi Jinping to visit Russia and three African countries, wears local Guangzhou brand "Exception" suits and handbags, and thus makes the obscure "Exception" brand hot in the network quickly. Due to such influence, domestic apparel stocks surge, and this is a turning opportunity of local apparel. Peng Liyuan Style brings the success of a brand, indicating that individualized demands are a development trend of future brand apparel. Chinese apparel industry would turn to domestic demand markets, and establish local high-end self-owned brands.

Too many apparel enterprises, product marketing at low prices

To occupy international markets, Chinese self-owned brands have to take low-price sales strategies. However, under the impact of such "low-price" sales strategies, anti-dumping measures and import-export quota restrictions will finally be caused. With the above measures, technical support, safety support and manpower support that shall be obtained for product manufacturing and processing of Chinese apparel enterprises cannot be effectively met and guaranteed. Meanwhile, low-price sales in foreign apparel market competition are prone to bad feelings of government and social public in target countries.

Gradual turnover of traditional manpower advantages, inconsistency of employees' qualities with enterprise development

As a great power of apparel industry, the most prominent advantage of Chinese apparel enterprises during development is: low cost of manpower in apparel industry. However, with continuous development and expansion of the third world countries, more low-cost manpower begins to enter apparel industry, so that comparative advantage of Chinese apparel industry shows a decreasing trend during production and operation. Based on the above development status, Chinese researchers clearly point out that: the most fundamental cause of low apparel quality, insufficient brand innovation and low apparel labor productivity of Chinese apparel enterprises is prolonged neglect of the amplification of apparel industrial upgrading to labor resource advantages.

Analysis of ways for Chinese apparel enterprises to improve employees' qualities

For an enterprise, employees' basic qualities, learning ability and individual development ability directly relate to enterprise survival and stability and sustainable development to a great extent. This is also true for the development of apparel enterprises in a modern sense. Specifically, apparel enterprises shall focus on the following issues in practice.

Rely on technological development and innovation, and improve employees' work initiative and enthusiasm

Science and technology are the primary productive forces, which is of extremely full and effective reflection in socialist market economical construction system. In the new development situation of economic society, apparel enterprises shall fully stimulate and give play to enterprise employees'

creativity and innovation ability, in order to realize comprehensive and stable development and innovation and rational improvement of employees' qualities. To realize the above purposes, the key lies in technological development and innovation. This requires enterprise employees to learn continuously and master new skills, technologies and methods based on self-learning. Meanwhile, apparel enterprises shall also formulate reasonable technical reform programs, technical cooperation measures and technical innovation strategies. The above measures can fully stimulate and give play to initiative, enthusiasm and innovation ability of enterprise employees. During this process, hot issues generally concerned by enterprise employees shall be fully combined with development emphasis of apparel enterprises as important content of quality-oriented education of enterprise employees, and make this gradually become fundamental power source of future development of apparel enterprises.

Increase efforts in college-enterprise cooperation, and improve overall qualities of apparel enterprise employees

On the basis of highlighting operation and management, apparel enterprises shall pay special attention to combining professional services and social services, and introduce actively "order-oriented" talent training mode during college-enterprise cooperation, so as to improve application ability and skill expertise ability of talents who graduate from schools. During this process, talent training programs shall be dynamically revised according to development needs of apparel enterprises, and always reflect the central position of "combination of learning with working" and effective integration of skills with theories. Based on this, apparel enterprises shall also build apparel production process oriented modular course system, and form research topic with the core of applied technology combined with their development strategies in a certain period of time, including apparel product style design, apparel structure design, apparel sewing technology, apparel production line process, apparel product quality control and test etc.

Introduce actively modern compound talents, and provide good direction and guidance for improving qualities of enterprise employees

Market competition is essentially product competition, while product competition is essentially technical competition, and technical competition is essentially talent competition. For this actual situation, apparel enterprises shall carry actively out the following work in terms of enhancing employees' qualities: firstly, strengthen appeal to professional talents. Apparel enterprises shall select a certain number of students from the current year's students graduating from technical secondary schools, assign them to various positions, and then assign excellent talents to technical teams after two or three years of production practice, to help carry out scientific and technological research and development. Secondly, carry out continuing engineering education. Apparel enterprises shall combine their actual development needs, and carry out centralized and regular knowledge training and upgrading of in-service scientific and technological employees by making use of training bases of colleges and training departments etc. Finally, apparel enterprises shall attract and stimulate work enthusiasm of scientific researchers by setting scientific and technological special funds, which is very conducive to enhancing qualities of enterprise employees.

Conclusions

Richard Deupree, a former CEO of P & G, has once said a very classic sentence: "If you leave us our money, our buildings and our brands, but take away our people, the Company will fail. But if you take away our money, our buildings and our brands, but leave us our people, we can rebuild the whole thing in a decade." Bill Gates, the CEO of Microsoft, has been asked the following question in an interview: "If leaving your office building, can you establish such a miraculous company?" He says that: "Of course yes, but I shall take 100 employees with me."

Both enterprise development and brand creation are completed by employees. How do enterprises develop and whether brands can be created are closely related to qualities of enterprise employees, and apparel enterprises are no exception.

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