Preface

As we have seen in the research rapport there are currently positive trends and developments that could potentially increase the local production. By interviewing brands and production facilities it became clear that there is a growing demand for local cooperation’s. The challenge encountered was the bad visibility and unawareness of the existence of the Dutch facilities and the benefits it can bring to the Dutch fashion industry.

To stimulate local garment production the local production facilities need to improve their visibility and presence in the market. To do this a website has been created. The website benefits both sides. Brands can easily access necessary information by having all the comparison material in one place. Saving time and helping in making the right decision. On the other side production companies don’t need to invest much time nor money to improve their visibility and presentation. During the research multiple brands has stated that producing locally is an option for them. They also mentioned that they were not aware of how many companies are out there and what their capabilities are and if this information was at hand it would benefit them directly. This reasons validates the need of this product.
TABLE OF CONTENT

INTRODUCTION  4-5

PRODUCT FUNCTION  6-8

DESIGN &COSTS  9-10

CONCLUSION  11-13

APPENDIX  14-22
**Introduction**

After initial research to come to an understanding of the Dutch Garment Production market, it became clear that the industry is facing many challenges. On the other hand we are also seeing different positive developments and trends that could be a great opportunity for the production facilities. But how can these two be put together?

Two important trends that can lead to more local production are consumer awareness and increasing costs in China. Consumers and companies are paying more and more attention to a sustainable supply chain and with China becoming more expensive, brands are now forced to rethink their production strategies and start looking for suppliers close to home. As seen in the research report, producing locally can have many benefits. Therefore it is key that these benefits are also taken into consideration when companies are deciding where to produce their garments. This is one important challenge the Dutch Garment Facilities are currently facing: how to be visible for these brand and to make sure brands are aware of the benefits and capabilities of a local production facility.

To create online visibility and boost the awareness for production companies in The Netherlands, a supply and demand website "productiewijzer” has been developed. This allows fashion brands to easily source through all the current active production facilities in The Netherlands.

Through the use of this website the sourcing process becomes more efficient and easy for both fashion brands and production companies in terms of supplying information such as company structure, location, specialties and capacities.

**Goal**

The goal of this platform is to empower the Dutch garment facility owners to drive their online presence easily and effectively and at the same time support Dutch fashion brands in their production sourcing process.
Product Functionality

When deciding what is the best way to consolidate the information and make it publically accessible the choice logically went to a website. A website is dynamic and can easily be found and communicated to the many fashion brands.

Mono-website

Because the website does not contain any complex connections to external applications a mono website is sufficient for this platform. A mono website is easily made and also cost efficient. Many companies hosts MONO-websites because it’s one of the most commonly found platforms next to WordPress. MONO is mostly used by many small & medium business who have informative websites.

Setup

The homepage will contain a big centered interactional map of The Netherlands. The map will show active supplier’s locations with a link to their direct website.

On the right side of the page there is place for one supplier to be in the spotlight. This will rotate every two weeks.

The homepage will have the following tabs:

TAB1: ABOUT US

This tab will contain info on why this website has been set up and who it will benefit, what the mission and long-term goals of the platform. It also will contain information on how to apply to be mentioned on the page.

TAB 4: BENEFITS OF PRODUCING LOCALLY

This tab will contain information for brands who are in the process of deciding to produce abroad or locally. This page is meant to stimulate local production by stating all the possibilities and benefits of producing locally.

TAB 3: LIST OF ALL SUPPLIERS

This will show an ALPHABETICAL list of all suppliers. This overview contain information such as: name of company, company structure, location, capability, number of employees and links to their various websites. This list will serve as a go to list for company who already heard or know a name of a manufacturers and need to quickly look up the necessary information.
TAB2: SELECTOR TOOL

This selector tool has been designed to enable fashion brands to select regions from active layers of information’s without affecting the unselected information’s. This makes the search more precisely about what they are looking for at that moment, instead of being confronted with information’s that might not be useful to them. This tool leads a fashion brand to a list of qualifying suppliers for the tasks they are looking for at that moment.

The tool will select as follows:

- Quantity Needed
- Type of Garment
- Location
- Lead-time
- List of Qualified Local Producers

TAB 5: REFERENCES / REVIEW

This tab allows fashion brands to write about their brand philosophy, what is important to them as a fashion brand and their experience using the platform—been negative or positive. It also serves as a review page, because brands specifically state which production companies they worked with and rate the working process.

TAB 6: CONTACT US

This tab allows fashion brands or visitors in general to contact any supplier. This page contains a contact form with entries where they can state their name, company name, subject, message, and send.

TAB 7: NEWS

This will contain a RSS Feed with all related fashion/production news.
Design

The main aspect of the design of this platform is to easily respond to the need of both suppliers and fashion brands and making sure these need are met.

The design has been set up to be an attractive and easy tool for all visitor. The website has a very clear and clean design with a easy accessibility, which is very important for this platform. Through the use of black and white header images that rotates, the website has been able to achieve a simple framework, professional and modern look. The design balances whitespace perfectly by keeping the important information's in focus in a clear and visual way.

The website will be mobile responsive. This means the website will detect on which device the viewer is looking at the page and provides an optimized view of the website for good readability.

Cost

To define the costs of the website a local company has been contacted. This is the biggest supplier of MONO websites to small & midsized companies. The Company is called Here is an overview of the costs:

<table>
<thead>
<tr>
<th>Website</th>
<th>899,-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Pages</td>
<td>4 x 99,-</td>
</tr>
<tr>
<td>Quotation Module</td>
<td>199,-</td>
</tr>
<tr>
<td>RSS Feed news</td>
<td>99,-</td>
</tr>
<tr>
<td>Service &amp; Hosting*</td>
<td>348</td>
</tr>
</tbody>
</table>

*Service & Hosting: €29,- Per Month

The total investment is €1941,-

(Source DTG: www.DTG.NL)
Conclusion
From the research we have seen that it is a good moment for the garment production industry to gain market share. There are several trends and developments that can function as a catalyst for the rebirth of the Dutch garment production industry. To create visibility for the re-orientating fashion brands, on the lookout for a local production company, the website: ProductiewijzerNL has been developed

The setup
The website is the go-to platform for brands who want to have a quick overview of the capabilities in the Netherlands. It quickly answers the sourcing question: can a local company produce my collection? The websites setup is easy to understand and navigate. It has two main features: The interactional map of Suppliers and the Selection tool.

The execution
The website can been set up by a specialized company or can be created by collaboration between myself and few students from the IT department of HVA . The total cost for a specialized company comes around €1941,-. This means that the companies who want to be mentioned on the website will have to pay a yearly fee for the maintenance and setup. That’s why we are first opting to create a collaboration with students, If the website can be created by a partnership between IT students and myself the cost attached will be very limited . The fee that the companies pay can then be used for marketing purposes to promote the website as well as the Dutch fashion industry. All the currently known production companies will be contacted to inform them about the website and how it can benefit them and give approval for the use of their information. Their details will be checked as well as the specification in the selector tool to ensure that all the information is correct. The planning before the website can go live is as follows.

Phase 1: Collection of Data from Production companies and presentation of prototype website( see appendix for a visual impression of the website)
Description: All the known production companies described in the research, will be contacted. The idea of the website will be presented with the prototype. If a companies is willing to participate all details and information will be verified and checked.
Projected time needed: 5 weeks

Phase 2: Setup collaboration
Description: Multiple student of IT-students of HVA in Amsterdam will be contacted to see if they are willing to collaborate. Maybe they can use this for an assignment for the studies or maybe out of free will.
Projected time needed: 3 weeks

Phase 3: Designing and Programming
Description: Once a group is formed there will be a weekly meeting set up to discuss the design and functionality of the website. When the design and functionality is decided a website platform is going to be picked. Once picked the student will start programming.
Projected time needed: 4 weeks
Phase 4: Finalizing & going online
Description: Once the website is finished it will be reviewed and finalized. Then the website will be set online and tested. Google analytics will be installed to measure internet traffic.
Projected time needed: 2 weeks

Phase 5: Promoting Website online
Description: The website URL will now be sent to an email list of Dutch Fashion brands. Multiple brands will be contacted and asked if they have seen the website and what their option is. This feedback will be used to keep improving the website periodically.
Projected time needed: 2 weeks

Estimated total time: 17 weeks

The future
The more fashion brands will use the website the more it will become adapted in the sourcing process. The website can become the industry standard for sourcing questions as the selector tool can keep being refined with user experiences. If local production starts to grow more, production companies and investments will follow and hopefully new companies can join ProductiewijzerNL and stay producing close to home.
APPENDIX
The Home Page: this is first page visitors see when they visit the website. It contain a big centered interactional map of The Netherlands. The map shows active the supplier’s locations with a link to their direct website. On the right side of the page there is place for one supplier to be in the spotlight. This will rotate every two weeks
Our mission
PRODUCTIEWIJZER helps Dutch fashion industry with clothing production capabilities. We make sure designers and brands don't get held back because of lack of information needed to produce clothes in The Netherlands.

Core Goals
- Maintain the Dutch clothing production footprint
- Provide information on fashion manufacturing services
- Support growing brands and emerging designers
- Make quality clothing manufacturing more accessible

About
Finding a reliable production company to pattern and produce your designs is one of the most crucial parts in running a fashion brand, even more complicated for a small country as The Netherlands. To make the sourcing process less complicated, the Platform Productiewijzer is established. This platform serves as a supply and demand for Dutch fashion brands and Dutch garment production companies.
The Producing Locally Page: This page is meant to stimulate local production by stating all the possibilities and benefits of producing locally.

**Why Produce Locally**

Working with local manufacturers can be a lot of benefits for fashion brands. Below are some of the benefits each fashion brand should consider before choosing a production location.

Communication/ Leadtime
By producing locally, the communication and leadtime process becomes very easy and short. By having in-person, face-to-face conversations result in a better understanding of the specifics of the end product. Therefore, eliminating excess sample runs, the need to travel to see suppliers and these brands don’t have to wait for overseas shipments or hold-ups in customs.

Low Minimums
Order quantities minimums with Dutch manufacturers start at 100 pieces or less. This small minimum quantity exposes brands to less risk and allows additional growth, so for instance as the brand grows so does the orders. Through this method of working brands can produce in their pace and avoid the risk of holding a lot of inventory.

Quality
One important reason for the companies to choose Dutch production is quality. The companies are more directly involved with the end product and therefore the quality is better manageable. Next to that the process is very swift and communication is easy because there is no language barrier.

Flexibility
Flexibility during production is very crucial for fashion brands nowadays. Some 60 percent of the garments supply are sold at discount, which means we are making too much of the wrong things. Producing in the Netherlands allows brands to be more responsive to actual customer buying behavior.

Low Transport Cost
Another reason these brands produce in the Netherlands is the low transport cost. Since the garments are being made close to own distribution centers most brands pay little for transportation. Most of the time shipping cost is not included in production cost since most brands drive to collect their products themselves.
The Suppliers Overview Page: this list will serve as a go to list for company who already heard or know a name of a manufacturers and need to quickly look up the necessary information.
The Selector Tool makes the search more precisely about what they are looking for at that moment, instead of being confronted with information's that might not be useful to them. This tool leads a fashion brand to a list of qualifying suppliers for the tasks they are looking for at
The Reference Page: this tab allows fashion brands to write about their brand philosophy, what is important to them as a fashion brand and their experience using the platform been negative or positive.

**Productiewijzer**

Garment Production NL

---

**Jacob and Jacoba**
Exclusive hand-printed scarves with graphic designs. Founder Hannie Steeman: "Thanks to production pointer, a new shawl label on the Dutch market.

---

**Studio MYR**
High-quality knitwear and accessories. All products are designed and manufactured in the Netherlands with respect for man and nature.
The Contact Us page: this tab allow fashion brand or visitors in general to contact any supplier. This page contain a contact form with entries where they can state their name, company name, subject, message.