

Supply Chain Management Strategies in Export–Import Activities of the Textile and Garment Sector

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Received: 11.01.2026 / Accepted: 23.01.2026 / Published: 01.02.2026

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DOI: [10.5281/zenodo.1844856](https://doi.org/10.5281/zenodo.1844856)

Abstract

Original Research Article

The textile and garment sector is one of the most influential industries in global trade, supporting economic growth and employment across various regions. This study examines supply chain management (SCM) approaches applied in export–import activities within this industry. Using a qualitative approach, the research reviews selected case studies and industry publications to identify SCM practices that improve efficiency, minimize operational costs, and enhance customer value. The findings indicate that well-structured SCM strategies contribute significantly to competitiveness, resilience, and long-term sustainability in a dynamic international market.

Keywords: Supply Chain Management, Textile and Garment Industry, Export–Import, Global Trade.

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1. INTRODUCTION

The textile and garment industry has long been a key contributor to international commerce and economic development. With a rapidly expanding global market, this sector plays an essential role in employment creation and export earnings, particularly in developing economies. Nevertheless, the industry faces increasing challenges arising from volatile demand, geopolitical uncertainty, supply disruptions, and environmental pressures.

In this context, supply chain management (SCM) has become a strategic necessity. SCM refers to the coordination and integration of activities related to

sourcing, production, logistics, and distribution. Companies operating in export–import markets must balance cost efficiency, speed, quality, and sustainability to remain competitive. Several global brands have demonstrated that responsive inventory systems and flexible production models allow firms to adapt quickly to changing consumer preferences.

Recent global disruptions, including the COVID-19 pandemic, have exposed structural weaknesses in international supply chains. Heavy reliance on single sourcing and limited supplier flexibility increased vulnerability to shocks. Consequently, firms are increasingly rethinking their sourcing structures by



Citation: Utomo, B., & Wisudawati, T. (2026). Supply chain management strategies in export–import activities of the textile and garment sector. *Global Academic and Scientific Journal of Multidisciplinary Studies (GASJMS)*, 4(2), 1-3.

diversifying suppliers and strengthening supply chain resilience.

This paper aims to explore supply chain management strategies adopted in export-import operations within the textile and garment industry. By analysing documented practices and case examples, the study seeks to identify effective approaches that enhance performance and competitiveness.

2. RESEARCH METHODOLOGY

This study adopts a qualitative research design based on secondary data analysis. Information was obtained from academic publications, industry reports, and documented case studies related to supply chain management in the textile and garment sector. Sources were selected based on relevance, reliability, and contribution to understanding contemporary SCM practices.

Data were gathered from established academic databases and international trade organisations to ensure credibility. Only studies published within the last decade were considered to maintain contextual relevance. In addition, reports from international trade institutions were used to support the analysis with industry-level insights.

Case studies of multinational apparel companies were reviewed to illustrate practical SCM implementation. These cases highlight how coordination with suppliers, logistics integration, and strategic planning contribute to efficiency and responsiveness. Expert opinions reported in prior studies were also examined to identify recurring challenges and best practices.

3. RESULTS AND DISCUSSION

The findings reveal several dominant themes in supply chain management within the textile and garment industry. First, the adoption of digital technologies significantly enhances supply chain visibility and coordination. Tools such as data analytics, blockchain systems, and IoT applications enable better tracking, transparency, and decision-making.

Second, collaboration among supply chain stakeholders emerges as a critical success factor. Companies that maintain long-term partnerships with suppliers and logistics providers tend to achieve shorter lead times and improved flexibility. Such collaboration encourages innovation and operational alignment.

Sustainability has also become a central element of SCM strategies. Environmentally responsible sourcing, waste reduction, and circular production models are increasingly adopted to meet regulatory requirements and consumer expectations. Sustainable supply chains not only improve brand reputation but also reduce long-term operational risks.

Risk management is another essential component highlighted in the analysis. Companies that actively identify potential disruptions and develop contingency plans are better equipped to maintain continuity. Supplier diversification and digital monitoring tools are commonly used to mitigate supply chain risks.

Finally, continuous improvement plays a vital role in sustaining competitiveness. Firms that regularly evaluate processes and implement efficiency-driven practices demonstrate stronger adaptability in rapidly changing markets.

4. CONCLUSION

The textile and garment industry requires adaptive and integrated supply chain management strategies to remain competitive in global export-import markets. This study demonstrates that technology adoption, collaboration, sustainability initiatives, risk mitigation, and continuous improvement are key drivers of effective SCM.

As global trade continues to evolve, firms must strengthen supply chain resilience while responding to environmental and market demands. Strategic SCM implementation not only enhances operational performance but also supports sustainable growth in the textile and garment sector.



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