

DEMAND PLANNING APPROACHES EMPLOYED BY THE GAUTENG CLOTHING INDUSTRY STAKEHOLDERS

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A decline in productivity of the SA clothing industry which results from changing trends in the number of clothing production organisations, decline in manufacturing output, as well as fluctuation in employment has contributed to complexities demand planning in the South African clothing industry. The paper explores demand planning approaches in the Gauteng clothing industry. An exploratory and descriptive study was conducted based on semi-structured questionnaire. The results revealed that approaches such as hierarchical and optimal should be considered in clothing manufacturing. The study recommends clothing manufacturers to consider the type of product offering before making decisions for the adoption of hierarchical and optimal demand planning approaches. The study suggest that when planning for basic clothes, manufactures should consider hierarchical demand planning approach whereas the optimal demand planning approach is recommended for fashion clothes planning. The study makes contribution to the manufacturers in Gauteng and to the clothing industry in general.