



## **Fashion supply chain management using radio frequency identification (RFID) technologies (Woodhead Publishing Series in Textiles)**

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# Fashion supply chain management using radio frequency identification (RFID) technologies (Woodhead Publishing Series in Textiles)

## Fashion supply chain management using radio frequency identification (RFID) technologies (Woodhead Publishing Series in Textiles)

*Fashion Supply Chain Management Using Radio Frequency Identification (RFID) Technologies* looks at the application of RFID technologies in such areas as order allocation, garment manufacturing, product tracking, distribution and retail. As supply chains in the textiles and fashion industry become ever more complex and global, and as the shift to mass customization puts more pressure on a rapid and flexible response to customer needs, monitoring and improving supply chain efficiency in the industry becomes crucial. Radio frequency identification (RFID) technologies offer a unique opportunity to achieve these goals.

This book reviews the role of RFID technologies in the textiles and fashion supply chain to improve distribution, process management and product tracking, garment manufacturing, and assembly line operations. It also explores how RFID technologies can improve order allocation in the supply chain, and how these technologies can also be used for intelligent apparel product cross-selling. Its chapters also discuss measuring the impact of RFID technologies in improving the efficiency of the textile supply chain, and modeling the effectiveness of RFID technologies in improving sales performance in fashion retail outlets.

*Fashion Supply Chain Management Using Radio Frequency Identification (RFID) Technologies* is a comprehensive resource for academic researchers, industry managers, and professionals within the fashion industry.

- Looks at the application of RFID technologies in order allocation, garment manufacturing, product tracking, distribution, and retail
- Reviews RFID technologies in the textiles and fashion supply chain for improving distribution, process management and product tracking, garment manufacturing, and assembly line operations
- Focuses on measuring the impact of RFID technologies on efficiency, and modeling the effectiveness of RFID technologies in improving retail outlet sales



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