

NCSU College of Textiles
Executive-in-Residence Program: Textile and Apparel Management Program
Brad Beal, Jockey International
March 30-31, 2005
Areas of Responsibility: “Global Logistics”

Mr. Beal’s areas of responsibility with Jockey International include

- Sourcing
- Manufacturing
- Quality
- Forecasting
- Shipping
- Logistics and distribution
- Order entry
- Any area that focuses on “product execution.”

Note: Brad is not involved directly in merchandising, marketing, conceptual design, IT.

Jockey International has diverse business strategies:

- One hundred (100) of their own retail stores
- Conducts business in 50 countries
- Has their own brand (Jockey)
- Provides private label to Wal*Mart and several other retailers
- Active in e-commerce.

Goals of the Executive-in-Residence Program:

1. Provide NCSU College of Textiles’ Textile and Apparel Management program students and faculty/staff with current textile information/expertise for teaching and research programs (especially in areas that COT needs to build expertise/exposure).
2. Provide a forum for NCSU College of Textiles’ students and faculty/staff to interface with global industry and government executives (target 7-8 programs per year).
3. Increase exposure of industry and government personnel to NCSU College of Textiles’ resources (human, facilities --- including technological, products, and other areas).
4. Strengthen the NCSU College of Textiles’ global leadership image, by providing academe, industry and government personnel with timely dissemination of textile information.

Schedule:

March 30th:

8:00 Arrive on campus (greet by Cassill)

8:35 – 9:50: Talk with TT/TAM 431, Quality Management and Control in Textiles, #2216 (Suh)

Topics:

- 1) Quality in cotton underwear -- what consumer knows vs. fiber quality and processing methods
- 2) Quality Management System at Jockey International
- 3) Case studies on how Quality Improvement efforts paid off at Jockey International

10:20 – 11:35 Talk with TTM 573, Management of New Textile Products, #2217 (Cassill and Powell)

Topics:

- * Product development process for branded and private label goods
- * Stage gates -- more details about the various stage gates
- * Voice of the customer -- how this is "heard" in their PD process
- * Branding decisions --- which brands, which accounts
- * Seamless knitted products (process, branding, market opportunities)

11:45 – 1:15 Luncheon with COT administration and TATM faculty

1:30 – 1:45 Seminar set-up

2:00 – 3:30 Seminar: “Steps in Product Execution,” COT Convocation Center

Seminar will include:

- * This is Jockey (overview)
- * These are Jockey operations: (own manufacturing, retail stores, brands -- Jockey and private label; Jockey.com, Jockey P2P)
- * Sample products --> and will trace these products through development.... including 1) most important stage gates and processes needed, 2) how each product was developed and sourced, and 3) financial and commercialization.

3:30 – 5:00 Informal social with students and faculty, COT Convocation Center

5:00 – 5:20 Brief discussion with T102 student, #2207 (Cassill), “Business Plans Used in Today’s Industry”

Topics include:

- * Business plans are used... who is involved in the process to develop business plans; why team effort is important

5:30 Return to hotel

7:00 Dinner with TATM faculty and College Administration

March 31st:

9:00-10:00 Talk with TAM 415, Apparel Product Development, #1115 (Istook)

Topics:

- * PDM --- all details (who uses, how used, etc.)
- * CAD
- * Other technologies
- * Sourcing products
- * What is technical design in Jockey International and the value of technical design to the overall development of the product

10:20 – 11:35 Talk with TTM 761, Supply Chain Management, #2117, Thoney-Barletta

Topics:

- * Global supply chains
- * Global logistics
- * CAFTA
- * Social compliance

11:50- 1:05 Talk with TAM 382, Textile Marketing, “How Jockey Manages Strategic Business Portfolios (Brand or Product Category)”, #2211, Jones

Topics:

- * Branding, including brand identity (and use of logos)
- * Strategic business portfolios, with issues such as
 - * a) How companies arrange -- by product category/brand/division -- SBU for marketing effectiveness;
 - * b) Decisions for allocating marketing resources (dollars, times);
 - * c) Acquisition divesting of companies/brand to complement or diversify existing portfolio (e.g., Sara Lee's diverture of branded apparel or Federated's acquisition of May Department Stores; class has discussed Boston Consulting Matrix); and
 - * d) Threat of brand cannibalization with multiple SBU's.

1:15 – 2:30 Lunch

3:05 – 4:00 Talk with T492H, Freshman Honors, #2211, Thoney-Barletta

Topics:

- * Opportunities in the global textile and apparel industry

4:30 Informal dialogue with TAM faculty

5:00 Depart campus