

Becoming a textile decorator- Three questions to consider

Discerning whether or not to enter into the textile decorating market can be tempting and often times very worthwhile but before you order that press and print those business cards here are three questions you should be able to answer to determine if it make “cents” in the end?

- **SHOULD WE? - Identifying the desired goal**
 - Clearly establishing what you hope to improve upon or capitalize on by becoming a textile decorating company.
 - Do you have a completely new item to introduce to the market?
 - Have you identified a lack of customer satisfaction in the area you plan to serve?
 - Are you already associated with the market but feel you could increase that involvement?
- **COULD WE? - Assessment of skill level and resources**
 - Taking a realistic inventory of the skill level for those who will be responsible regarding the decorating process, including yourself.
 - Have you currently established a staff with the expertise to satisfy the required tasks?
 - Will your location allow for a sustainable manufacturing workforce?
 - Are training programs readily available to you?
 - Have you identified a trustworthy supplier/industry expert to advise you?
 - Note the specific resources you currently have as well as those which will need to be added in order to establish a decorating process.
 - Specific equipment; presses, dryers, digital output devices
 - Mechanical requirements; electric, water, sewer, ventilation etc.
 - Compliance permits; OSHA/EPA regs.
- **WOULD WE? - Mapping out an acceptable implementation plan**
 - Creating a written business plan for managing the logistics involved with this new direction.
 - Are you able to prioritize which products you will focus on and at what volume?
 - Are you able to articulate the business model you have established to the market you plan to approach in a professional way?
 - Have you establish well defined tools for recognizing acceptable results?