



## DAVID RIGBY ASSOCIATES

INTERNATIONAL CONSULTANTS IN TEXTILE  
STRATEGY, MARKETING AND TECHNOLOGY

### Typical Strategic Market Planning Projects

1. A strategic audit of a multi-divisional technical textiles company for its new CEO, recently appointed from outside, led to the disposal of several businesses and aggressive organic growth and acquisition plans for those remaining.
2. Modelling of the world market for nylon fibres and the factors affecting it to assist the decision-making of a producer of nylon intermediates considering a very large investment in production capacity in China.
3. Strategic assessment of the future prospects of the textile and investment activities of a company to assist two groups of shareholders with differing views to agree on a way forward. This led to a break up of the company into two separate companies with shareholders opting which part to take shares in.
4. A new textile fibre launched about 10 years earlier was failing. A review of the world market based on DRA's Fabric Story Approach to assessing inter-fibre and inter-fabric competition led directly to a reorganisation of the business around types of fabric and revised strategies for new product development, removing market roadblocks and marketing.
5. A strategy review for a multi-business technical textiles company based on a particular textile production technology led to reorganisation around three of its best market areas, the disposal of its textile production interests and the acquisition of businesses supplying other products to its chosen markets.
6. A supplier of men's shirts recognised that its current branding, marketing and distribution strategies were limiting its growth. An analysis of the market led to revised strategies and action plans on which a consumer advertising campaign was subsequently based. The company's sales grew ten-fold over the next 5 years.