

SERVICING THE MARKET NICHE – A POSSIBLE SOLUTION FOR THE MAINTENANCE AND/OR SUCCESS OF THE FIRM ON THE MARKET IN THE CONTEXT OF THE GLOBAL ECONOMIC CRISIS

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Abstract

This work shows the importance of servicing the market niche by firms operating in the garment industry in the context of the world economic crisis. The paper presents the necessity of adapting companies' strategies based on the main trends set out by the global economic crisis. Within this work is presented a study that aims to highlight the degree in which Romanian firms acting in the clothing industry service the market niche, their identification, the measure in which these firms' management considers this strategy as a potential solution for the maintenance and/or success of their products on the market. In addition, the prospects concerning the increase in the number of companies servicing market niches are also described.

Keywords: market niche; strategy; global financial crisis; ethical fashion; cultural influences.

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