

ABSTRACT

Analysis of strategic reflection tools: application in the diversification process of the Valencian textile cluster companies.

After globalization of markets in the first decade of the XXI century, and with the current economic situation that emphasizes the difficult situation the textile sector goes through for years, companies have to start thinking alternatives to help them improve their competitive position. However, when a company starts a process of improvement, this should not be the result of an impulsive decision but a detailed analysis that encourages right decision-making.

The research is based on from two complementary lines of work. First, of the analysis of sectorial framework, in order to know the development in recent years in the textile sector and the future prospects. Secondly, of the conceptual framework, which is a review of the concept of corporate strategy, of the different options that companies can take, among which is the diversification, and of the available tools to support the strategic reflection.

After the analysis of the background described, the main parameters needed to define a textile diversification tool are identified. Immediately afterwards, an analysis of the strategic segment that proposing to diversify is carried out. Finally, the technological capabilities of the Valencian textile cluster companies are defined (region where this thesis is located).

With all that, it is defined an informatics tool, easy to use, and structured in three sections. The first called "applications and techniques", for determining with a textile technology the technical articles that can be produced. The second one: "markets", where commercial information is presented. The third one: "manufacturers", that presents the relation between the possible Spanish and Europeans competitor companies, names Spanish and European competitors. Finally the tool is created, and validated in companies, which enables to introduce improvements and check its applicability.

The self-reflection tool created, is born with the aim of assisting textile companies in the strategic decision-making towards diversification, from the available technological capabilities, creating extraordinary possibilities for improving the current situation of the Valencian textile cluster companies.