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SUCCESS STORY
More Productivity Brings More Clients

Clothing firm benefits from new streamlined, modern processes.

Photo: Chemonics IntMarina Kaim

A Dana employee works on a clothing pattern on the company's new CAD system, which was recommended to improve the company's competitiveness.

"We are just at the beginning; we have big plans and are enthusiastic," said Victor Jamba, director of Dana.

In the northern Moldovan town of Soroca, the Dana apparel company and its over 400 employees are reaping the benefits of USAID assistance. One of Moldova's oldest companies, Dana, which specializes in sophisticated apparel, valued its traditional methods of clothing production. But it recognized that in order to improve business and compete in the global marketplace, it needed to apply new technologies.

As part of USAID's effort to improve the competitiveness of the Moldovan apparel industry in export markets, a productivity enhancement program was developed for the company. Based on audit findings, a performance monitoring system was introduced to enable seamstresses to track their productivity and managers to identify and eliminate bottlenecks. The project provided technology investment recommendations, such as pattern design automatization equipment to reduce the time needed to process new styles received by clients. Dana invested in a computer aided design (CAD) system, and USAID provided training. Now, Dana can create and receive clothing designs digitally and collaborate with clients via E-mail.

As a result, Dana's productivity in the design phase has increased by 26% - it now takes on average four fewer days to complete an order. With faster delivery time and new technologies, Dana has attracted a new client, Dutch fashion retailer M&S, and is in discussions with H&M and Candy. "Without CAD, we would have never had new clients," said Victor Jamba, Dana's director. The new orders also have enabled Dana to modernize its facilities to improve working conditions for its employees, with more human resource and infrastructure investments planned.

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