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**TEXTILE INDUSTRY STANDARD OF THE  
PEOPLE'S REPUBLIC OF CHINA**

**FZ/T 01119-2013**

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**Brand cultivation for textile industry management systems.  
General requirements**

纺织行业品牌培育管理体系通用要求 清晰版  
**(English Translation)**

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### Foreword

This standard was drafted in accordance with GB/T 1.1-2009 given rules.

This standard is proposed and managed by China Textile Industry Association.

This standard was drafted. China Textile Industry Association Office brand, Beijing Institute of Clothing, China Textile Information Center, Chinese clothing Loading Association, China Household Textile Industry Association, China's comprehensive INTA, Qingdao Red Collar Dress Co., Bosideng Down Garment Co., Ltd. Zhejiang Jie Ya towels, Beijing Saisite new century Garment Limited.

### 0.1 General

Brand is one of the most important assets of the textile industry enterprises and various organizations. Brand is not only a comprehensive anti-competitive business Enantiomer, or a symbol of a country's comprehensive strength. In today's era of economic globalization, the brand has become a global economic and technological competition system High Point.

China is a big country textile and garment, textile industry, the national economy has always played a "traditional pillar industries, the important livelihood industry and international competition the important role of obvious advantages industry ". With the global economic integration process, an increasingly competitive market, under the new situation as the core brand to play Create new competitive advantages has become the consensus of the textile industry.

Promote the brand building is China's textile industry to achieve to grow stronger in the important development strategy. "People's Republic of China National Economic and Social Tenth Five-Year Development Plan "to" build its own brand "as the cultivation of textile industry's core competitiveness of the important content, clearly "Improve the technological content of textile industry and independent brands proportion" requirement. "People's

Republic of China National Economic and Social Development Twelfth five Year Plan "to further clarify" enhance product development capabilities and the ability to create brand "to promote China's manufacturing industry to grow stronger. State council "Quality Development Outline (2011-2020)" and "industrial transformation and upgrading plan (2011-2015)" again "to strengthen brand building, promotion Brand value and effect, "explore the establishment of" Chinese boutique "training mechanism, as the implementation of innovation-driven development strategy to promote the success of China's industrial restructuring the major initiatives.

Establish brand development management system, to explore and cultivate a number of top international brands can be comparable to "Made in China" brand of high-end, for the construction of Textile power, to achieve the great rejuvenation of the Chinese nation's dream of having a far-reaching strategic significance.

This standard is to be market-oriented, brand development textile elements focus from management responsibility, resource management, brand development process, monitoring and so on measurement, analysis and improvement of a generic implementation of specifications designed to guide and promote the textile enterprises to establish brand awareness, brand Training of management, enhance brand development capability, thus forming the core of the brand new competitive advantages.

This standard integrated use of quality management, risk management, social responsibility, credit management theory, combined with the current textile industry to build brand Let the status quo, the reference for the Ministry of Industry and Information Technology, "the first part of the brand development Management System Implementation Guide", "brand development management body the second part of the evaluation system's Guide "and the State Department" Quality Development Outline (2011-2020) ", " industrial transformation and upgrading plan (2011-

2015) "and the China Textile Industry Association," Construction of the textile power Outline (2011-2020) "and other documents.

## **0.2 Evaluation of the relationship between brand value**

Textile industry brand development management system is the basis for the evaluation of the value of the textile industry brand. Its main focus is through mentoring and Specification textile enterprises brand development process, enhance brand development capabilities, effectively prevent the risk of brand management to enhance brand value, Enterprise brand value of healthy development.

Textile industry, enterprises should first establish the standard requirements of the management system of brand development, brand development and effective operation of management systems Based on the brand value evaluation conducted to further validate the effectiveness of brand development management system.

### **0.3 Textile industry brand development Management System schematic diagram**

The standard in the development process, in the course of construction methods and standards and take full account of the GB/T 19001-2008 management system Standard compatibility. The establishment, implementation and brand development of the textile industry to improve the management system, the textile industry companies often lead to market demand to strive to achieve customer satisfaction. Textile industry, brand management system operating mode is shown in Fig.

## **1 Textile industry brand development Management System schematic diagram**

Textile industry brand development Management System General Requirements

### **1 Scope**

This International Standard specifies the following requirements of the textile industry enterprises to cultivate brand management system provides general requirements.

- a) needs to demonstrate it has to establish, implement, maintain and cultivate the ability to brand management system of continuous improvement;
- b) through the effective application of the system to ensure that meet customer requirements, seeking to enhance brand value;
- c) enhance the ability of brand development, brand development continued to improve performance.

This standard applies to the different nature of different sizes, offer different products and services, textile industries and enterprises (hereinafter referred to as "enterprise").

## **2 Terms and definitions**

The following terms and definitions apply to this document.

### **Brand brand**

Marketing-related intangible assets, including (but not limited to) name, terminology, symbols, images, logos, designs, or combinations thereof, used to distinguish between production Goods, services, and (or) entity, or both, can form a unique impression and Lenovo stakeholder awareness, generating economic benefits (value).

[GB/T 29187-2012, Definition 2.2] 2.2 Brand development brandcultivation to create brand enterprises, enhance brand value undertaken, aimed at improving the ability of enterprises to fulfill their commitments, competitive advantage, and to make this commitment Novo and competitive advantage are informed of all the activities of the trust and its customers.

Brand development management system brandcultivationmanagementsystem Command and control of enterprise management system in terms of brand development.

Brand planning to determine the brand design and planning, it is the branding tools, methods and approaches.

[GB/T 29185-2012, Definition 2.2] 2.5 Brand value Brands economic value negotiable currency units.

[GB/T 29187-2012, the definition 2.4] 2.6 Brand positioning to establish brand competitive advantage, brand value uniquely designed so that the brand in consumers and other stakeholders to form a unique prescription Impressions and associations.

[GB/T 29185-2012, the definition 2.3]