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

FZ/T 01142-2018

**Implementation guidance for brand cultivation management
systems- Textile industry**

品牌培育管理体系实施指南 纺织行业 清晰版
(English Translation)

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Foreword

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

This standard is proposed and managed by the China National Textile and Apparel Council.

This standard was drafted. Shenzhen Brand Construction Promotion Center, Jiangsu Yueyuan Fiber Technology Co., Ltd., textile industry science and technology development Center, China Aviation Integrated Technology Research Institute, China Textile Industry Federation Brand Work Office, Saibao Certification Center, China Textile Information Heart, China Quality Association, Institute of Telecommunications, Ministry of Industry and Information Technology, China National Institute of Standardization, Beijing Institute of Clothing, China Garment Association, China Textile Machinery Association, China National Textile Industry Association, China Knitting Industry Association, China Industrial Textiles Industry Association, China Chemical Fiber Industry Association Hui, China Cotton Textile Industry Association, China Wool Textile Industry Association, China Hemp Textile Industry Association, China Silk Association, China Printing and Dyeing Industry Association Hui, China Filament Weaving Association, Bosideng International Holdings Group Co., Ltd., Gushi County Lilai Knitting Co., Ltd., Zhejiang Jieliya Textile Group Co., Ltd., Fujian Jingwei New Fiber Technology Industrial Co., Ltd., Qingdao Hongling Clothing Co., Ltd., Shandong Ruyi International Fashion Industry Investment Holdings Co., Ltd., Germany (Beijing) Data Management Technology Co., Ltd., Lushan Group Co., Ltd., Shanghai Sangun Group Co., Ltd., Zhejiang Gold Sanfa Group Co., Ltd., Jiangsu Zhonghao Technology Development Co., Ltd., Wanshili Group Co., Ltd., Xinshen Group Co., Ltd.

1 General

Brands are one of the most important assets of textile industry companies and organizations. Brand cultivation is the company's promotion of brand value and competitiveness.

The important means and methods are a systematic project. Adopting a brand cultivation management system is a strategic decision of the enterprise and contributes to the enterprise system.

Improve the effectiveness and efficiency of brand cultivation. This standard establishes and implements a brand cultivation management body for textile industry enterprises (hereinafter referred to as enterprises).

Provide guidance to enhance brand cultivation and continuous improvement of brand cultivation performance.

2 Basic principles

This standard is developed in accordance with the following brand cultivation management principles.

a) Leadership. Leaders at all levels establish a unified purpose and direction, create and maintain a good internal environment, and enable employees to participate fully Activities to achieve branding goals.

b) All members are actively involved. Competent, authorized and actively involved personnel at all levels are to enhance the creation and realization of corporate brand value.

Necessary conditions.

c) Create value for customers. The primary focus of corporate branding is customer needs and expectations, creating value for customers and highlighting customers.

Differentiated feelings and experiences and corresponding value propositions to create core competitiveness.

d) Process approach. The brand cultivation related activities are managed as a system consisting of related linkages and functional processes, which can be more Get consistent, predictable results efficiently and efficiently.

e) Strategic orientation. Corporate brand cultivation management should be guided by brand strategy to promote the sustainable and healthy development of corporate brands.

f) Evidence-based decision making. Brand-related decisions based on data and information analysis and evaluation are more likely to produce desired results.

g) Continuous improvement. The process of corporate branding needs to focus on improvement and innovation.

h) Relationship management. Corporate branding needs to manage relevant parties in a reasonable and standardized manner (such as owners/shareholders, employees, partners, and society) relationship.

3 Standard structure

Establishing, maintaining and continuously improving the brand cultivation management system in accordance with this standard will create better knowledge and methods for enterprises to apply brand cultivation.

environment of. The enterprise brand cultivation process is influenced by the internal and external environment, goals, products and services, as well as the scale and organizational structure.

The standard determines the documented information of the brand cultivation management system that suits its needs.

The structure of this standard is based on the key processes and elements of corporate branding and their interrelationships. Appendix A provides this standard.

Structure and ISO Work Guidance Document (Appendix to ISO/IEC Guide Part 1) applies to all ISO management system standards.

A high-level structure comparison table, so that the enterprise brand cultivation management system can better integrate with other management systems.

This standard uses structured (see Figure 1) to describe the guidelines for the establishment and implementation of a brand cultivation management system.

Figure 1 Structure of this standard

Appendix B is a brand cultivation management system maturity evaluation tool, which is used to guide enterprises to evaluate the brand cultivation process or the maturity of factors, etc.

Level, identify its strengths and weaknesses, and improve opportunities. This evaluation tool can be used for both internal self-evaluation and external evaluation.

Industry brand cultivation management system maturity level. The results of the process or factor-based evaluation can reflect the actual performance of corporate branding.

But does not represent the actual value of the brand.

Appendix C provides a score distribution rule with a score of 1000 points. Enterprises use this rule to conduct evaluations, which can be more straightforward.

Viewing the ability to identify the current brand cultivation ability and performance level of the enterprise, the brand cultivation model enterprise evaluation can also apply this rule.

Appendix D provides a complementary guide to the industry's ability to better understand and implement this standard for the characteristics of the textile industry.

4 Relationship with other standards

This standard is supplemented and improved by FZ/T 01119-2013 "General Requirements for Brand Management System of Textile Industry", which is more applicable.

The company grasps the requirements and attention of the standard according to the characteristics of different sub-sectors.

Brand cultivation management system implementation guide textile industry

1 Scope

This standard establishes and implements a brand cultivation management system for textile industry enterprises, enhances brand cultivation ability, and continuously improves brand cultivation performance.

Provide a guide.

This standard applies to textile companies of different natures, sizes and offering different products and services.

2 Normative references the following documents are indispensable for the application of this standard. For dated references, only dated versions apply to this article.

Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 24001 Environmental Management System Requirements and User Guide GB/T 29185 brand value term

3 Terms and definitions the following terms and definitions as defined in GB/T 29185 apply to this document.

Brand

Intangible assets that bring a premium to the company and generate added value. Its carrier is a name, noun, used to distinguish it from other competitors' products.

Symbols, designs, etc., or a combination thereof. Essentially represents a consistent commitment of the company to the value provided by customers and other interested parties.

Note: Rewrite GB/T 29187-2012, definition 2.2.

Brand cultivation the company's ongoing efforts to enhance brand value are aimed at improving the ability of companies to fulfill their commitments, enhance their competitive advantage, and make this commitment and competition.

Competing for all activities that are recognized and trusted by their customers.