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How to capture untapped Asian and African market: an advice for the leading jackets manufacturers! by [David Hudson](#)

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Manufacturing of any apparel requires certain set of skills and expertise. Other than manufacturing, there is also a need to apply effective marketing and promotional means to make your product a huge success in the international market.

Especially for the jacket manufacturers, distributors and suppliers, it requires more than traditional marketing and advertising initiatives due to many known and unknown factors.

For the most part, jacket manufacturers do not take into account the essential step that comes before mass marketing of their products by all ways and means.

This is related with the manufacturing of the jackets as standard leather jackets are not environment friendly in many geographical settings, especially in many African and Asian regions. Jackets manufacture may easily make a masterpiece for the western market but, on the other hand, the same masterpiece could appear as a mere nightmare for the consumers living in tropical weather conditions. Additionally, the season of winter is very short and not much severe as compared with those countries and regions located in Europe and America. A huge market of jackets is found in tropical Asian and African countries but here buyers and consumers remain unsatisfied because here they cannot find any leather jackets or leather coats which could be used throughout the year.

Jackets manufacturers should introduce those jackets and leather coats in these regions which could be worn throughout the year rather than using the same apparel during the winter seasons only.

For leading jackets manufacturers, distributors and suppliers, there is an urgent need to review their manufacturing methods because their jackets are unable to meet specific weather-requirements in Asian and African regions.

Furthermore, many consumers, in these regions, avoid using those apparel items which are made by using the animals' hide due to their religious beliefs. Jacket manufactures cannot challenge the authenticity of their religious beliefs, thus it is vital to also utilise other man-made materials instead of using animals' hide. Many cosmetic companies have stopped utilising those materials and ingredients that are exclusively derived from the animals. If jacket manufacturers can follow the suit, they can easily capture an untapped market found in these regions in a reasonably short period of time. In addition to that, jacket manufacturers also need to revise their entire marketing and advertising strategies in these Asian and African countries because people, living in these areas, follow their own social and cultural practices, and they don't like those social values or culture that are quite different to that of their own.

This is not only the matter of speaking in their regional dialects and languages only, but it's also necessary to devise true customised marketing and advertising programme in these countries that suits these social values and cultures. You may get additional feedback from Asian and African consumers on B2B portals like www.worldoftrade.com

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