

UDC 658.8/(378+687)

JEL classification: M31

**Rachel Korkor Nartey**

*Department of International Economics  
National Technical University of Ukraine  
“Igor Sikorsky Kyiv Polytechnic Institute”  
Greater Accra, Ghana*

**Natalija V. Yudina**

*Ph.D. (in Economics), Associate professor,  
ORCID ID: 0000-0002-1730-9341  
National Technical University of Ukraine  
“Igor Sikorsky Kyiv Polytechnic Institute”,  
Kyiv, Ukraine*

## **FASHION SCHOOL STARTUP-PROJECT AS AN EFFECTIVE ORDER OF ECONOMY DEVELOPMENT IN GHANA**

### **СТАРТАП-ПРОЕКТ ШКОЛИ МОДИ ЯК ЕФЕКТИВНИЙ НАПРЯМ РОЗВИТКУ ЕКОНОМІКИ ГАНИ**

*In this article the development of the fashion market in Ghana was investigated. It is shown that the Ghanaian economy is going through a period of significant changes driven by a number of factors, including new and emerging technology; international trade and finance; the global competition and Ghana competitive advantage integrated into the global economy; the innovation and technical progress. It was highlighted that in Ghana fashion designers realized that the old rules didn't work on the fashion market any more like it had already happened in most other fields of people activity. Some market opportunities and market problems for local fashion designers were shown. On the one hand it is highlighted in the article that talented fashion designers don't have an ability to promote their works abroad and don't have relevant education for this. On the other hand it is shown that the fashion market needs new marketing tools to be implemented that also ensures rising the demand on special education on marketing, promotion, branding fashion clothes and rebranding to win new generations of consumers. Therefore a business idea of setting up a startup-project of a fashion school in Ghana is proposed for entrepreneurs. This startup-project is presented as a practical implementation result of the interdisciplinary approach to creating and managing an innovative activity under the 'blow-up regimes' in the information society on the basis of the four-dimensional thinking. These 'blow-up regimes' assume that all processes are accelerating economics and people life in accordance with the exponential law. It makes entrepreneurs and investors react address a challenge of global marketing environment rapidly. The analysis of marketing researches results of self-evaluation by students, conducted in the fashion schools in Ghana, is represented in the article as an effective order for building up a set of competitive advantages of the new fashion school. The innovative opportunity of promotion training works of the students abroad is proposed.*

**Keywords:** fashion market, education market, Ghana, fashion school, startup-project.

*У даній статті розглянуто розвиток ринку моди у Гані і сформульована пропозиція заснування стартап-проекту школи моди як ефективний напрямок економічного розвитку Гани. Показано, що економіка Гани пройшла скрізь період значних змін, викликаних різноманітними факторами, включаючи інноваційні технології і технічний розвиток, розвиток міжнародної торгівлі, глобальної конкуренції та конкурентною перевагою Гани, що інтегрується у глобальну економіку. Було висвітлено, у Гані дизайнери модного одягу усвідомлюють, що старі правила більше не працюють на ринку моди Гани так само, як це вже сталося у інших напрямках діяльності людей. Були продемонстровані окремі ринкові можливості та ринкові проблеми локальних дизайнерів модного одягу. З одного боку, у статті підкреслюється, що талановиті модні дизайнери не мають можливості просування власних дизайнерських робіт за кордоном, а також не мають відповідної освіти для цього. З іншого боку, у статті показується, що ринок модного одягу потребує нових маркетингових інструментів для впровадження, що обумовлює зростання попиту на спеціалізовану освіту з маркетингу, брендінгу модного одягу, а також ребрендінгу для завоювання нових поколінь споживачів. Таким чином, підприємцям запропонована бізнес-ідея зі заснування стартап-проекту у вигляді школи моди в Гані. Цей стартап-проект представлений як результат практичного впровадження міждисциплінарного підходу до створення та управління інноваційною діяльністю в умовах «режимів із загостреннями» в інформаційному суспільстві, при яких усі процеси в економіці і звичайному житті людей прискорюються за законом експоненти. Це вимагає оперативного реагування підприємців і інвесторів на зміни у глобальному маркетинговому середовищі. Аналіз результатів маркетингових досліджень щодо самооцінки студентів шкіл моди в Гані представлено у статті у якості ефективного напрямку побудови набору конкурентних переваг для нової школи моди. Була запропонована інноваційна можливість просування навчальних робіт студентів за межами Гани.*

**Ключові слова:** ринок моди, ринок освіти, Гана, школа моди, стартап-проект.

**Introduction.** Fashion (the garment and clothing industry) is an appealing market for many entrepreneurs. The total fashion market size achieved 1.685 billion U.S. in 2015 [1] and is forecast to reach 992 billion in 2021, an increase of more than 26% since 2016 [2]. It is predicted to double in the next decade up to \$5 trillion annually [3]. Fashion is common to many fields of human activity, thinking and has always been a reflection of the society [4] and seems to be synchronous to the global economy development.

Ghana is one of perspective developing areas for the global fashion industry. It has its contemporary roots since 2000s. During this period of time many Chinese and Indian fashion products have flooded the market in Ghana that has mixed local culture with outside fashion trends. But in 2013, limited importation of textiles by some regulations [5] that made local fashion textile production and local fashion designers develop more intensive. But previous approaches to operation in this market look dated, ineffective and unappealing through the ‘blow-up regimes’ appearance in most branches of the global economy [6]. These ‘blow-up regimes’ assume that all processes are accelerating economics and people life in accordance with the

exponential law. It makes entrepreneurs and investors react address a challenge of global marketing environment rapidly. This ensures importance of separating new marketing tools for management this market. But the scientific authors' attention to this market in Ghana hasn't been enough. It needs more deep marketing researches of the fashion market in Ghana for new generation of fashion designers to develop.

**Task formulation.** The purpose of the article is to investigate marketing opportunities and orders of a fashion market development in Ghana.

**Methodology.** The methods of the system analysis, the comparative analysis method, the association method, the analogy method, the analysis of statistical data are used in the article.

**Research results.** The Ghanaian economy is going through a period of significant changes [7], driven by a number of factors, including new and emerging technology; international trade and finance; the global competition and Ghana competitive advantage integrated into the global economy; the innovation and technical progress (fig.). This period of changes has seen increasing focus on the ability and willingness of Ghana businesses and industries to adapt to all these changes.



Figure - The dynamics of GDP growth in Ghana (annual %)

Reference: [8].

As we can see the economics in Ghana, being integrated into the global economy, has had similar economy crisis repetitions [11] that reflect on all economy branches in the country. For example during 2018 fashion designers were able to look at new opportunities due to economy rising in Ghana. But they also realized that the old rules didn't work on this market any more like it had already happened in most other fields of people activity. They have to be more 'nimble, think digital-first and achieve ever-faster speed to market' [9]. The fashion market needs new marketing tools to be implemented that ensures rising the demand on special education on marketing, promotion, branding fashion clothes and rebranding to win new generations of consumers [6]. The challenges in the 21st century demands that higher fashion education be significant and responsive to develop mechanisms to produce dynamic and technically competitive human resources to meet the challenges of the global world [4]. For Ghana there is no choice but to face a strong competition in the international apparel industry, and there is the need for continual evaluation of the challenges facing higher fashion education (HFE) in Ghana.

Under the conditions with 'blow-up regimes' in the global economy in the information society, an effective solution of this problem for designers is to create a number of different startup-projects based on 'the four-dimensional thinking' [10]. It means a creation and approbation some innovative projects on the basis of mixing interdisciplinary economy industries and sciences. So we can separate these relevant economy branches as fashion industry and education for mixing (the two-dimensional thinking). And then it needs this branches in Ghana to be investigated more deeply by us (the thinking in the time-dimension and the vertical direction of these two specific disciplines).

When we look at the history of clothing and fashion and fashion education in Ghana, we notice it has come far and very growing. The 20th century brought with it a lot of changes in the fashions industry. The current fashion industry began to form in early 2000 when imported fabric from Holland was used to make unique wear. As more people demanded for these unique products, there was increased production which made the designers even more popular that they became celebrities.

The government embraced the growth in the fashion industry and introduced the National Friday wear as means of promoting the African wear. In this century still the traditional fabric remains the same just that the way it was produced at first by weaving as changed to manufacture form, that's into cotton form and has made it very cheaper to purchase and available for all as compared to when only kings and queens were the only ones to purchase it. Now we can see that most Ghanaian designers in the market are trying to use traditional fabric to make international styles to meet the standard fashion industry globally and not only local consumption. African wear has

become more popular in most African countries due to the entry of new designers in the industry but due to higher cost of production and inadequate infrastructure, the designers are not able to extend their designs internationally. It also means an opportunity for entrepreneurs to find a solution of this problem and then commercialize it.

This global trend of a fashion market rising corresponds with fashion market growth in Ghana and makes it be prospective for new designers. This fact ensures a development of a fashion education market. But in terms of fashion education, there wasn't any fashion schools training people to learn how to sew and design but they learn from individually designers but as the industry developed, many designers and experienced people started to open school to teach more people interested in fashion.

Global forces have shaped the fashion industry into a complex and far-reaching phenomenon. Fashion students in higher educational institutions do not only create cutting edge apparel, but are also creative innovators and problem solvers who are constantly aware of current and future styles and trends.

This is a self-evaluation by students in the fashion school in Ghana (tabl.) [13].

Table - A self-evaluation by students in the fashion school [13]

Criteria of Self-evaluation	Percentage					mean
	1	2	3	4	5	
Academic preparedness to pursue your study	1.4	2.8	12.5	26.4	50.0	4.30
Attitude towards your current field of study	0	4.2	6.9	30.6	54.2	4.41
Interest towards the courses you are attending	0	4.2	11.1	18.1	65.1	4.46
Motivation for learning	4.2	8.3	13.9	36.1	31.9	3.88
Skills in managing time	8.3	6.9	23.6	37.5	20.8	3.57
Academic competence	2.8	2.8	12.5	44.4	36.1	4.10

*1=very poor, 2= poor, 3= not sure, 4=Good, 5=Very good*

Students were requested to evaluate themselves based on a set of different activities. The responses show about two-thirds (76.4 %) of the respondents considered their academic preparedness to pursue their studies to be good and very good, whereas, two-thirds (83.4 %) generally see their interest in courses they are pursuing to be good and very good. The motivation for learning was evaluated as good and very good by 36.1 % and 31.9 % of the respondents respectively. In addition, the attitude of the respondents to time management skills has been good and very good as depicted by 37.5 % and 20.8 % of the respondents respectively. The study also focused on the methods employed by the department/faculty to help students become aware of their support to improve quality of their education.

From the table 1 we can also notice that the students' motivation for learning and skills in managing time have been estimated by the students as very 'not sure'. So in business knowing this is going to motivate the students by rewarding them to boost their learning. For instance, when anyone who comes late in a classroom is not going to enter the class, it turns into important skills for the students in managing time. Therefore, the results of this research have to be implemented in new types of fashion schools.

In Ghana, the selling of clothing has become a very big problem especially the purchase of local clothing. This is due to the following reasons. The branding of unique designs has to be implemented. In Ghana many designers don't have a brand name for their project. The few ones who have been able to brand their own product have also wrongly copied and produced cheaply from China, thereby destroying their own brand name. Also many designers have difficulties in securing financing from their lenders. That fact enables designers to develop sustainable during long time. Importation of Chinese, Italian and Spanish clothing into the country has caused many fashion industries to collapse because most of their clothing are not being purchased. And most of their competitive advantages are similar to the foreign countries.

Under all these conditions we can separate some practical recommendations for the Ghanaian designers' startup-project. This business idea is to establish a fashion school for less privileged individuals in Ghana, a fashion show for upcoming models and a company for the clothing to be sold. The first twenty more talented students will start without paying for tuition and when they are professionals, they will help teach the others who will sign up in addition with 3 to 4 prominent fashion designers in Ghana. With the show, students of this fashion school will get to select one celebrity they want to model in their clothing for just the beginning and afterwards upcoming models will start to model in it for them. After their celebrities are done modelling in their clothing, one cloth will be given to them as a gift and the rest sold under the company name.

This business is going to meet the needs of the needy but brilliant designers in Ghana, individuals who want to be a model in fashion in particular but it will be opened for all Ghanaians both males and females. There is going to be a scholarship for very good designers and model to further their skills and talent in abroad and especially with Paris fashion school. You can enroll without the full resources needed but half of it as compared to rest where you need the full resources before you can enroll. Then the best students can be included into the fashion school team.

The possible competitors are Joyce Abaiboo Fashion School and Abrantie College. As proposed early on, seeing how many schools are being opened in Ghana, there is a strong competitive advantage they all don't have. As fashion is developing

because of consumer satisfaction and interest, it is perspective to teach students how to make standard locally garment which will be accepted locally and international. Due to improper finishes the Ghanaian designers have made, it is not really accepted international such as the thread, buttons, zips, under-sized measuring. Knowing this, for example, it is important to involve fashion teachers that have some experience and education in the European textile and fashion school. It can help the new Ghanaian fashion designers to understand how to create finishes for globally accepted. In all, we notice it is the preference of the consumer that motivates most designers and also designers need to update themselves with things relating to fashion through magazines, news or look more into international fashion trend this will make them stand out more.

It is very important for designers to spend in branding their clothing and with securing financial assistance from lenders (even by future investing in lenders' companies and be in an agreement with them). Since most of the Ghanaians prefer more of the "already made clothing" and foreign clothing, it seems to be perspective to produce both local and foreign clothing through students and have one very prominent personality from Paris to be the face of the company. Under the conditions of great popularity of Instagram, Snapchat, YouTube and others in Ghana, it is effective to announce and publish the business on different social media for interested individuals to sign up.

Some phases of the startup-project developing can be separated. At the first phase a set-up project is going to be in the second developing region of Ghana and not in the capital. There are a lot of designers and the most fashion school is founded there, so as a result more competition. But with the second developing region the competition is not a lot so more opportunity and greater business strength but a little threat and weakness due to high cost of a supply chain.

At the second phase the main business idea of the fashion school startup-project is to promote the brilliant but needy people who are into fashion but don't have the means for proper training and education about fashion. So this fashion school has to be opened for all talented Ghanaian people. From the beginning, there will no member to help a startup-project founder out because the founder will start with only 20 students but after as it grows, the founder will employ these 20 students as members just Coca-cola does. It is going to be implemented by only both in theory and practical till further growth. It will catch the target audience, because everyone likes to work or study at a place where they will get profits or interest or advantages. It is going to be free for the first 20 target audience students and the rest doesn't need to pay the full payment before they will get both theory and practice. The target audience is going to receive information mostly through social media such Instagram and WhatsApp and also through popular fashion magazines. A break-even point will be when the project gets

the number of people, which will be equivalent to budgeted revenue. It won't be commercialized from the beginning but after a year it will be. Profit has to be shared according to the number of shares invested and attitude towards the work.

At the third phase the fashion school can develop distance-learning courses [12]. This approach to the running an education business assumes scaling up of the startup-project profits and the brand equity of the fashion school not only in Ghana but also abroad.

**Conclusions.** The scientific novelty of the article is an effectiveness underpinning of the fashion market development in Ghana due to the business setting up of innovative startup-projects. A fashion design school was proposed for entrepreneurs as a tool of the surviving the economic crises consequences in Ghana. It mixes two specific branches of an apparel market and education that ensures a new order in the local fashion industry. The perspective order of the future investigations is a practical implementation of recommendations proposed in the article.

#### References:

1. Global apparel market size projections from 2012 to 2025, by region (in billion U.S. dollars). URL : <https://www.statista.com/statistics/279757/apparel-market-size-projections-by-region>.
2. Sheng Lu. FASH455 Global Apparel & Textile Trade and Sourcing. URL : <https://shenglufashion.com/2018/12/18/market-size-of-the-global-textile-and-apparel-industry-2016-to-2021-2022>.
3. Emanuela Gregorio. Building Africa's manufacturing strength in the textile and clothing sector. *African growth and opportunity act*. African Development Bank, 2019. URL : <https://agoa.info/news/article/15566-building-africa-s-manufacturing-strength-in-the-textile-and-clothing-sector.html>.
4. Elizabeth Obinnim, Ninette Afi Pongo. The Appropriate Use of Elements and Principles of Design in Garment Construction by Dressmakers and Tailors. *International Journal of Innovative Research in Science, Engineering and Technology*. Vol. 4, Issue 4, April 2015. URL : [https://www.academia.edu/11967988/The\\_Appropriate\\_Use\\_of\\_Elements\\_and\\_Principles\\_of\\_Design\\_in\\_Garment\\_Construction\\_by\\_Dressmakers\\_and\\_Tailors](https://www.academia.edu/11967988/The_Appropriate_Use_of_Elements_and_Principles_of_Design_in_Garment_Construction_by_Dressmakers_and_Tailors).
5. Ghana: Market Profile. *HKTDC Research*. 29 Jan 2019. URL : <http://emerging-markets-research.hktdc.com/business-news/article/Africa/Ghana-Market-Profile/mp/en/1/1X000000/1X0AEXEV.htm>.
6. Юдина Н. В. Особенности мозговой деятельности человека как основа футурологических преобразований в маркетинге. *Бренд-менеджмент*. 2014. №3(76). С. 164–175.
7. Nartey R. K., Yudina N. V. Agriculture: a Tool for Sustainable Development in Ghana. *Scientific Thought of Information Era: Achievements, Challenges, Priorities* : Collection of Materials of the Multidisciplinary Scientific and Practical Conference, Kyiv, December 21th, 2018 / [compiler L. I. Yudina]. Kyiv, 2019. URL : <http://futureslog.com.ua/publish/14/zbirnyk.pdf#page=113>.
8. World Bank national accounts data and OECD National Accounts data files. URL : <https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?end=2017&locations=GH&start=1961&view=chart>.



9. The State of Fashion 2019: A year of awakening. / McKinsey&Company. URL : <https://www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion-2019-a-year-of-awakening>.
10. Yudina N. V. Methods of the Startup-Project Developing Based on 'the Four-Dimensional Thinking' in Information Society. *Marketing and Management of innovations*. 3'2017. P. 245–256. DOI:10.21272/mmi.2017.3-23. URL : <http://mmi.fem.sumdu.edu.ua/journals/2017/3/245-256>.
11. Юдіна Н. В. Визначення циклічних залежностей в економіці України на основі аналізу окремих макроекономічних показників. *Економічний Вісник НТУУ «КПІ»*. №13(2016). URL : <http://ev.fmm.kpi.ua/article/view/80084/75643>.
12. Yudina N. V. The Three-Step Model of Distance Learning Courses Commercialisation in Emerging Countries. *Економічний вісник Національного технічного університету України «КПІ»*. 2018. № 15(2018). URL : <http://ev.fmm.kpi.ua/article/view/137085>.
13. Ninette Afi Pongo, Thomas Obeng Asare, Ibrahim Abdul-Fatahi. Evaluation of the Challenges of 21st Century on Quality Assurance of Higher Fashion Education in Ghana. *Arts and Design Studies*. 2015. Vol. 29. URL : <https://pdfs.semanticscholar.org/807c/9e0fadaa766fc1a124cd91df13c4a814528f.pdf>.