Abstract

Present study focuses on identifying various challenges or barriers as well as success factors for commerce of Indian inner wear industry. After exploring various challenges through extensive literature review and internet search, the identified factors are further studied for the possible hierarchical relationships amongst them using Interpretive Structural Modelling methodology.

References

1. www.yotpo.com/log/2016/04/19/fashion-industry-customer-reviews-data/
2. https://www.entrepreneur.com/article/275419

Index Terms
Keywords

ISM methodology, Small medium enterprises, inner wear industry, lingerie industry