

SUMMARY

Globalism can be regarded as the concept which anticipates the better recognition of belief and moral values in different countries and the increase of international relationships regarding the economic, political, demographical differences between the countries. Today, the concept of competition comes out with the fact of globalism. With this competition concept, goods and services are produced proper to the wishes of the costumers , and products' life extension become shorter gradually. Firms' taking the superiority of competition, both national and international, depends on meeting the needs of consumers in a different and economical way from the other firms do.

Today, It is possible to say that the textile and ready-made clothing firms, both in Turkey and in world, are in a great competition. Because the textile and ready-made clothing firms are ones of the most important sectors which supply a contribution to the development of the country with its opportunities of import and tax.

In Turkey, there are some conditions which affect the development of textile sector in Aydın and its districts. It is necessary to change these conditions , even if not changed, at least it should be decreased to the minimum and by this way the sector's development should be incited.

Also the opportunity of qualified workforce employment must be increased and by realizing the cooperation of university and industry it should be given chance to these sectors to be affected from each other.

In this work, competition levels of textile firms, both in national and international platforms, in Aydın and its districts are studied and their cases are fixed. For this aim, an area study was done on the textile firms in Aydın and in its districts.

As a conclusion, such factors like not being employed of Professional managers in Aydın, high costs of workforce, of transportation, of raw material, of energy and of SSK(Social Insurance Association) Premium, cheap but poor quality products' coming on the market with the ending of quota , production with traditional

ways and insufficient work of modernization in the sector make textile firms in Aydın and its districts stay behind to the textile firms in Turkey and in the world.