

References

- Ahmed, J. U., Ahmed, I., & Chowdhury, M. F. (2016). Ferdous custom made tailors fabrics fashions: new challenges ahead. *Asia-Pacific Journal of Management Research and Innovation*, 12(2), 177–183.
<https://doi.org/10.1177/2319510x16671565>
- Alves Moreira, M. R., R.S. Andrade, S., & S.A. Sousa, P. (2015). International outsourcing: A process approach to the apparel industry. *Review of Business Management*, 17(58), 1444–1463. <https://doi.org/10.7819/rbgn.v17i58.2094>
- Association for Project Management. (2016, July 1). *What is the difference between a trial and a pilot?* | APM. www.apm.org.uk.
<https://www.apm.org.uk/resources/find-a-resource/what-is-the-difference-between-a-trial-and-a-pilot>
- Blank, S. (2013, May). *Why the lean start-up changes everything?* Harvard Business Review. <https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>
- Blank, S. G., & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company* (Vol. 1). K And S Ranch, Inc.
- Bortolini, R. F., Nogueira Cortimiglia, M., Danilevicz, A. de M. F., & Ghezzi, A. (2018). Lean startup: A comprehensive historical review. *Management Decision*, 59(8).
<https://doi.org/10.1108/md-07-2017-0663>
- Brown, N., White, J., Brasher, A., & Scurr, J. (2014). An investigation into breast support and sports bra use in female runners of the 2012 London Marathon. *Journal of Sports Sciences*, 32(9), 801–809. <https://doi.org/10.1080/02640414.2013.844348>
- Caniato, F., Caridi, M., Castelli, C., & Luca, L. (2008). Demand and retail management in luxury fashion industries. *Research Journal of Textile and Apparel*, 12(3), 65–76.
<https://doi.org/10.1108/rjta-12-03-2008-b007>
- Central Bank of Sri Lanka. (2021, April). *Annual report 2020* | Central Bank of Sri Lanka. www.cbsl.gov.lk. <https://www.cbsl.gov.lk/en/publications/economic-and-financial-reports/annual-reports/annual-report-2020>
- Chang, S. J. (2004). Venture capital financing, strategic alliances, and the initial public

- offerings of internet startups. *Journal of Business Venturing*, 19(5), 721–741.
<https://doi.org/10.1016/j.jbusvent.2003.03.002>
- Da Silveira, G., Borenstein, D., & Fogliatto, F. S. (2001). Mass customization: Literature review and research directions. *International Journal of Production Economics*, 72(1), 1–13. [https://doi.org/10.1016/s0925-5273\(00\)00079-7](https://doi.org/10.1016/s0925-5273(00)00079-7)
- Dabholkar, A. (2005). Exact counting of supersymmetric black hole microstates. *Journal of Marketing Research*, 94(24), 219–227.
<https://doi.org/doi.org/10.1509/jmkr.42.2.219.62293>
- Dahan, E., & Hauser, J. (2002). The virtual customer. *Journal of Product Innovation Management*, 19, 332–353. [https://doi.org/10.1016/S0737-6782\(02\)00151-0](https://doi.org/10.1016/S0737-6782(02)00151-0)
- DataReportal. (2022, February 10). *Digital 2022 global overview report (January 2022) v05*. Data Reportal. <https://www.slideshare.net/DataReportal/digital-2022-global-overview-report-january-2022-v05>
- Datta, D. B., & Agrawal, B. (2018). Quality analysis and testing of undergarments. *LTTFD*, 3(1). <https://doi.org/http://dx.doi.org/10.32474/LTTFD.2018.03.000154>
- Deloitte. (2011). *IAS 38 — intangible assets*. Iasplus.com.
<https://www.iasplus.com/en/standards/ias/ias38>
- Dilanthi, S. (2015). A review on the current profile and challenges of the Sri Lankan apparel industry. *International Journal of Management, Accounting and Economics*, 2(10), 1261–1277.
<https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.736.7549&rep=rep1&type=pdfa>
- DIM Paris. (n.d.). *Size guide: Women's underwear | DIM*. Www.dim.com. Retrieved November 6, 2021, from <https://www.dim.com/en/size-guide-%3A-women-s-underwear/femme-lingerie.html>
- Fang, F., Hu, C., & Yan, T. T. (2021). Research on bra component design and perceptual image prediction. *International Journal of Clothing Science and Technology*, 33(5), 744–757. <https://doi.org/10.1108/ijcst-12-2019-0186>
- Fogliatto, F. S., da Silveira, G. J. C., & Borenstein, D. (2012). The mass customization

- decade: An updated review of the literature. *International Journal of Production Economics*, 138(1), 14–25. <https://doi.org/10.1016/j.ijpe.2012.03.002>
- Franke, N., Schreier, M., & Kaiser, U. (2010). Management science the “I designed it myself” effect in mass customization full terms and conditions of use: <Http://pubsonline.informs.org/page/terms-and-conditions> the “I designed it myself” effect in mass customization. *Management Science*, 56(1). <https://doi.org/10.1287/mnsc.1090.1077>
- Frutos, J. D., Santos, E. R., & Borenstein, D. (2004). Decision support system for product configuration in mass customization environments. *Concurrent Engineering*, 12(2), 131–144. <https://doi.org/10.1177/1063293x04044382>
- Gonda, G., Gorgenyi-Hegybes, E., Nathan, R. J., & Fekete-Farkas, M. (2020). Competitive factors of fashion retail sector with special focus on SME’s. *Economies*, 8(4), 95. <https://doi.org/10.3390/economies8040095>
- Hardaker, C. H. M., & Fozzard, G. J. W. (1997). The bra design process - a study of professional practice. *International Journal of Clothing Science and Technology*, 9(4), 311–325. <https://doi.org/10.1108/09556229710175795>
- Helms, M. M., Ahmadi, M., Jih, W. J. K., & Etkin, L. P. (2008). Technologies in support of mass customization strategy: Exploring the linkages between e-commerce and knowledge management. *Computers in Industry*, 59(4), 351–363. <https://doi.org/10.1016/j.compind.2007.09.003>
- Ho, H. K. (2015). Christine Yano, pink globalization: Hello kitty’s trek across the pacific. *Journal of Consumer Culture*, 15(3), 425–427. <https://doi.org/10.1177/1469540515574217>
- Hume, M., & Mills, M. (2013). Uncovering Victoria’s Secret exploring women’s luxury perceptions of intimate apparel and purchasing behaviour. *Journal of Fashion Marketing and Management*, 17(4). <https://doi.org/10.1108/JFMM-03-2013-0020>
- Impish Lee Customizable Intimates. (2019, July 24). *New customizer tutorial video*. [Www.youtube.com](http://www.youtube.com). https://www.youtube.com/watch?v=WVvH2mMFeuo&t=1s&ab_channel=ImpishLee

- Jayasundera, C., Jayawikrama, V., & Sivagananathan, A. (2013). Effectiveness of project management tools used in the Sri Lankan public sector. *Sri Lankan Journal of Management*, 138–164.
- Kojundzic, I., Grilec, A., Dolezal, K., & Sabaric, I. (2018). Launching a new brand of women's underwear. *Textile & Leather Review*, 1(2), 64–71.
<https://doi.org/10.31881/tlr.2018.vol1.iss2.p64-71>. a5
- Kotler, P., & Armstrong, G. (2020). *Principles of marketing* (17th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2017). *Marketing management* (15th ed.). Manipl Pearson India Ed.
- Kyger, L. (2018, August 7). *Sri Lanka's sustainable approach to underwear production*. Hinrich Foundation; Hinrich Foundation.
<https://www.hinrichfoundation.com/research/tradevistas/sustainable/sustainability-in-undergarments/>
- Ladd, T. (2016). The limits of the lean startup method. *Harvard Business Review*, 94(3).
<https://hbr.org/2016/03/the-limits-of-the-lean-startup-method>
- Lin, S., & Ma, A. C. (2012). Outsourcing and productivity: Evidence from korean data. *Journal of Asian Economics*, 23(1), 39–49.
<https://doi.org/10.1016/j.asieco.2011.11.005>
- Machado, F. J., & Martens, C. D. P. (2015). Project management success: A bibliometric analysis. *Revista de Gestão E Projetos*, 06(01), 28–44.
<https://doi.org/10.5585/gep.v6i1.310>
- Machado, J. C., de Carvalho, L. V., Torres, A., & Costa, P. (2015). Brand logo design: Examining consumer response to naturalness. *Journal of Product & Brand Management*, 24(1), 78–87. <https://doi.org/10.1108/jpbm-05-2014-0609>
- Marzia Istria. (2012). *Pink Marketing: il marketing al femminile*. Lupetti, Cop.
- Massoudi, A. H. (2020). The vital role of pink marketing in the creation of women loyalty. *International Journal of Social Sciences and Economic Review*, 2(3), 28–37. <https://doi.org/10.36923/ijsser.v2i3.74>

- Maylor, H. (2006). *Project management* (3rd ed., pp. 377–380). Pearson India Education Services Pvt. Ltd. (Original work published 2019)
- Merle, A., Chandon, J.-L., Roux, E., & Alizon, F. (2010). Perceived value of the mass-customized product and mass customization experience for individual consumers. *Production and Operations Management, 19*(5), 503–514.
<https://doi.org/10.1111/j.1937-5956.2010.01131.x>
- Mindtools. (2020). *Murphy's law: Expecting the unexpected*. [Www.mindtools.com](http://www.mindtools.com).
https://www.mindtools.com/pages/article/newSTR_MurphyLaw.htm
- Mollick, E. (2019, October 21). *What the lean startup method gets right and wrong*. Harvard Business Review. <https://hbr.org/2019/10/what-the-lean-startup-method-gets-right-and-wrong>
- Mordor Intelligence. (2020). *Lingire Market: Growth, trends, COVID-19 impact, and forecasts (2021 - 2026)*. <https://www.mordorintelligence.com/>.
- Paternoster, N., Giardino, C., Unterkalmsteiner, M., Gorschek, T., & Abrahamsson, P. (2014). Software development in startup companies: A systematic mapping study. *Information and Software Technology, 56*(10), 1200–1218.
<https://doi.org/10.1016/j.infsof.2014.04.014>
- Peterson, J. (2015). Customisation and fashion logistics effects of flat knitted fashion products using complete garment technology SAMAND' OR - A case study. *Journal of Textile Science & Engineering, 06*(01). <https://doi.org/10.4172/2165-8064.1000232>
- Piller, F. T., Moeslein, K., & Stotko, C. M. (2004). Does mass customization pay? An economic approach to evaluate customer integration. *Production Planning & Control, 15*(4), 435–444. <https://doi.org/10.1080/0953728042000238773>
- Production Colcar. (2020, June 17). *Plastic packaging labeling, better with hotmelt adhesives*. Productos Colcar. <https://productoscolcar.com/en/blog-productos-colcar/plastic-packaging-labeling-better-with-hotmelt-adhesives/>
- Ranasinghe, A. (2018). *Asanga ranasinghe on CPM winnovative day*. [Www.youtube.com](http://www.youtube.com); DIMO.
https://www.youtube.com/watch?v=I6FgACMEX4E&ab_channel=DIMO

- Ries, E. (2017). *The lean startup*. Portfolio Penguin.
- Rohrer-Vanzo, V., Stern, T., Ponocny-Seliger, E., & Schwarzbauer, P. (2015). Technical communication in assembly instructions. *Journal of Business and Technical Communication*, 30(1), 29–58. <https://doi.org/10.1177/1050651915602292>
- Sam, A. F. (2017). The effects of marketing mix (4P) on companies' profitability: A case study of automotive industry in France. *Journal of Research in Marketing*, 8(1), 636. <https://doi.org/10.17722/jorm.v8i1.207>
- Santos-Roldán, L., Palacios-Florencio, B., & Berbel-Pineda, J. M. (2020). The textile products labelling analysis and requirements. *Fashion and Textiles*, 7(1). <https://doi.org/10.1186/s40691-019-0202-4>
- Schniederjans, M. J., & Zuckweiler, K. M. (2004). A quantitative approach to the outsourcing-insourcing decision in an international context. *Management Decision*, 42(8), 974–986. <https://doi.org/10.1108/00251740410555461>
- Shahbandeh, M. (2021). *Lingerie: Retail market value worldwide 2018-2025* | Statista. Statista; Statista. <https://www.statista.com/statistics/720288/lingerie-retail-market-value/>
- So, W. K. W., Law, B. M. H., Choi, K. C., Chan, D. N. S., & Chan, C. W. H. (2020). A mixed-method study examining cancer screening uptake among south asian ethnic minorities in Hong Kong. *Asia-Pacific Journal of Oncology Nursing*, 7(1), 12–17. https://doi.org/10.4103/apjon.apjon_36_19
- Soysal, G. P., & Krishnamurthi, L. (2012). Demand dynamics in the seasonal goods industry: An empirical analysis. *Marketing Science*, 31(2), 293–316. <https://doi.org/10.1287/mksc.1110.0693>
- Sri Lanka Association of Software and Services Companies. (2019). *Sri Lanka startup report 2019* (pp. 18–19). PricewaterhouseCoopers (Private) Limited.
- Sri Lanka Export Development Board. (n.d.). *Intimate wear suppliers, manufactures & exporters in Sri Lanka*. www.srilankabusiness.com. Retrieved October 25, 2021, from <https://www.srilankabusiness.com/apparel/intimate-wear.html>
- Sri Lanka Export Development Board. (2021, October 29). *Exports earns nearly one*

billion dollars in September 2021. www.srilankabusiness.com.
<https://www.srilankabusiness.com/news/exports-earns-nearly-one-billion-dollars-in-september-2021.html>

Stewart, D. W., & Myers, J. H. (1998). Segmentation and positioning for strategic marketing decisions. *Journal of Marketing Research*, 35(1), 128.
<https://doi.org/10.2307/3151936>

Stojanov, M. (2016). ATL, BTL and TTL marketing support of the sales. *International Academy for Marketing Studies Journal*, 140–145.
https://www.researchgate.net/publication/349063376_ATL_BTL_and_TTL_marketing_support_of_the_sales

Su, J. C. P., Chang, Y.-L., Ferguson, M., & Ho, J. C. (2009). The impact of delayed differentiation in make-to-order environments. *International Journal of Production Research*, 48(19), 5809–5829.
<https://doi.org/10.1080/00207540903241970>

The Joint Apparel Association Forum. (2021, August 27). Strengthening Lanka's apparel SME reliance good for everyone. *Daily News*.
<https://www.dailynews.lk/2021/08/27/business/257694/strengthening-lanka%E2%80%99s-apparel-sme-reliance-good-everyone>

Tjan, A., K. (2014, July 23). *Value propositions that work*. Harvard Business Review.
<https://hbr.org/2009/09/value-propositions-that-work.html>

Trimi, S., & Berbegal-Mirabent, J. (2012). Business model innovation in entrepreneurship. *International Entrepreneurship and Management Journal*, 8(4), 449–465. <https://doi.org/10.1007/s11365-012-0234-3>

Tsaousi, C., & Brewis, J. (2013). Are you feeling special today? Underwear and the fashioning of female identity. *Culture and Organization*, 19(1), 1–21.
<https://doi.org/10.1080/14759551.2011.634196>

Tsarenko, Y., & Lo, C. J. (2017). A portrait of intimate apparel female shoppers: A segmentation study. *Australasian Marketing Journal (AMJ)*, 25(1), 67–75.
<https://doi.org/10.1016/j.ausmj.2017.01.004>

Vinodh, S., Sundararaj, G., Devadasan, S. R., Kuttalingam, D., & Rajanayagam, D.

- (2009). Amalgamation of mass customisation and agile manufacturing concepts: The theory and implementation study in an electronics switches manufacturing company. *International Journal of Production Research*, 48(7), 2141–2164.
<https://doi.org/10.1080/00207540802456257>
- Wan, Y. (2017). The study on the influence of clothing packaging design for marketing. *DEStech Transactions on Social Science, Education and Human Science, icesd*.
<https://doi.org/10.12783/dtssehs/icesd2017/11732>
- Welter, C., Scrimshire, A., Tolonen, D., & Obrimah, E. (2021). The road to entrepreneurial success: Business plans, lean startup, or both? *New England Journal of Entrepreneurship, ahead-of-print*(ahead-of-print).
<https://doi.org/10.1108/neje-08-2020-0031>
- White, J., & Scurr, J. (2012). Evaluation of professional bra fitting criteria for bra selection and fitting in the UK. *Ergonomics*, 55(6), 704–711.
<https://doi.org/10.1080/00140139.2011.647096>
- Wright, M. (2020, September 30). *The complete guide to STP marketing: Segmentation, targeting & positioning*. Yieldify. <https://www.yieldify.com/blog/stp-marketing-model/#:~:text=Using%20the%20STP%20process%2C%20businesses>
- Zha, X. F., Sriram, R. D., Fernandez, M. G., & Mistree, F. (2008). Knowledge-intensive collaborative decision support for design processes: A hybrid decision support model and agent. *Computers in Industry*, 59(9), 905–922.
<https://doi.org/10.1016/j.compind.2008.07.009>
- Zhu, Z., Hsu, K., & Lillie, J. (2001). Outsourcing – a strategic move: The process and the ingredients for success. *Management Decision*, 39(5), 373–378.
<https://doi.org/10.1108/eum0000000005473>