**Gap Inc.**

Project Scope


Analyze the feasibility of recycled cotton by focusing on the availability of pre-consumer offcut material from manufacturing facilities in the supply chain. Position Gap for the future integration for recycled cotton into their supply chain.

**Methodology**

### Phase 1
- Scoping & Literature Review
  - Analyze 3-5 Large Companies in Recycled Cotton
    - Retailers
    - Recyclers
  - Analyze Recycled Cotton Processes
    - Mechanical
    - Chemical

### Phase 2
- Feasibility Study
  - Quantify Approximate Supply of Offcuts
  - Identify Potential Manufacturing Process Interventions
  - Complete Relevant Cost Analysis
  - Consumer Potential & Willingness to Pay

**Observations**

- Competitor Positioning
  - Established
  - Viable Process
- Scalability
  - Insufficient offcut supply
  - Post Consumer Required
- Willingness to Pay
  - No price premium at competitors

**Current Supply Chain**

- No Direct Impact from Recycled Cotton on Process
- Recycled Cotton Re-Enters
- Offcuts Collected
- Gap Owns Product

**Recycled Offcut Process**

<table>
<thead>
<tr>
<th>Risk</th>
<th>Revenue</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of visibility into supply chain</td>
<td>Willingness to pay for consumers for recycled products</td>
<td>Cost of collecting offcuts</td>
</tr>
<tr>
<td>Variable supply of offcuts</td>
<td>Access to a new customer base</td>
<td>Additional cost of recycling process</td>
</tr>
<tr>
<td>Environmental impacts of products</td>
<td>Spillover effects into other product lines of Gap Inc.</td>
<td>Increased labor costs</td>
</tr>
</tbody>
</table>

**Decision Tree**

- Mechanical Recycling
- Chemical Recycling
- Lyocell Process
- AMIMCI Process

**Recommendations**

- Strengthen Vendor Relationships
  - Cut/Sew, Mill, & Recyclers
- Consult with NGO Groups
  - Cradle to Cradle
  - Sustainable Apparel Coalition
- Study Feasibility of Post Consumer Collection
  - Reverse Supply Chain Logistics
  - Supply Estimates for post consumer products
- Implementation plan
  - Pilot project on a small scale
  - Start of by working with 1 or 2 long term cut/sew vendors and fabric mill vendors