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Another private company in the area is involved in the fashion industry. Donegal Woollen Products is a spinoff from the knitting cooperative. It started in 1976 selling almost completely to the home market, but since then it has had to develop new markets in America and Japan, as well as in Europe. Its owner Jim Doogan explains why.

JIM DOOGAN

The business we're in is very labour intensive and the garments are very individual. And through, we can't compete with large mass producers, so we had to find a customer that would appreciate the quality, and the only place that customer is, is in the upmarket.

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With such far flung markets the poor communications and remoteness of Donegal are a major problem, as is the local inexperience of factory work.

JIM DOOGAN

There's very little industrial history. All work here has been in a casual basis, fishing and farming. It's very difficult for us to kind of get local people attuned to working fifty weeks a year from nine to five and to appear in every day. But the quality, sometimes they'll be much more conscientious, more loyalty to the company.

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Jim Doogan feels that despite their lack of industrial experience his workers are solidly behind him. This combined with high quality goods for export markets have brought success to his company. It's now expanding and moving into a large factory left empty by the closure of a government subsidised multinational company making synthetic carpet yarn.

[End of recording]