

Internship Report

On

“MERCHANDISING ACTIVITIES OF ANONTEX GROUP”



Supervised by

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MBA Program



BRAC UNIVERSITY

Letter of Transmittal

30th August, 2015

Ms. Nusrat Hafiz

Lecturer

BRAC Business School

BRAC University

Subject: Submission of internship report on “Merchandising Activities of ANONTEX Group”

Dear Madam,

With great pleasure to submit you my internship report titled “**Merchandising Activities of ANONTEX Group**”. I was appointed to as a commercial executive in commercial department of Anontex Group. I have tried my level best to fulfill all my requirements of internship and tried to follow yours instructions in the time of preparing this report. This gave me the opportunity to use my theoretical knowledge in the practical field, which will help me in my upcoming career. The report contains a detailed study on Merchandising Activities of Anontex Group and a look at how this department workings in the practical world.

I also want to thank you for your coordination and supervision to guide for preparing the internship report and I will be very thankful if you could kindly provide me with your valuable feedback on this study of mine.

Yours Sincerely,

Ismat Ara Naznin

ID: 13164057

ACKNOWLEDGEMENT

It is my great honor to express my gratefulness to our creator Allah for such great opportunity to be in touch with Anontex Group in my working days. My assigned topic is “**Merchandising Activities of Anontex Group**”. In preparing the suggested report I get great support and guidance from the persons of **Anontex Group**.

I express my heart full thanks to my supervisor in Anontex Group **Md. Nazmul Huda Talukdar** under whose supervision I have learn a lot of things about a company’s Merchandising Activities. He also helps me in directing my survey among the employees of Anontex Group and also in preparing my reports.

I also want to thank my teacher and supervisor **Ms. Nusrat Hafiz** for helping me & assisting to make my report most eye-catching. Without his help and support it will be very tough for me to prepare the report.



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Executive Summary

This Report is prepared as per requirement of the internship phases of MBA program of BRAC University. The study is based on the problem statement, “Merchandising Activities of ANONTEX GROUP”.

The main objective of the report is to find out Process which followed by AnonTex in their Merchandising activities. This report starts with a general introduction of “AnonTex group” as well as its mission, Vision and Product detail.

Then this report proceeds onto the brief discussion of my Job description part where I provide the information regarding responsibilities of the jobs, Different Aspect of Job performance and about my critical observation and recommendation. My job in AnonTex was to assist commercial department in their activities.

Then in the analysis part of the report, I discussed the process of merchandising of AnonTex describing the different steps of it. The steps are arranging sample development according to demand, collect L/C document, place order to supplier, monitor work progress and shipping the product and collect payment. I also provide the list of valued client of Anontex group and other information relating Anontex group merchandising activities.

In findings part, I have tried to find out the satisfaction of buyer relating to AnonTex merchandising activities. Where the major outcomes are in product sample testing 50% like it instantly, 50% strongly agree that AnonTex sewing quality is excellent, 40% agrees that their packing quality is standard, but 30% has dissatisfaction regarding product delivery time, and 70% buyers pay their payment in due time.

Finally I suggested some scopes of improvement process of AnonTex and in the conclusion I give a brief summary of the whole report.



Chapter -1: Organization Details



1.1 Introduction

Ready-made garments are fast growing export sector in Bangladesh. The overall impact of ready-made garments export is certainly one of the most substantial social and economic developments in present Bangladesh. In order to pretend rapid growth of the country, particularly through industrialization, the government has implemented an open entry policy to attract overseas investment in Bangladesh. As results there are about 2500 export focused on readymade garments exists in Bangladesh. And in the garments sector one of the most important task is merchandising.

Merchandising is one of the important works in garments sector. In every garment merchandiser job is every essential. In this job the employerneed to have hard working mind, substantial power, prompt intelligence, great observation, tolerance etc. Without merchandiser no garments can run efficiently.

For every garment buyer is the heart of their business. For this reason buyer satisfaction is most vital for a garment. Buyer means the persons or organizationswho buy the products from any organization. In garments sector of Bangladesh buyer means especially foreign buyer who buy products from our garments. And this satisfaction ensuring duty performs by the merchandiser. The first task of the merchandiser is to bring foreign buyer to buy the product through effective communication. At the time of giving order if buyer satisfied with the help of merchandiser then they will come again. Buyers another condition is delivery the products in right time. Merchandiser take care this challenge seriously. Because if buyers do not get products in right time then they will not give the order again to that garments. So merchandisers are handling and caring all kinds of work from receiving order to delivering products to buyers and always wants to please them because garments or garments sector's development depends on buyer's satisfaction.

I have selected ready-made garments industry to do my internship because I wanted to obtain knowledge about the merchandising activities. Recently I work in ANONTEX GROUP. It is a private limited Ready-made garment company.

1.2 About AnonTex Group

AnonTex group Founded in 2004 for 100% Export Mission, AnonTex Group is a multi-unit, multi-interest business group with a comprehensive range of industrial activities, an organization that has founded its progress on value-based commercial practice.

The goal of AnonTex Group is to furnish clients with the best quality, ensure competitive price and excellent customer services and prompt delivery. Each concern in the Group specializes in a particular area, thus empowering them to better meet the diverse needs of the industry.

The composite unit of AnonTex group consists of weaving, dyeing, printing & stitching and is capable of producing multi orders, fast and best quality products according to the demand. Extreme care is taken to ensure quality standards at all stages of production and this is possible due to their state of the art production facility. AnonTex group believes in continuous process of expansion and incorporating the updated technological innovations in order to ensure our customers the best possible quality.

AnonTex group has the relationship with following regulatory body:

- BGMEA (Bangladesh Garment Manufacturer and Exporter Association.)
- EPB (Export Promotion Bureau.)
- DCCI (Dhaka Metropolitan Chamber of Commerce and Industries.)
- BTMC (Bangladesh Textile Mills Corporation.)

1.3 Mission and Vision

Vision

Anon Tex Group aims to be one of the top world class textile organizations producing diverse range of products for the global textile market.

Mission

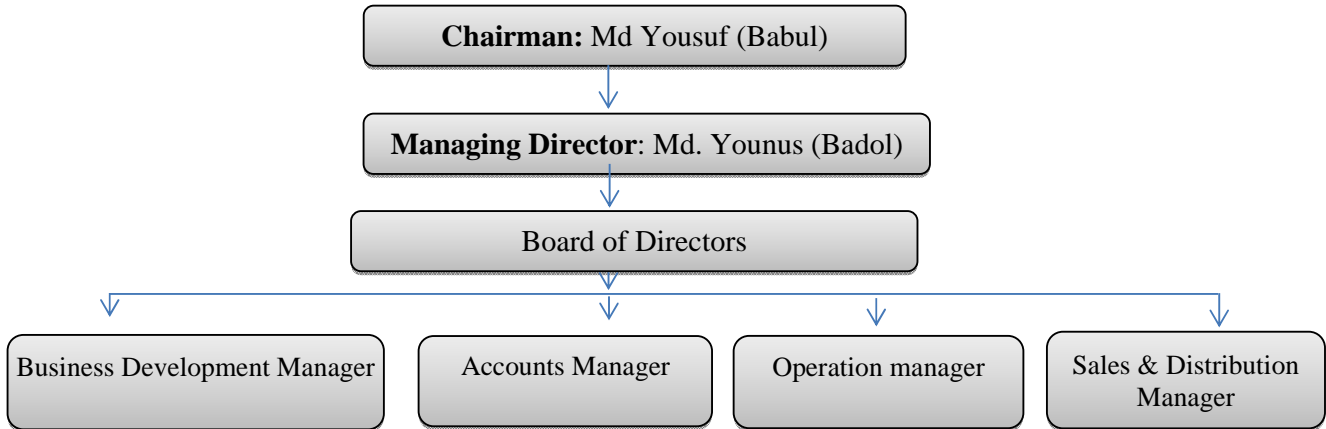
Company will reach its vision expanding the customer line providing the best service to the customers, retaining the existing skilled employees and recruiting new potential employees providing cutting edge training and adopting the latest technologies in factory.

1.4 Products of AnonTex Group

The AnonTex group has 6 concerns of its operations. The details of its all concerns and its production capacity is given below -

Name	Detail	Production capacity												
01. Suprov Spinning Ltd.	This unit ensures the supply of consistent quality yarn to manufacture the garments.	Blow Room : 30 Tons /Day Carding : 27 Tons /Day Draw Frame : 26 Tons /Day Roving Frame : 25 Tons /Day Ring Frame : 24 Tons /Day												
02. Suprov Rotor Spinning Ltd	With 60 fully automatic rotor spinning this unit in quality, productivity and flexibility with reduced energy requirements.	Blow Room : 30 Tons /Day Carding : 27 Tons/ Day Number of Rotor : 2000 Production capacity : 14 Tons/ Day based on NE 14s												
03. Suprov Composite Knit Ltd	This unit produces: Polo Shirt, T-Shirt, Tank Top, Jersey Shorts, Swim Shorts, Hood Jersey, etc.	Production Capacity: 60,000 Pcs. of basic round neck t-shirt / day. Dyeing Capacity : 15 Ton per day												
04. Juvenile Sweaters Limited	This unit manufacture of sweater like : pullover, cardigan, Vest and others for men, women and for children.	<table border="1"> <thead> <tr> <th></th> <th>Piece Quantity</th> <th>Doz Quantity</th> </tr> </thead> <tbody> <tr> <td>14G</td> <td>65000 pcs</td> <td>5416.66 doz</td> </tr> <tr> <td>8G</td> <td>46800 pcs</td> <td>3900 doz</td> </tr> <tr> <td>5G</td> <td>22464 pcs</td> <td>1872 doz</td> </tr> </tbody> </table>		Piece Quantity	Doz Quantity	14G	65000 pcs	5416.66 doz	8G	46800 pcs	3900 doz	5G	22464 pcs	1872 doz
	Piece Quantity	Doz Quantity												
14G	65000 pcs	5416.66 doz												
8G	46800 pcs	3900 doz												
5G	22464 pcs	1872 doz												
05. Galaxy Sweaters & Yarn Dyeing Ltd.	It is a 100% export oriented Sweater yarn & Dyeing factory. It includes- Acrylic, Cone, Mixed yarn, and Cotton yarn including hanks.	Production Capacity: Yearly - 312,000 pcs . (GG-3) Yearly - 375,000 pcs. (GG-5) Yearly - 8,00,000 pcs. (GG-7) Yearly - 850,000 pcs. (GG-12)												
06. Lamisa Spinning Ltd	Like Suprov spinning This unit also ensures the supply of consistent quality yarn to manufacture the garments.	Blow Room : 35 Tons /Day Carding : 33 Tons/ Day Ring Frame : 30 Tons/ Day Draw Frame : 31 Tons/ Day												

1.5 Operational Network Organogram



Graph-1: Operational Network Organogram

1.6 Company Address details

Corporate Office	House No. 30, Road 3/F, Uttara Sector 9, Dhaka 1230, Bangladesh
Factory	99 Auchpara, Squib road, Nishat nagar 1711 , Tongi, Gazipur, Bangladesh
Tel	+880 2 8950541
Fax	+880 2 8955509
Mail	info@anontexgroup.com
Webside	http://www.anontexgroup.com



Chapter -2: Job Description



2.1 Name of the job:

I joined AnonTex on 23 May, 2015. I am placed in Commercial Department. I will work there as a commercial executive. During this period of time I work as an assistant of Commercial Manager Md. Nazmul Huda Talukdar. As part of merchandising activities I help him to make his task easier. My primary responsibilities are ensuring follow up with the clients which were initially contracted by my supervisor. With this I also follow the working procedure of my supervisor. . Now I would like to specify and focus on my major work and responsibilities of merchandising activities.

2.2 Specific responsibilities of the jobs:

1. Communicating with foreign buyers through mail for new queries as well as updates.
2. Follow-up in process of Submission of samples to buyer through courier.
3. Follow up with buyers for their endorsements and feedback.
4. Communicating with the production unit with buyer's feedback.
5. Update the buyer's information in company's record.
6. Maintaining merchandising files and Accounts related work
7. Updating Time and Action calendar of my supervisor.

2.3 Different Aspect of Job performance

To be an effective merchandiser following Excellency in the job need to ensure:

1. A merchandiser need to be positive and confident in the time of dealing with foreign buyers.
2. She/he needs to be very crystal clear in his/her approach in dealing.
3. To communicate with the foreign buyers he/she must need to have good command in English language.
4. A merchandiser has to be active all the time as he/she needs to do the regular follow-up with the buyers.

5. Any kind of mistake in record keeping of information of the buyers demand can prove costly in future so 100% carefulness need to maintain in record keeping.
6. A merchandiser need to monitor the progress of the work of the factory regularly as he/she must need to ensure the timely delivery to the buyers.
7. Ensuring the desiring quality of the product also a very vital task of the merchandiser.
8. Finally the merchandiser needs to ensure the satisfaction of the buyer as buyers are the heart of any garments sector.

So above functions are main focuses in terms of job performance evaluation of a merchandiser. If a merchandiser can able to perform above task properly than he/she can bring success for his/her organization.

2.4 Critical observation and recommendation

Its around 3 months that I have appointed in AnonTex group. In this short time it is quite impossible for anyone to have the complete view about a company's overall merchandising activities. But still in this limited time I have observed some key factors of the merchandising activities of AnonTex group. Those are:

1. AnonTex group has large number of foreign buyers so they can diversify their product selling range.
2. The merchandisers of AnonTex group are active enough to bring enough buyers for the organization.
3. AnonTex group maintain very much updated system to keep all kind of record relating to buyers, products and the delivery process.
4. The buyers are very much satisfied with dealing with AnonTex group

AnonTex group are quite able to ensure Excellency in their performance but still I think they can improve their performance in following area.

1. They should need to avoid Bureaucracy in Decision Making for ensure faster service.
2. Most of buyers of AnonTex group are only USA and European country based. So they should need to focus others develop countries as well like China, japan Australia etc. to ensure more profitability.



Chapter -3: The Project Detail

3.1 Project Summary

The MBA program in BRAC University (BU) has an internship program so that the students can apply their theoretical understanding into real life's practical situation. And this internship has requirement to prepare a report towards the execution of the partial requirement of the MBA. Program as authorized by the BRAC Business School, BRAC University (BU). In addition, the report would be submitted to Ms. Nusrat Hafiz, Lecturer and MBA Internship Supervisor of BRAC University (BU). So in this regard I prepared this report named **Merchandising Activities of ANONTEX Group**". In this report, I have tried to observe the things what are being done in the Merchandising department of AnonTex Group. As I am an Official of AnonTex group, I had an opportunity to be accustomed with the practical Merchandising related work prevailing in head office of AnonTex Group. The knowledge, which has been acquired in my Internship Period, I have tried my level best to show in this report.

I tried to accumulate as much information as possible to demonstrate a clear image about the importance of the merchandising section for the export oriented garments and the importance of the merchandiser for the Ready-made garments industry. The guiding principle of the company is to develop and maintain durable, safe relation with buyers and suppliers.

The study will not only focus on the merchandising activities of AnonTex group but also help to understand the roll of ready-made garments in socio economic expansion of the nation. The overall production process of a garment and about the machineries, accessories and the work forced that is required for a particular garment.



3.2 Objective of the Report

Broad Objective

- To find out the activities of merchandisers in prospective of the ready-made Garments of Bangladesh.

Specific Objectives

- To know the merchandising activities of AnonTex group.
- To know the overall internal and external environment o AnonTex group.
- Identify the major opportunity and threat of AnonTex group.
- To know buyers satisfaction level of AnonTex group.

3.3 Methodology

Source of Information:

1. **Primary:** The primary information collected through face to face interview and observation.
2. **Secondary:** The secondary information collected from website, books and some other relevant sources.

Both primary and secondary data sources will be used to generate this report. Primary data sources are observation while working in different desks. The secondary data sources are different published reports, manuals, updates website and different publications of “AnonTex Group.’

3.4 Limitations

During my internship I have faced some problems to accomplish my report. I could not get much information from the AnonTex Garments due to their limitations as well. The shortcomings of my reports are:

- All employees are not much friendly to provide the information.
- The web side of AnonTex group hasn't enough information.
- The time duration of my appointment is too short to acquire all related information.



Chapter -4: Analysis



4.1 Merchandising Activities of AnonTex group

As I am a student of MBA and doing job in garments sector, I try to learn about the overall merchandising activities of garment sector. I have learn that merchandiser job is more challenging and tough from any other jobs. This internship report helps me better understanding about RMG sector and if I advance my carrier in this segment then this experience helps me lot than any other fresh graduates.

From my analysis I found that, the merchandising process is the communication process of buyers and merchandiser. The fast task is to make an e-mail communication with the foreign buyer. The buyers send a mail with the design requirement to the merchandiser to arrange the sample and costing. Then the prepared sample and costing is forwarded to the buyer through mail. If the sample is accepted then merchandiser goes to the negotiation phrases with the buyer. After settle down the price, the buyer offers contract and order sheet to the AnonTex group and also provide the information regarding delivery time and way. After confirming the order, the buyer opens L/C in their country.

The sample progress and other relevant tasks of AnonTex group are describe below-

- **Sample Development according to demand**

In merchandising process at first a mail is obtained from the buyer with a sketch, which includes details of the design. With the sketch the buyer send the dimension chart. The buyer also mentions the fabric details, washing directions, trims details etc. in the mail. If any special type of fabric is demanded by the buyer required is not available in the garment, than they swatch for the merchandiser's convenience. After receiving the sketch and dimension chart from the buyer, merchandiser advance the preparation of the sample according to the buyer's obligation and sends back it to the buyer.



- **Collect L/C document from buyer**

When the price negotiation process complete fully and buyer want to give the order they have to open a L/C in their banks. Both the parties must be open a LC where several terms and conditions must be mention like name of buyer, negotiable buyer bank, country name, payment system, delivery period, production system, quantity, name of the port address, details about shipping etc. After opening the L/C buyer send this document to merchandiser.

- **Transfer Master L/C copy on the name of selected supplier**

After receiving the LC the merchandiser also open a LC on his own company. Once the company is confirmed that the supplier has the capability to do the work appropriately then they negotiate the price. When the price is finalized with the supplier the commercial department immediately transfers the master LC copy in the name of supplier.

- **Contract sheet**

Buyers confirmed the order by sending a signed contract sheet by mail. Buyers sends this type of signed contract sheet when the sample, pricing, delivery, quality, schedule, and time etc. can satisfy the then.

- **Place order to suppliers for production**

After receiving the contract sheet from the buyer the merchandiser takes all the ground work for production. If the buyer demands to collect different equipment then the merchandiser negotiate with the supplier. When the enter requirements are complete then the merchandiser of AnonTex group start production according to the sample and other things mention in the contract sheet.

- **Monitoring to ensure desire Quality**

Ensure the best quality it is highly related to satisfy the buyer. AnonTex group is very popular in this prospective. To ensure the quality of the merchandiser gives the power to the production manager. The Chief and few supervisors control each line and provide instructions. The quality controller supervises the manufacturing process to maintain the quality. Under the QC there is some quality inspector to check the production within each line.



- **Packing the manufactured garments**

After washing and final checking in the finishing line the ready-made garments are been packed. Some accessories like price ticket, poky bag, hand take, cotton sticker etc. need before packing. Buyer instructions are followed strictly during packing.

- **Final Inspection**




After completing washing and packing task the product are inspected by the senior quality controller of buying house. This is one of the important tasks for the merchandiser because lots of defective materials are identified in final inspection. At this time all responsibility pressured on merchandiser. If they satisfied after inspection then the product is as ok for shipment.

- **Cooperation with the shipping lines**

This is the final step of merchandising in delivering the garments. In this step commercial manager assists the merchandiser to maintain liaison with shipping lines. The supplier performs all the purposes of shipment. There are different functions are done by the commercial manager like CNF for shipping,UD collection, etc.

4.2The Valued Client of AnonTex group

AnonTex garments has few valued client in the foreign countries. Most of the clients belong to UK, USA, Canada, Germany and other European countries:

Name	Country	Logo
P&C	Germany	
Tesco	UK	
New Look	UK	



Name	Country	Logo
Wilson imports	UK	
TRIDEM B.V	The Netherland	
HOLLAND HOUSE FASHION B.V	The Netherland	
NEW YORKER	Germany	
ZARA	France	
TERENOVA	Italy	
ILANCO INTL APPAREL & FASHION	Canada	
EDITION ATLAS	France	
INDIGO GLOBAL SP. ZO.	Poland	



4.3 Achievements of AnonTex in exporting goods

AnonTex achieved the ISO Certification 9001:2000 for their quality management system. They have also the “Best Exporter of the Year” award in RMG sector in 2011. They have succeeded to ensure the buyers satisfaction with maintaining durability of its quality productions.

4.4 Target Market and Market Share

The company is a 100% export oriented company. Sales are done through buying house. Anontex group has already been established as a strong brand of garments manufacturer amongst the Bangladeshi RMG sector. However at present there is remarkable competition in the market and among this hard-hitting competition the company is acting well. The company has amazing market share in the garments sector.

4.5 Quality Assurance

In the export market place supply of quality product is considered to be prime element for successful marketing of the product. It is usually believed that the buyers do not sacrifice quality for achieve low cost advantage. As such, quality of the product must be confirmed to compete in the export market. The sponsors of the company to remain always aware about the quality, design etc. of fabrics. To produce quality fabrics they are obligatory to use proper imported and local raw materials, right -type mechanism and to employ experienced and skilled workforces. The quality control section of the project must be fortified with the required and required quality control equipment so that at every stage of production quality of the product may be ensured; otherwise, it may difficult for the project to penetrate their product successfully in the international market unless quality is maintained properly.

Anontex Group has adopted fourteen quality management principles to gain this optimum level of the quality of the products:

1. Customers focus leadership.
2. Process approach.
3. Involvement of people.
4. System approach to management.



5. Continues improvement.
6. Mutual Beneficial supplier relationships
7. Fact based decision making
8. Mutual Beneficial supplier relationships
9. Regular monitoring
10. Regular update the information
11. Ensure Quality raw materials.
12. Faster process in production system
13. Training for the workers
14. Highly equipped factories.

Throughout its nine years of operation, AnonTex group has honed its Quality Control System, which is comprised of thorough measurable, process and product checks. By remodeling & refining the system unremittingly, they now feature a unique capability of high quality product in quickest possible time.

They have acquired latest technology like computerized quality control & feedback process; and have created a quality consciousness among their workforce.

Their experienced quality control team extends our operation even in sourcing decisions of raw materials, chemicals and accessories or in recommending new technologies.

So from selecting right chemicals for ensuring fiber color tolerance to adopting technologies to give right quality & comfort - we make the efforts to deliver maximum value to our clients.

4.6 Export performance of Anontex group

The production Performance of Anontex group is Very much satisfactory. Over the past year the company has achieved its run their business efficiently. They have awarded for the excellence in their export performances. The export performances of Anontex group are improving day after day.



Last Six months export performances of Anontex group is given below-

Month	Buyers name	Quantity exported	Revenue
February	P&C, New Look, Tridem, Wilson.	17,62,000 Pcs	Tk 65.2 Crore
March	Zara, Terenova, Indigo Global Sp. ZO.,	18,82,000 Pcs	Tk 76.9 Crore
April	NEW YORKER, TRIDEM B.V, New Look, Tesco	19,26,000 Pcs	Tk 81.1 Crore
May	EDITION ATLAS, ZARA, Wilson imports,	19,10,000 Pcs	Tk 79.6 Crore
June	TERENOVA, TRIDEM B.V, New Look, P&C	20,10,000 Pcs	Tk 85.2 Crore
July	Wilson imports, TRIDEM B.V, ZARA	20,70,000 Pcs	Tk 86.8 Crore

4.7 SWOT Analysis of Anontex group





Throughout the time of doing internship report I have tried to figure out the strength , weakness, opportunities and threat of AnonTex group. Those are:

Strength

- Production capacity of Anontex groups in average: 60,000 Pcs. of basic round neck t-shirt / day.15 Ton Dyeing Capacity per day. Almost 100000 sweeter production capacity par days. makes its Production capacity much stronger.
- The company has A-Z of products with its own plant and manufacturer.
- Factory is located near to Dhaka, so it can provide better service to its buyer.
- Automatic rotor spinning of Anontex group ensures high quality of the products, productivity and flexibility with reduced energy requirements.

Weakness

- Most of raw materials are imported from countries like China, Taiwan and Korea. So inventory has preserved very strictly and product costs rises due to problems in the customs and liberating of goods from the port.
- Lack of skill labor is a thoughtful problem. Whenever any instrument gets out of order it has to be fixed by bringing technicians and for this result costs are high.

Opportunity

Bangladeshi Readymade garments demand has an increasing tend throughout the world. More orders are coming from foreign buyers and so its demand is increasing and so price is also increasing. AnonTex group can adopt the following opportunity

- Most of buyers of AnonTex group are only USA and European country based. So they should need to focus others develop countries as well like China, japan Australia etc. to ensure more profitability.
- Company had bonded warehouse so can take advantage of more export facility and don't have to pay tax for its important of raw materials

Threats

- The cancelation of GSP facilities become threat for overall garments sector of Bangladesh. AnonTex group also have suffered due to this decision.
- Recently the price of raw materials has increased significantly specially dying, fabrics, etc. this put a negative effect on the cost of production and moreover stock raw materials become difficult, as too much working capital is needed.
- Overall profitability decreases as a whole after the quota system was taken away in 2010.
- Few recent accidents in garments sector like RanaPlaza collapse, Fire in Tasrin and other garments, has made a bad impression in the foreign market of Bangladeshi garments.
- Instable political situation of Bangladesh sometime hamper the production and distribution procedure badly.

4.8 Buyer's Satisfaction justification

During the time of doing internship report in Anontex group I have tried to justified the satisfaction of buyers regarding various aspects relating to merchandising activities of AnonTex group. I have communicated with lot of buyers among them I have recoded the reaction of 10 buyers in the following sectors.

- Satisfaction in Sample of Production
- Satisfaction in Sewing Quality
- Satisfaction in product Packing
- Product Delivery time
- Satisfaction in Fabric Quality
- Collection of payments from buyer in due time.
- Satisfaction in Total merchandising System

From the analysis I have found a hypothetical outcome about the satisfaction level of the buyers of AnonTex group. The result of this analysis is provided below in following findings part.

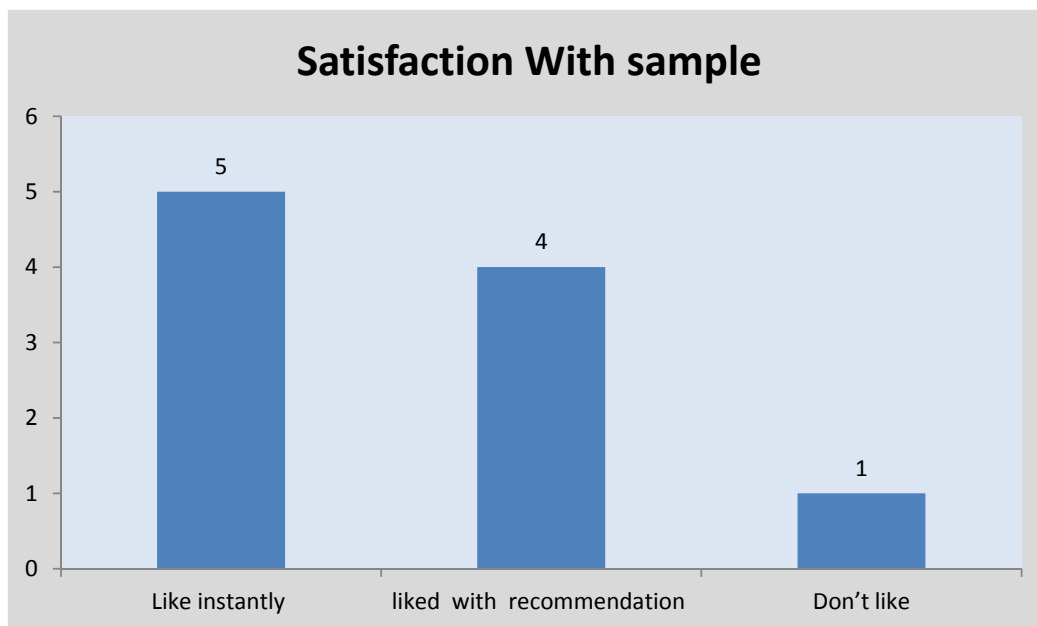


Chapter -5: Findings



- **Satisfaction in Sample of Product**

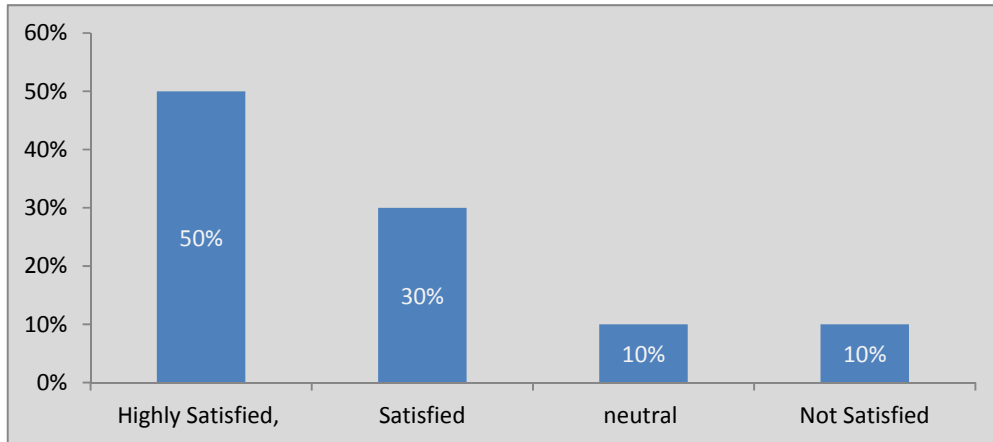
Production sample is very much important prerequisite for RMG business. It is the preliminary requirement for foreign buyers. Through attractive production sample the company may able to focus their activities on foreign buyers. Here Anontex group have strong production sample capacity. From my observation I found that 50 % buyers liked sample instantly, 40% buyers liked sample with some recommendation and 10% buyers demand another sample. Following graphs shows the result



Graph-3: Satisfaction in Sample of Production

- **Satisfaction in Sewing and fabric Quality**

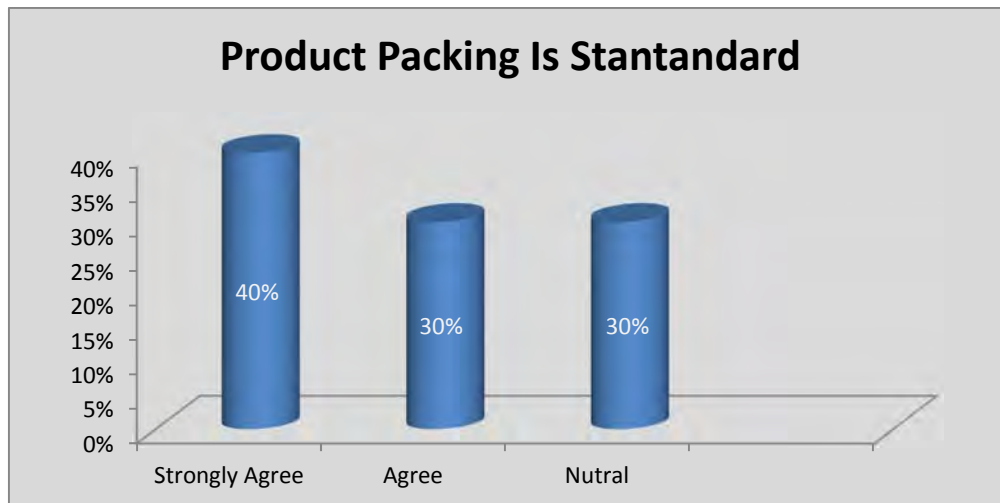
Sewing quality of Anontex group is standard. The following chart shows the satisfactory of buyers. Here 50% buyers are highly satisfied, 30% buyers are satisfied and 10% buyers are neutral and 10 % not satisfied with the sewing quality of AnonTex.



Graph-4: Satisfactions in Sewing Quality

- **Satisfaction in product Packing**

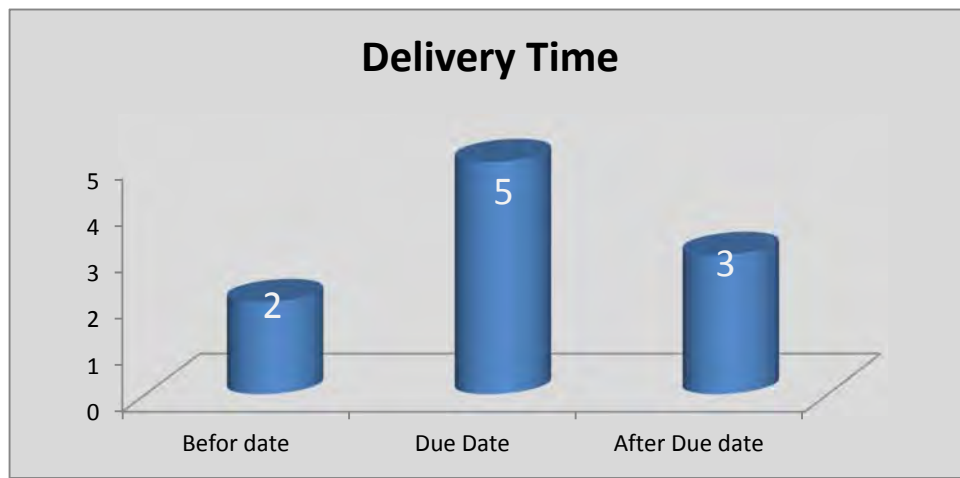
Beside sewing quality Anontex group maintain standard packing procedure. Without Proper packing the product cannot reach at the buyer's hand safely. So buyers are satisfied on packing. Here 30% buyer's sere strongly agreed, 40% buyers are agreed and 30% buyers are neutral on better packing.



Graph-5: Satisfactions in Product Packing

- **Product Delivery time**

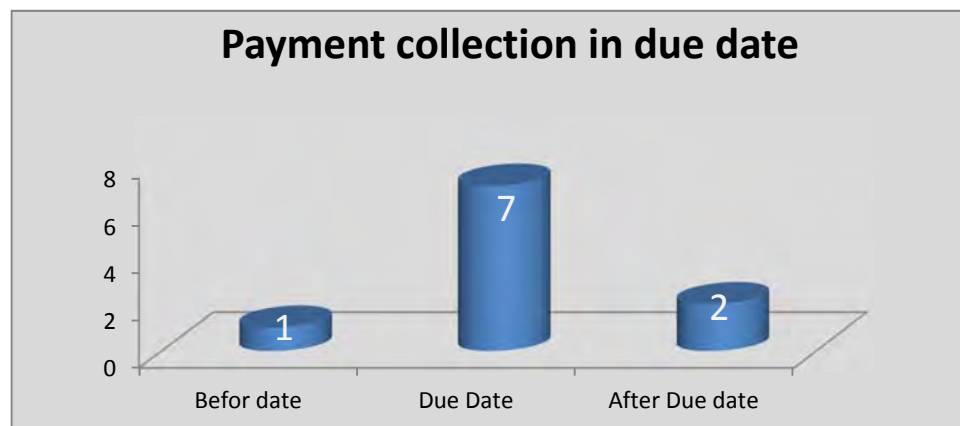
Product delivery in due time is very important function of a merchandiser. A buyer satisfaction is highly depends on it. From my observation buyers has not totally satisfied on Anontex group for their product delivery time. As some time they become late in delivering the product. From 10 order, 2 order Anontex deliver before date, 5 order delivered due date but 3 order were late to deliver which create dissatisfaction in buyers mind.



Graph-6:Product Delivery Date

- **Collection of payments from buyer in due time.**

The merchandisers of Anontex group are quite capable to collect the payment from the buyer within due date. From my observation I have found that only payment have come before due date, 7 payments come on due date but 2 payments also come after due date.



Graph-7:Payment collection in due date



Summary of the Findings

On the basis of analysis and practical experience of doing internship report period, the following findings are observed:

- ❖ The overall merchandising activities are quite efficient and effective.
- ❖ The employees are quite capable in their works.
- ❖ The export of last 6 month showing increasing trend in export performances.
- ❖ Have diversified foreign buyers in different countries.
- ❖ Most of the buyers are satisfied with AnonTex in products fabric, sewing and packing quality.
- ❖ Few clients have little dissatisfaction regarding product delivery time.
- ❖ Merchandisers are quite capable to collect the payment in due time.



Chapter -6: Recommendation



Recommendations:

AnonTex group are quite able to ensure brilliancy in their performance but still I think they can improve their performance in following area.

1. They should need to avoid Bureaucracy in Decision Making for ensure faster service.
2. Most of buyers of AnonTex group are only USA and European country based. So they should need to focus others develop countries as well like China, japan Australia etc. to ensure more profitability.
3. Anontex should focus more on employees training.
4. The company needs to develop their survey System so that they can have frequent updates about the markets.
5. Late in product delivery process is a concerning factor for Anontex Group. To solve this problem Production unit should need be increase. So that the lead time can be reduced.
6. The company needs to adopt the modern style and trends. And this canpossible only if they can enrich their marketing management sector.
7. The use of modern technology should be given more emphasize. If they use more infrastructures andmaintain them properly they can reduce the consumption time and cost also.

Conclusion

As an employee merchandiser's job is critical and risky. Because buyers satisfaction depends on merchandiser's working efficiency. If garments deliver the products according to the buyers demand in due time, liable price and their recommended style then the buyers will come again, because they are satisfied with the order. So Merchandiser is the 1st responsible person for this satisfaction of buyers.

The AnonTex group has been taken all kinds of satisfactory work for buyers in all dealings. As a result their number of buyers is increasing in every year. From establishment to till today they are successful and this trend is increasing. Mainly their buyers are from USA, UK, France, Canada, Germany, Italy and Nederland's. So Anontex group satisfied their customers or buyers by the help of their merchandiser and merchandising work for long run profit. Anontex group main goal is profit maximization in long run. Which they ensued in the past and will ensure in future too if their effective merchandising working trends continue. Almost all things are good in AnonTex group but still I have found few shortcomings during the period of doing internship report of mine. I have tried to give some suggestion for improvement for this. I hope if they focus on the suggestions and try to improve those than they not only improve their organization but also can contribute the overall improvement of RMG sector.

Finally I want to say that the doing a internship report on AnonTex Group has been very efficient for me. I have learn a lot of things from the vastly experienced executives of AnonTex group which I will implement in my future corporate life. Very importantly I want to thank Ms. Nusrat Hafiz Madam for his kind supervision and assistance without which it would be impossible for me to complete the report.

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