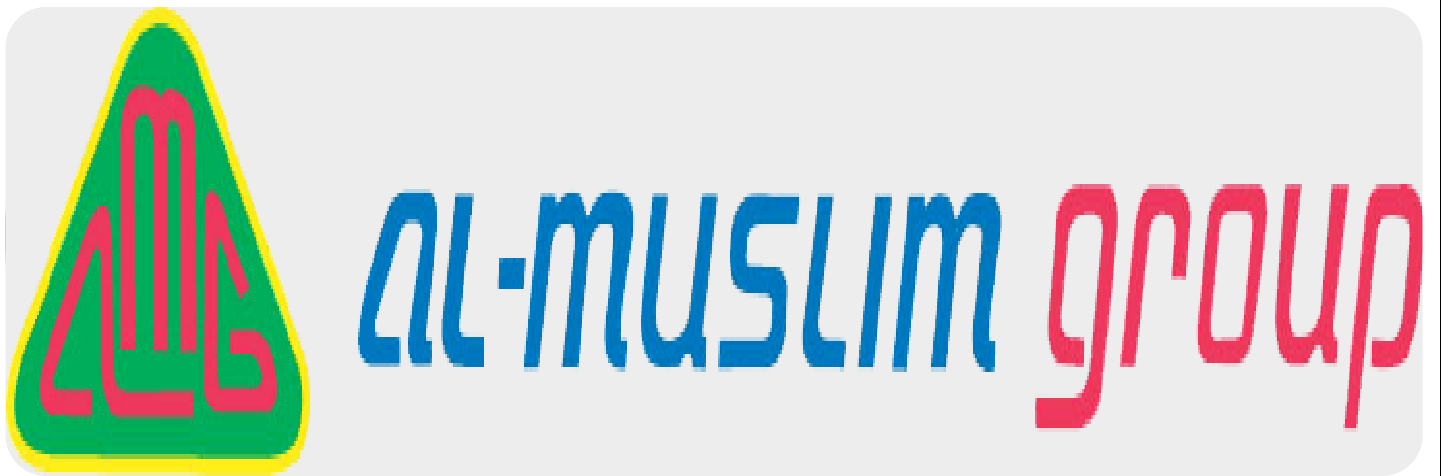


Internship Report on:



**“Importance of internal & external communication for
Marketing and Merchandising team to proceed
efficiently”**



AL-MUSLIM group

**“Importance of internal & external communication for
Marketing and Merchandising team to proceed efficiently”**



BRAC UNIVERSITY

Course: Internship

Course Code: BUS 400

Submitted To:

Raisa Tasneem Zaman

Lecturer

BRAC Business School

Submitted By:

Kazi Faysal Antu

ID- 14304154

Letter of Transmittal

August 02, 2018

To

Raisa Tasneem Zaman

Lecturer, BRAC Business School

BRAC University

66 Mohakhali, Dhaka -1212

Subject: Submission of internship report.

Dear Madam,

With due respect, it is my great pleasure to submit the internship report. I have completed my internship from Al-Muslim Group, a well-known Institution of RMG sector in Bangladesh.

My main inducement was to prepare this term paper according to your instructions while considering the guidelines of the Program. I made sincere efforts to study related materials, documents, observe operations performed in marketing & merchandising team of AMG and tried my best to enrich this report by providing what I have learned throughout the internship program and compiled this report as per the requirements. I hope that I have been able to relate the fundamental things with realistic applications considering my level of experience.

Hence, I am submitting my internship report, hoping that you will appreciate my instructive and comprehensive approach. Thank you for encouraging me for working on this interesting topic.

Kindly accept my report and oblige thereby.

Sincerely yours,

Kazi Faysal Antu

ID: 14304154

BRAC Business School.

Letter of Endorsements:

This is to certify that Kazi Faysal Antu, ID: 14304154, BBA Program, BRAC Business School, BRAC University has done this report on “Importance of internal & external communication for Marketing and Merchandising team to proceed efficiently” for the purpose of completing BBA internship program. I accept this report as a final internship report. I wish every success and prosperity of his career and life.

Raisa Tasneem Zaman

Lecturer

BRAC Business School

BRAC University

Acknowledgement:

I would like to start this report by acknowledging my gratefulness to the Almighty Allah. I would like to express heartfelt gratitude to every single person who has assisted me in the preparation of this internship report. I wish to thank them for their support, guidance and belief in every step.

First, I would like to take the opportunity to say my gratitude towards Raisa Tasneem Zaman, Lecturer, BRAC Business School, for his endless support, inspiration and guidance during this internship. I am grateful to her for his endless support and proper guidance without which the completion of the report would not be possible. I am also thankful to him for contributing his valuable time while viewing my report and making all the necessary corrections. Secondly, I must remember to express my heartiest gratitude to my direct supervisor Mr. Mahfuz Rahman, Senior Merchandiser. Very special thanks go to the whole Merchandising and marketing department for helping me in all stage of the internship process. Simultaneously, I would like to thank my other colleagues of AMG who provided me with enormous insights and helped me to learn the situation of the current business world.

Finally, I am grateful to BRAC University, which is the reason I am standing here on the peak of earning my bachelor's degree successfully.

Executive summary:

In the perspective of RMG sector, garments history of Bangladesh Al Muslim Group is one of the largest Ready Made Garments Industry.

Main role of Marketing and Merchandising team is to bring buyer and fulfill their requirement to consistently doing business with the company. Marketing and sourcing team of AMG works together. These teams are the main part of the AGM. Sourcing team collect supplier based on marketing team's requirement. Marketing team makes product on the basis of buyer order.

In report, it shows how marketing and sourcing team communicate with other departments and external concern people. Also how this team can make progress from their present situation. In addition, through this paper I focused on the team of marketing and merchandising; how communication is important to bring an order and last step of the process.

The different team of AMG works consistently to fulfill present customer's requirement and bring more customer.

More importantly this report shows challenges of AMG and recovery plan which are faced by Marketing and merchandising team. Main focuses of this report to know more about marketing and merchandising team and communication strategy and policy AMG follow.

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Overview of AL-Muslim Group

Among the most successful garments industry in Bangladesh name of Al Muslim group will come in the top chart. Bangladesh has great potential in garment manufacturing industry. Ready-made garments industry every year adding great value in our country's GDP. Among exporting product RMG sectors ration is 76%. Bangladesh still is the second position in the world, after china. Because of low labor cost and different opportunity this is possible for Bangladesh.



Al Muslim Group is providing highest value and services to their customer. They are mainly focused in best services and good relationship with partners, buyers, suppliers, employees. This is why they are progressing day by day. In 15th July 2018 A.K.M. (sister concern of AMG) has earned Gold for exporting highest non-woven ready-made garments product. AMG is assuring the perfect mixture of quality and efficiency to go ahead with the supplier and Buyer.

From 1992, Al Muslim Group is progressing day by day. They are aiming to being the leader of this competition in Bangladesh. They are trying their best to prove themselves and extend their position as a world-class manufacturer. For this, AMG maintain quality of global standards, best costing, services and scale of operation. With the help of new inventions of technology in this sector like different machines, chemicals and innovative process AMG is manufacturing finest products with a reasonable cost.

H&M, C&A, BESTSELLERS, CELIO & NEXT are well known Brand and buyer of the world. Also these are AMG's potential buyers. AMG is 100% export oriented manufacturing organization which is managed by efficient management. To stay in the global competition AL Muslim Group expands its capacity and using latest technology. This organization has a done great since its start and has a bright future. Already it has earned few prestigious certificates like ISO, OCS, BSCI, WRAP, and SEDEX. Al Muslim Group is progressing day by day and there is high chance one day this group lead the global market.

Organizational Structure of AL-Muslim Group



Mission:

AL-Muslim Group is the country's supreme business entity and producing woven wears is our main business strength. Their mission is to contribute to the greater interest of the people broadly speaking to serve the nation. To satisfy its stated business goal, they ensure Laws and workplace regulations. It is their motto to prioritize the academic qualification and technical expertise to bring the organizational success irrespective of cast, creed color & race.

Vision:

The corporate vision of **AL-Muslim Group** is to create an outstanding value for customers and other stakeholders. They are committed to produce world class products through our hard labour which can satisfy our customers.

Introduction

Rationale of the study:

Marketing and merchandising is the heart of any garments or manufacturing company. From creating order to sell product to customer Merchandiser and marketing team plays a very important role. As I have done my Major in marketing so I preferred an organization with great marketing team and I joined AL Muslim Group. Our economy is growing and in this growing economy Ready-made garment is the largest contributor. Bangladesh's national economy is greatly influenced by this RMG sector. Over the last 20 years Bangladesh is growing in a significant way in this sector and reached the largest exporting industry in Bangladesh and contributing in our country's progress. Approximately two million people are working directly and above ten million shareholders are secondarily related with the business. In Al Muslim Group has created opportunity for 16000 people. Day by day it's increasing its capacity. Since I have done my under graduation in marketing so its sounds pretty much okay to join a marketing team which plays a very essential role to a company. For my future career it will help me to relate theoretical learning with practical working life. I have assigned to work in the Marketing and Merchandising team where I mainly deal with H&M buyer and its a few departments (young girl, Men's bottom, Outdoor, Jacket etc.). In this Report, I have tried to reflect the daily procedures and tasks of marketing and merchandising team with different team.

Background:

To apply academic knowledge in real world, Internship period gives us the chance of Real-world works to link with theoretical learning of four years of BBA program. The title of my Internship report is "Importance of internal & external communication for Marketing and Merchandising team to proceed efficiently". To make this report I use my internship knowledge, educational knowledge and my supervisor instructions; those help me to complete this report with the best useful and well-organized way.

Broad Objectives:

Broad objective of this report is to gather a proper knowledge of how important proper communication is for an organization with other internal and external department to run effectively and efficiently.

Specific Objectives:

- ✓ To provide knowledge about the responsibilities of Marketing and Merchandising team.
- ✓ To identify the overall internal and external communication strategy of this organization.
- ✓ To make a proper recommendation to avoid all the problems and run its operation smoothly.

Review of Related Literature

Merchandising is an essential job in garments sector. In this job the employer must have to set a hard working mind, have convincing power, instant intelligence, dominant observation, patience etc. Without merchandiser any garments can't run easily. From getting order sheet to deliver the product it's a lengthy process.

Without buyer no garments industry can exist. Because of this, satisfy buyer and maintain a good relationship with them is very important. In garments sector buyer means especially foreign buyer who come to our country and buy products from our garments. Merchandiser represent the garments so they need to be careful when they are dealing with buyer. When they are satisfy with services of merchandiser and garments they became their potential buyer. Buyers place order based on not only product quality. Now the developed country more serious about environment and other issues. Merchandiser and garments take care this condition seriously. Merchandisers are taking care all kinds of work from taking order to distribution products to customers and always wants to please them because garments or garments industries' well-being depends on buyer's gratification.

Bangladesh Garment Manufacturers and Exporters Association (BGMEA) stated in their website that RMG part is the 81% export earning sector of Bangladesh which contributes more than 13.5% to GDP. It has brought a revolution in the society through poverty alleviation, employment and women empowerment.

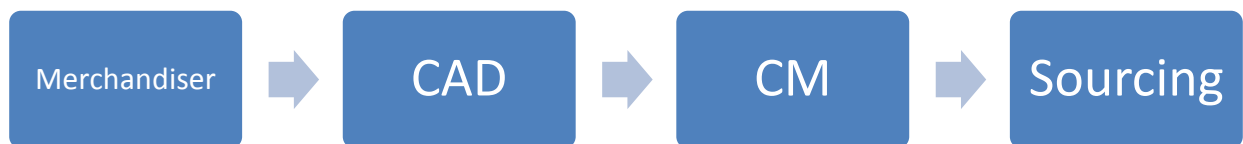
According to Bangladesh Bank data (2018), export shipment of readymade garment in during the first quarter of FY 18 82.5% among our total export. It was 82.9% in last quarter of FY 17. For some reason rate has been dropped from last year.

Activities Undertaken

This job that I have carried out is creating order and always taking care of present buyer. I mainly focused to cover the team's work of marketing and merchandising and whole procedure of developing order by communicating with different section internally and external concern's like buyer and supplier.

Though, often it looks quite difficult to find the appropriate system of the procedure of all process as it is unsafe for the organization to share it all. Though all the merchandiser, senior merchandiser, staffs was very cooperative to share the ideas, information and experiences, which are accessible. The objectives will try to persuade through the reports mainly to know the main activities of Marketing & Merchandising Department and how they works with other department to continue their job smoothly. Marketing department is to collect the orders, making the sample based on buyer requirement until they get the order. I faced a lot difficulties related to my work, as I never had been gone through these kinds of involvements directly on my 4 year under graduation period. I never faced with any buyer, suppliers, such as H&M, SAB, and YKK. Theoretical knowledge is very different on the real-world work of Marketing and Merchandising actions. The responsibility that I had to manage some description of it is highlighted in down below.

This three month my supervisor has assigned me to do the initial task like communicate with internal department like Sourcing, CAD, Cost of factory, planning, IT. We query about order from 1st work to check whether we can do it or not. For this we need to go through costing, consumption, capability and availability of accessories.



Computer Added Design Department (CAD):

This department work with latest technology and measure the fabrics for a large quantity. They provide us information how much yard of fabric needs to make garments. This result called consumption sheet help us to make Dozen costing for internal use and to know whether we can meet the target or not given by the buyer.

Industrial Engineering Department (IE):

This department knows the capability of worker and production capacity. Based on this information and using their knowledge they make a making cost sheet shows how many garments can be produced per minutes and their value. They are very precisely doing their job because it's a big responsibility.

Sourcing Department:

Sourcing team also is a part of marketing team. Because when buyer asked sample from merchandiser, they contact with their supplier to collect necessary accessories according to that style. And they bargains with supplier and give the best price and best quality accessories for making a garments. If the can manage lower price with best quality accessories then it's good for merchandiser to chase the target set up by buyer.

Planning Team:

Planning team is one the most important part of garments. To run a factory smoothly, they helped a lot. When an order is confirmed merchandiser go to them and tell about details. They know which workers are good at making which garments. They planed wisely to make the order deliver within time and follow up the concern worker to get ready shipment.

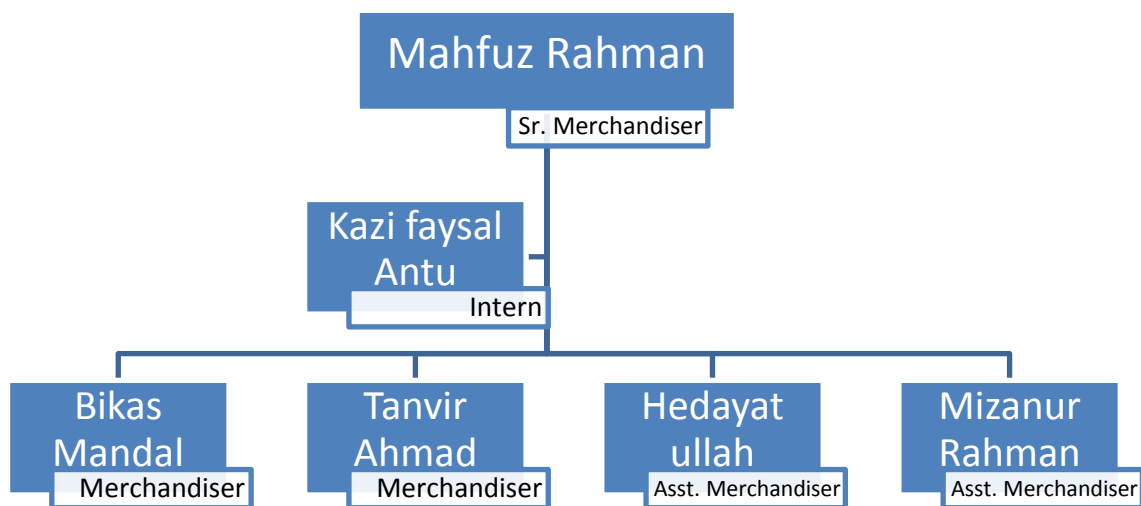
As a member of merchandising and marketing team I had to communicate with all these department of the organization along with this three main department. Those departments are planning, audit section, commercial department, accounts department even the admin.

Communicating and interacting with these entire departments I had a chance to make a good relation with different people and observe all the work on initial level. With working all these people helped me to improve my communication skill.

Work Related:

I was interviewed on 30th March and it was a long procedure and it took whole day. They confirmed me for this team on 31th May of 2018.

I have joined Marketing and merchandising team of AL Muslim Group on 15th April of 2018. Our whole team consists of 21 members but our manager separated our team to handle separate buyer. So I was assigned for H&M team. We were 6 members to handle H&M.



Mr.

Mahfuz Rahman (Senior Merchandiser),

Tanvir ahmad & Bikash Mandol (Merchandiser),

Hedayet ullah & Mizanur Rahman (Assistant Merchandiser).

Kazi Faysal Antu (Intern).

The main duty of my team was to bring order from H&M. Mr. Mahfuz Rahman is developing order and rest of them was following production side. Whatever the quantity was brought from H&M by developer after sample order, making sample, costing and bargain; the production merchandiser follow up this order until shipment.

During my internship period my responsibility was helping my supervisor to communicate and gather all necessary update and information from various department to provide a better cost and get the order from buyer.

First of all, with buyer's document I have to communicate with the CAD department. The CAD department with fabric details and they work with software LECTRA, they provide us information how much yard of fabric needs to make required quantity garments. This result help us to make Dozen costing for internal use and to know whether we can meet the target or not given by the buyer. From their report we came to know least amount fabric need to make per garments.

Secondly, we send the document to those who are working with Cost of manufacturing. This team plays a very important role, because they know about production and capability of the workers. Their information about production and machine capability help us to do total internal costing. They provide us factory cost based on quantity, duration, machine, capability to calculate overall cost.

Among the entire department sourcing team can help merchandiser directly when we do costing. When buyer confirms' that they need a few samples to check that garments are accurate as per their requirement. We send document to this sourcing department. Based on buyers' requirement sourcing team provide us best price and collect accessories sample of that particular style from different supplier. Within 7-10 days we need those accessories to make sample garments. They save cost by comparing price with different supplier. I submitted that information as a file and in the mean time I was following up sourcing team to collect the accessories.

From getting query to order sheet it takes a long time. Sometimes it takes more than 3 months. After making sample, we send to the buyer and buyer after checking sample give us comments. Based on comments we work again. To make sample we follow step:

Sample making Steps:



For example, buyer places a query on the month of May. As our procedure, we worked accordingly. The style name was “Stature Cargo Trousers”. We get consumption, Cost of making sheet within a very short time. Then we were starting making development the 1st sample of this style within 10days since we got fabric from supplier. On that time we didn’t get accessories which were required by buyers.

As it was development sample so we developed it without actual accessories. It takes quite time to get accessories from china. So we told our buyer and they said it’s ok to develop sample without actual accessories. We developed it with available accessories and we get very good responds from buyer. Buyer asked to make quotation sample for better look. On this stage buyer ask total garments with fit and actual accessories. But we were unable to make quotation sample with actual trims, since we didn’t get from supplier. In the mean time I was communicating with sourcing team to get actual trims. Buyer liked that garments and asked color sample which was 3rd stage of an order and we were almost sure that we are going to get that order. But we still didn’t get the actual trims. Somehow we managed buyer to get the order. Buyer told us that you have got the order sheet but until you are not submitting sample with actual trims we are not giving the permission to proceed. And it’s counting from your lead time. It was a great threat to us. We got actual trims from sourcing team after 44days later. This was totally unwanted incident from them.

Organization wide:

With my senior I was involved some other activities which helped me to know about my organization more widely. H&M buying house asked us to submit a paper of SWOT analysis. It was very easy to do because from my courses I have learned the process and I helped my seniors and my HR department to complete the paper. HR head was Md. Rasel Hasan who was the responsible for this part and when he came to know that I am able to do it for them. They really appreciated me for this work.

Every merchandiser and marketing team has to work more than 10 hours. So working there for a long time they need some rest after lunch. One of the most common complaints from merchandiser is that in office has no rest room for them. After lunch they sit in the reception but the sitting arrangement is for only 25- 30 people. But our merchandisers are more than 100. So merchandisers are complaining about it for a long time. Our concern authority has said that after

this month and during EID vacation they will work for it and increase the capacity of waiting and rest room.

Other Relevant Work:

Along with these activities I had to some other activities which were not my duty. Sometimes I had to help the sourcing team about the accessories information and follow up the supplier.

Mr. Shadath Hossain and Mr. Mehedi hasan was responsible for collecting accessories for my team. When they cannot follow up, then we need to communicate with supplier. Supplier asked color standard and sample from sourcing team. When they cannot manage because of fabric color, code etc. then we has to continue from there. When we get fabric from supplier then we need to cut a piece from fabric and attached in a swatch card. Then we had to send that card to the accessories supplier.

Core activities of Marketing and Merchandising:

- 1 • **Sampling**
- 2 • **Pricing**
- 3 • **Order Progress Process**
- 4 • **Production Monitoring**
- 5 • **Product Developments**
- 6 • **Weekly Progress Report**
- 7 • **Quality Assurances**
- 8 • **Shipments**

Service area of AL-Muslim group

1. Sampling

1. Collecting client's necessity of fabric and accessories.
2. Recognizing and selection of suitable source.
3. Initial screening by examination.
4. Forwarding mockups to the clients and receiving response.

2 Pricing

Their huge networking in Bangladesh lets them to offer the low-cost existing in Bangladesh.

1. Getting and confirming the references of suppliers by revising their appropriateness both in terms of quality and volume to meet promised requirements.
2. Negotiation and completion of price.

3 Order Progress Process

On receiving of orders based on above, I had to discuss with suppliers on process planning, preparation of critical path by importance.

4 Production Monitoring

To monitor the production stage is one of our key duties to our customers because once the product cutting goes wrong pattern it will cost a huge loss. So we closely do monitor every step deeply, from fabric, it's dyeing, the shrinkage, the patterns, the cutting layers, bundling, distribution on the machines, general checking, washing, cropping, pressing, final checking, tags/stickers placements etc. packing in bags, master bags, cartons and it's quality and marking etc. Everything is essential on this stage.

5 Product Developments

For marketing purpose most of the buyer's asked quite a few samples to show them to different customers, so we had to develop product with our present suppliers according to the buyer's wants. Other samples are always be there like approval sample, size set, sales samples (if need) once develop sample are approved.

6 Weekly Progress Report

We met with other merchandiser, Quality Controller and Logistic staff will be held once in week and status is e-mailed to customers on every Monday. This will allow all the clients to confirm their order movement.

7 Quality Assurances

There are few garment manufacturing companies in Bangladesh who keeps a quality plan compliant to international standards (such as MIL, AATC, ASTM and ISO codes). Al Muslim Group maintains all these quality standered.

Quality Assurance is lead in 4 stages of production.

1. Pre-production check (PPC)
2. Initial production check (IPC)
3. During productions check (DUPRO)
4. Final random inspection (FRI)

8 Shipments

Arranging vessel for shipment with the forwarders and follow up shipment points for smoother connections. The above processes are important activities merchandiser team performs to offer a very effective facility. During this period I had to go through these activities.

Merchandising Activities:

Two type of merchandising done in garment exports

- Marketing merchandising
- Product merchandising

Marketing Merchandising:

Main function of marketing merchandising is-

- Product Development
- Costing
- Take orders from buyers

Product Merchandising:

Product merchandising is done in the unit. This contains all the tasks from sourcing to concluding, first sample onwards, the products merchandising work start and ends till the product deliver.

Merchandiser's Other Responsibilities:

Apart from acting as a intermediary between customer and the production unit, I also had some responsibility to recommend and contribution to other sections right from sampling to final delivery.

- Product Development
- Market and product Examination
- Selling the concept
- Booking every accessories
- Confirming Distributions
- Quotation
- Flow Monitoring
- Production Tracking
- Costs Follows
- Internal & external communication
- Lab dips
- Accessories & trims Making internal order sheets
- Preparing purchase orders
- Advising and assisting production

Internal & External Communication:

Before, we had seen the significance of communication with customers. In the same way, internal communication is also very much important. Other sections will follow the directions given by the merchandiser, since other sections don't know the buyer's directions. Other departments' know that only the merchandising department's instructions. So it is the only responsibility of merchandising department to instruct other departments about the conditions and orders of buyer's guidelines clearly. Even a small error or deviation of order may create big difficulties. Sometimes, they may not be correctable. All the commands are checked twice by

merchandiser before being informed to other departments. As we know that “Prevention is better than cure.”

Preparing Purchase Orders:

Merchandiser has to prepare purchase orders. As I was in the development part I didn't have to prepare any purchase order. Production merchandiser has to deal with commercial department. Each and every document and description such as quantity, quality, price or price target, delivery time and payment terms and conditions of the required raw materials, accessories and trims should be clearly mentioned in the purchase orders. The clear information will help everyone to know the necessities clearly.

Accessories and Trims:

I had to arrange and send the accessories and trims like buttons, zippers, labels, hang tags, poly bags, inner boards and many more things to buyer for approval before proceed bulk production. It is important to send in 2 or 3 types or qualities for getting approval.

Preparing Internal Order Sheet:

I had to prepare internal order sheets based on the customer's order. We are the responsible for giving direction to other section only; the other sections have to follow all the guidelines and specifications. As merchandiser is a serious job so during my intern period i had to deal with all the work very seriously for which I was responsible for given by my supervisor. So while I was preparing internal orders sheets, I had to prepare those by taking care of each and every part. Sometimes I needed to ignore some information to other departments, like buyer's address, export price delivery date etc. The other sections do not need this data.

Advising and Assisting Production:

As the merchandiser is the person who knows better about buyer's approvals, comments and instruction, for the better flawless production he will have to advise and support production. As he has to assure the quality to the buyer, though there is a separate production sections, the

merchandiser should know about day to day activities, status and complications of each phase of production.

Advising Production and Quality Department about Quality Level:

Each garment will have different acceptable quality level according to the buyer's specification and tolerance level. Though the production and quality departments are taking responsibility of quality, it is the merchandiser and the marketing manager who decide whether the quality is up to the acceptable level or not. So the merchandiser should advise and instruct the production and quality departments about the quality and tolerance levels of garment.

Taking Responsibility for Inspections:

When working for foreign buyers there will be many inspections like pilot batch, initial, online, mid final and final. If we work with the buyers directly, the number of inspections will be limited. The buyer may like to see the inspection in the middle of the production or final inspection. Sometimes, the buyer may ask any third party to do the inspections.

Helping Documentation Department:

Though the documentation department takes care of all documents, it is preferable for the merchandiser to check the important things like the prices, quantity, description, Category, HS code, consignee's & consignor's addresses, payment terms, delivery terms, purchase order number, port discharge etc.

Following Shipment:

Finally the merchandiser has to make sure the vessel details, ETA, ETD, shipping lines, B/L instructions and documents of vessel connections, freight & other charges are in accordance with the buyer's instructions and our suitability.

Constraints/Challenges and Proposed Course of Action for Improvement:

To complete any work we face a problem. Success of the work depends on how well and quickly we respond against that problem and find some solution.

Observed in The Organization:

During my internship program I have gone through different work in different time and I enjoyed the entire task. Each and every day I faced a lot of problem and I had to find solution accordingly task and situation. Most challenging task was to track down goods coming from china.

Since I have joined marketing and merchandising team I was also responsible for all the work they are doing. Communication gap between different team is one of the major problems in this organization. During 25th to 30th May a few staffs was replaced and changed by admin. From that moment among different marketing group few problems were rising. These were they are not receiving Middle of the June, one style accessories sample were asked and within 12 days supplier send it for us from china. After 20 days it didn't reached our hand. As it was very important for us because we needed to make sample garments.

Since it is a chain system, it comes to us after handed over a few people. So we contact and searched every person's to find out. After a lot of problem finally we got it in our main store. It took around 23 days to reach our hand. Who was responsible for it, he forgot to enter in the list because he was new in sourcing department. Buyer was very upset as we couldn't submit sample garments on time.

Not only from our team but also others teams were facing this problem. So our management asks suggestion for this problem. After discussion we find that if the previous person Mr. Suman Sarkar remains in the same position and train new employee then it can be solved. Mr. Suman Sarkar who was the responsible for the job will continue for 1 month. He will teach new employee Mr. Shadath Hossain how to maintain the procedure.

Academic Preparation:

It was totally different experience for me because it was first time I practically work in a company. During my internship I come to know that the difference between bookish knowledge and practical knowledge. Having the chance to work in an organization given opportunities also challenges that I was not prepared for. Some of the ones are mentioned below:

❖ Communication gap:

Main problem of such a big organization like Al Muslim Group is Communication gap. It was difficult for me to communicate with different department at a time. Every one busy with their work and every person's mentality and behavior is not same. So in here I had to deal with very carefully.

❖ Maintain official software:

Al Muslim Group maintains a software name FAST TRAC. By these everyone can see what is going on production side. When an order is confirmed then merchandiser need to input every details in this software. But our internal server sometimes doesn't work or work slowly. For this problem merchandiser cannot input their information.

❖ Different Direction:

I was working according my supervisors' direction but as a team member I had to help other seniors also. Sometimes I faced critical situation because of direction from different seniors. I also made some mistakes because of this.

❖ Maintain Submission date:

To make a garment merchandiser need different trims and accessories. So it's very difficult to collect all the accessories within time. For this reason sometimes merchandiser lost their nearly confirm order. For a merchandiser it's very bad for his image and carrier.

Purpose of our education is to give us information about strategy, skill, and situation. But this knowledge cannot prepare us for practical work life. If University teachers could offer us some extra classes to realize the knowledge of involving the concept link with the real-world that

would be very supportive for us. Microsoft Excel, Microsoft outlook, Word are also very significant for the Marketing major students and I strongly believe that BRAC University is proposing those additional sessions on that.

Lessons Learned from the Internship Program:

Internship program was a very fruitful experience, as I consider. It has provided me a chance to gather knowledge about a manufacturing organization and their activities that I was not aware of. I was able to acquire about the process of Marketing and merchandising with the customers and buying houses. I moreover get knowledge of the tactics of ready-made garments sector to provide the services and the staffs involved in carrying out the processes.

Organization Based Affiliation:

While doing internship at Al Muslim Group I have gone through different situation and learned from there a lot. I have learned an important lesson that how to work perfectly within time. Merchandisers are representative of the whole organization. In front of buyer you cannot make any mistake. If you don't want to any order still you will have to avoid with very carefully. If buyer understands we are doing it intentionally then it creates huge problem.

After getting query from buyer we try heart and soul to chase that order. We check each and every corner to reduce cost. Then we make a perfect costing with a perfect plan. We keep space for brigading and a plan when we can manufacture it. On this stage if anyone done mistake then not only us every one of the organization has to suffer. That's why merchandiser tries to sit with every section and make a perfect plan for it. In here success only depends on team work.

By communicating with different team and sharing their plan a friendly environment can be build. This can also help to increase employee engagement. It can reduce the problem.

University's Internship Program:

Our University plays a very important role to connect a student to the practical world. It has provided me a chance to gather knowledge about a manufacturing that I was not aware of it. I moreover get knowledge of the tactics of ready-made garments sector to provide the services and the staffs involved in carrying out the processes.

I also thankful to the University that initiates a great effort of each business students have to go through the three months long internship period. After finishing the 90 days of internship, we have to prepare and submit an affiliation report based on the internship program whatever I learned this period to our honorable faculty. We also have to present us about our internship program in front of the board where different teachers will be present there and will ask questions. Through the procedure as an intern what we have gone through this internship period and how we can relate to our under graduation learning that will be justify.

Finally, I can say that with the help of Al Muslim Group and BRAC University through this internship program I will be able to search my goal and capability more intensely and surely.

Concluding Statement:

In conclusion, I can say that, the Merchandising Department of Al Muslim Group gives me a pleasure to learn the Merchandising activities properly through communicating with different concern people like Buyer, Supplier etc. From this department, I have learned practical knowledge how to communicate with different people in different situation. A merchandiser has to perform the activities from preliminary to end of the order. Today's organization demands that the Merchandising function deliver a valuable side of earning foreign currency and take part a vital role to communicate with international business. The experienced merchandisers are always demandable in garments sector for every country. It may an honorable professional for educated persons. For developing garment sector merchandising system will have to focuses on modern system. Management of merchandising is a big job and is a complex one.

Recommendations:

- Al Muslim Group should maintain a proper chain so that they can reduce communication gap and work smoothly. Only then organization can gain more efficiency.
- Al Muslim group should update its main software Fast Track and maintain every month it properly to get fruitful result.
- Every assistant merchandiser gets their personal computer after completing their three month. For this reason productivity remain low in the initial level. They should provide assistant PC early so that can they can put their effort on work.
- After getting order sheet they should communicate and sit with every related department to save time, money and complete the order on time.
- Before changing or replacing someone, they should find best person for that position and train him until he can do it properly. Otherwise, for a single persons fault can hamper total process.
- For interns and new employee organization give little space to learn quickly. They think new employee and intern will learn by facing problem and situation. But if they give brief about work or possible difficult situation then new comers can cope up with easily.

- Organization does not think interns as an employee. So interns have low access to their internal database. Every employee has an ID no. to enter that database. Organization should offer access id to the interns.

If Al Muslim Group wants to improve their productivity of marketing and merchandising team and maintain an efficient communication with different team and stakeholders to run organization smoothly they need to work on these suggestions.

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