



Merchandising dynamism in RMG Industry



Inspiring Excellence

Course: Internship

Course Code: BUS400

Submitted to:

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Letter of Transmittal

November 24, 2018

Raisa Tasneem Zaman
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BRAC Business School
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Subject: Submission of Internship Report

Dear Madam,

It is great pleasure to complete the course of internship under your guidance and instructions. Here is the report of my internship period with the organization named Dorji Apparel Bangladesh under the supervision of Saiful Islam (Senior Merchandiser). It was an honour to work under him as he has made me experience and learn a lot which will help me in future.

In presenting this report, I have put my utmost effort to include all the relevant information and the experiences to make this report informative. It was an erudite and fascinating experience for me to prepare this report. I have tried my best to include all my learnings in this report. If further clarification regarding this report is required, I will be available by any means necessary.

Thank you for providing me with proper guidance and thanks Saiful Islam for guiding me and be a mentor in the organization.

Sincerely,
Sajib Saha
10304108

.....
(24 / 11/ 2018)

Letter of Endorsement

This is to certify that Sajib Saha, ID: 10304108, BBA Program(Major in Marketing), BRAC Business School, BRAC University has done this report on “Merchandising dynamism in RMG Industry” for the purpose of completing BBA internship program. I accept this report as a final internship report.

Raisa Tasneem Zaman

Lecturer
BRAC Business School
BRAC University

Acknowledgement

I am grateful to all the people for their support, facility and guidance without which I could not have completed this report. First and foremost, I would like to thank the Almighty for giving me the persistence, strength and courage to fully complete my report. Secondly I would thank my course instructor, lecturer of BRAC BUSINESS SCHOOL Ms. Raisa Tasneem Zaman for her massive support, encouragement and supervision which enabled me to work on a professional level. Along with my course instructor, I am grateful to senior merchandiser of Dorji Apparel Bangladesh Mr. Saiful Islam for guiding and assisting me to complete my internship occupancy with comfort despite all the challenges. I would also express my gratitude towards my family and friends for their relentless effort and support to attain my goals. Lastly I would thank each and every kind person who has helped me by providing relevant information and advice to write this report

Executive Summary

Dorji Apparel Bangladesh is ready made garment buying house and garment factory in Bangladesh. Now, this is a countless chance for me to do my internship in Dorji. This is a small factory who are manufacturing garments from sourcing raw material to final product. In this phase, Bangladesh is succeeded with RMG sector where this division has its huge contribution. As a small garment factory it is really challenging to make growth and profit in regular manner. In the whole process of exporting garments to the retailer of in a foreign country and to communicate with them, merchandisers have an unlimited influence and responsibilities. Once, the order is taken from buyer the duty comes to the floor of merchandisers and before going production they do almost everything to make the business smooth. So, the work starts with the order taking and making business relationship. Then sample making, planning, booking of every single material for samples and getting approval are all the basic tasks of merchandisers. In case of manufacture, sample goes in bulk so, the responsibilities become enormous and it comes to the relation with operation too.

I was selected to do merchandising job and communication with buyers. The merchandising team was very helpful and supportive as well as buyers. I faced lot of challenges and learned lot of thing because of different types and huge variety types of products I had to handle. Here, I tried to be written all the procedure to manufacture garment and establish strong relationship with buyer in this report.

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Chapter 1: Introduction



The readymade garments industry acts as a catalyst for the development of Bangladesh. The "Made in Bangladesh" tag has also brought glory for the country, making it a prestigious brand across the globe. Bangladesh, which was once termed by cynics a "bottomless basket" has now become a "basket full of wonders." The country with its limited resources has been maintaining 6% annual average GDP growth rate and has brought about remarkable social and human development. (<http://www.bgmea.com.bd/home/about/AboutGarmentsIndustry>)

The industry that has been making crucial contribution to rebuilding the country and its economy is none other than the readymade garment (RMG) industry which is now the single biggest export earner for Bangladesh. The sector accounts for 81% of total export earnings of the country. When our only major export earner "the jute industry" started losing its golden days, it is the RMG sector that replaced it, and then, to overtake it.

(<http://www.bgmea.com.bd/home/about/AboutGarmentsIndustry>)

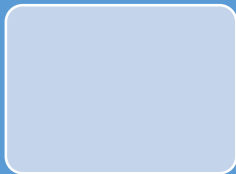
The apparel industry of Bangladesh started its journey in the 1980s and has come to the position it is in today. The late Nurool Quader Khan was the pioneer of the readymade garment industry in Bangladesh. He had a vision of how to transform the country. In 1978, he sent 130 trainees to South Korea where they learned how to produce readymade garments.

(<http://www.bgmea.com.bd/home/about/AboutGarmentsIndustry>)

Dorji Apparel Bangladesh is a garments Buying/Trading house, Manufacturer and exporter in Bangladesh. Dorji provides garments to international buyers/importers in Nepal, France, Italy, India since 2012. Dorji Apparel Bangladesh do offer children wear, ladies wear, kids wear, men's wear, t-shirt, polo shirt, trousers, sweatshirt, basic shirt, jeans, denim wears, tank top, pants, shorts, baby garments, fleece jackets, hoodies, knit tops, knit bottom, night wears, sweaters, etc.

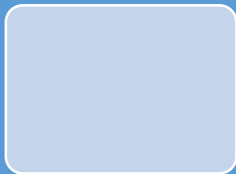
Merchandising is significant task in garments industry. As merchandising is fundamental for each and every garment. In this manner, the employer must have to have proper knowledge of garment, hard -working, instant decision making power, powerful observation, patience etc. It is hard to run a factory without skilful and efficient merchandisers

Employees behind the Organization



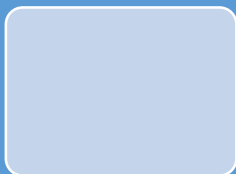
Asif Mahmud

Chief Executive Officer



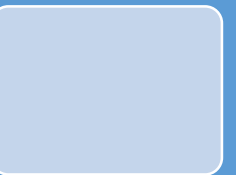
Foyezur Rahaman

Director



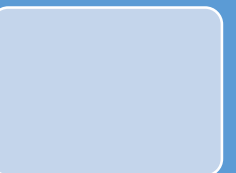
Saiful Islam

Senior Merchandiser



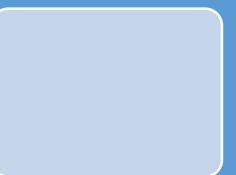
People Chakma

Senior Merchandiser



Yakub Hasan

Head of QA



Abdul Jalil

Production Manager

Departments



Objective of the Study:

Comprehensive objective:

The hands on experience of working in the merchandising team of Dorji Apparel Bangladesh, main objective of the research is to portray a clear picture of how merchandising contribute to establish strong relationship with buyer

Specific objectives:

Maintain proper communication and professionalism

To identify merchandising practice and total production system.

Concept develop about knitting and spinning

To examine the efficiency and effectiveness

To find out the duties and responsibilities of merchandisers

To know about the technical process of apparel industry.

Scope of research

Throughout my internship program I tried to collect information as possible to explain a precise image about the significance of the merchandising which contributing value to buyers for the export oriented garments and the value of the merchandiser for the garments industry. The guiding standard of the company is to improve and uphold strong, safe relation with buyers.

To read the report we will able to know vibrant image about the significance of the merchandising for the export oriented garments and the responsibilities of a merchandiser.

The study will also help us to recognize the roll of readymade garments in socio economic improvement of the country.

The complete production process of a garment and about the equipment, accessories and the work forced that is required for a garment

Probable limitations:

- Time constraint, senior merchandiser could not manage enough time to elaborate information due to shipment pressure
- Data sources are limited
- Key persons are too busy
- In the garment factory, the majority of employees have no educational background, they only do their jobs with experience.

Literature Review

Fashion buyers and merchandisers play a vital role in the development and commercial success of a fashion organisation (Omar 1999, Jackson and Shaw 2001, Goworek, 2007, Berman and Evans 2012). They influence the majority of the marketing mix elements and are essential profit generators for retail businesses (Varley, 2014). Yet despite this acknowledgement of value, Goworek (2010, 2014) identifies a dearth of empirical research which explores this value creating aspect of a business within the fashion sector.

Clark (2014) defines the role of the fashion merchandiser as having an involvement and understanding of fashion, its trends and influences and a financial and detailed minded approach to the product creation process. It can be suggested that the buying and merchandising team within a fashion retailer are a critical value creating asset as they are responsible for three out of four elements of the marketing mix. Merchandisers also manage deliveries and stock levels such that product is shipped to the business in a timely manner to achieve forecast sales and co-ordinate with other product lines in the range. In the UK focused literature the relationship between Buyers and Merchandisers is seen as collaborative. The relationship between buyer and merchandiser is often likened to a marriage in which the two players work together to create their ranges.

Merchandisers and Buyers are increasingly holding back “Open to Buy” to purchase short run orders on in season trends that they otherwise would miss. (Jackson and Shaw 2001, p147).

Methodology of the Study

Methodology defines how we go through all the processes of research and how I have proceeded on. To conduct this report I collect primary and secondary data from different sources.

I contact to all stakeholder of this factory to ask them bunch of questions. I collect secondary data from like internet, book, journal, related other organization who has annual paper.

And I also work their passionately to understand practically the whole thing and getting more information and data on hand experience.

Chapter 2: Overview of the Company

Background of Dorji Apparel Bangladesh

Dorji Apparel Bangladesh is a garments Buying/Trading house, Manufacturer and exporter in Bangladesh. Dorji provides garments to international buyers/importers in Nepal, France, Italy, and India since 2012. Dorji Apparel Bangladesh do offer Men's wear, ladies wear, kids wear, t-shirt, polo shirt, trousers, sweatshirt, basic shirt, jeans, denim wears, tank top, pants, shorts, baby garments, fleece jackets, hoodies, knit tops, knit bottom, night wears, sweaters, etc.

In 2012 when Dorji started business they do only trading business. They started to buy surplus goods from different factories and selling to local garments wholesaler/exporter who export in different other countries. After that Dorji found two nepali buyer in 2013, then they started to taking order from buyer which they manufactured in others garment factory. Then Dorji developed some other buyer from Italy, France and India. In 2016 they launch own factory with 40 employees which is increased to 120 in 2018.

Buyers:

Basic

Barcode

Escape

MExpress

Getup

Alpha

Bohara

Diciplined

SGA

Mission:

Dorji wants to bring quality clothing experience to all its customers from this market. To achieve this objective, the managing director of Dorji Apparel Bangladesh has set out a set of guidelines. The instructions are as follows;

- Dorji grows with all its stakeholder. Therefore, Dorji employees must ensure that all these groups have a pleasant work experience.
- In order to ensure their growth, scalability and integrated business solution, Dorji should be incorporated into Differentiated Value Added Product.
- Dorji must employ personnel who fulfil Dorji 's core value. After employing staff, Dorji must ensure that they are trained and maintained through a strong work environment.

Dorji gain foreign exchange for the country by producing and exporting high - quality apparel. In addition, each activity of the company must benefit and add value to the common wealth of society

Vision:

The vision statement of Dorji Apparel Bangladesh is gain high - value added apparel market leadership in all over the world.

Products:

Dorji Apparel Bangladesh manufacture mostly knit and woven items of mens, ladies, kids for all seasons according to their buyers requirements are given below:

Shirt

Tshirt

Tank top

Tops

Shorts

Trouser

Joggers

Twill cotton pant

Denim pant

Jacket

Sweatshirt

Hoodie

Pullover

Production section:

- Merchandising Section
- Development Section
- Commercial Section
- Sample Section
- Cutting
- Sewing
- Q.C Section
- Finishing section
- Mechanical & Electrical section

Environment:

Dorji is always committed to ensure a healthy environment to workers. They prevent all form unhealthy issue. In garments factory, dust is major unhealthy element which is the main reason to suffer from cold, cough problem, fever etc. So that Dorji use different kind of exhaust fan in different corner of production floor. Even they also use vacuum cleaner 4 times in a day. In addition, they put big vertical window in each and every section to ensure fresh air and not being suffocated any single employee. In their factory, local law (Bangladesh) is practiced very well like:

- No child labour
- No discrimination
- Workers are not bound to do overtime
- Routine working hour
- Safe working place

Chapter 3:

Operations of Dorji Apparel

Bangladesh

Merchandising:

Merchandiser is the interface between Buyer & Exporter. He is the responsible from taking to shipment. So Merchandising is the very significant department in the Apparel Industry. This Article explains the main responsibilities of merchandisers what they do in different phase of manufacturing process (M. Janarthanan & S. Kathiresan, Merchandising in an Apparel Industry, Textile review).

The main responsibilities of merchandisers are as follows.

- Internal & external communication,
- Sampling,
- Lab dips,
- Accessories & trims,
- Arranging internal order sheets,
- Organizing purchase orders,
- Instructing and assisting production,
- Directing quality section about quality level,
- Facilitating production and quality sections,
- Giving shipping directions and following shipping,
- Helping documentation department,
- Taking responsibility for inspections and
- Ensuing shipment.

(M. Janarthanan & S. Kathiresan, Merchandising in an Apparel Industry, Textile review).

Procedure for business development:

Apparel business developed with a proper market trend which is very crucial to grow business. To develop buyer there are two ways, either buyer choose suppliers or suppliers choose buyers to work with them. Therefore, dorji develop buyers in a manner. Firstly, they select their product related buyer who are actually interested to work with same product line. Then, they research on particular buyer nature that it will be feasible or not. If it is primarily feasible then they send an invitation via email with company's information, product information, capacity, working with whom, products picture attachment etc. that we are interested to work with you, if you are interested please visit us. After that, buyer provide a sample or sample instruction. Then factory develop samples and quote a price for that particular item, if sample quality and price are reasonable to buyer then it proceed to next

stage. Samples play a key role in obtaining new order. Without quality sample suppliers, a new business cannot be developed, so sample quality should be better before going to bulk production. For this reason, when send the purchaser a quality sample, they must follow something

- Use organic or combed yarn
- Dying quality must be nice
- Accurate pattern
- Excellent sewing quality
- Use export quality accessories
- Trimming properly
- Nice packaging
- Finally send sample with a forwarding letter, measurement specification and workmanship

So when buyers requirement meet then samples are devolved by factory. Factory usually make size set when they make sample. There are some of buyer who prefer only one samples from each item and that sample should be middle of all sizes. Afterwards, buyers call for a meeting and then confirm for bulk production. Buyer definitely check each and every components of sample before going bulk production. Buyers basically check properly:

- Fabric gsm
- Fabric yarn quality
- Dying quality
- Measurement
- Print
- Embroidery
- Wash quality
- Sewing quality
- Thread
- Accessories
- Trimming and finishing
- Check sizes by wearing in doll
- At last comment feedback on that sample

Consumption and costing:

A merchandiser has to do few several calculation to get clear picture of fabric consumption of fabric and costing of garment. Firstly, how much fabric and others need for per dozen garments, which depends on garments measurement and thickness of fabric that is called gsm. Those other expenses are given below

- Fabric cost
- Print cost
- Embroidery cost
- Accessories cost
- Cmt cost
- Rejection percentage of garment
- Trimming cost
- Transport cost till freight
- Profit

When merchandisers do pricing based on all cost, they consider

- Cost of fabrics per dozen garments

Knit fabric consumption should be done by using the following formula-

$$\text{Fabric consumption per dozen, (All measurements in cm),} \\ (\text{Body length} + \text{Sleeve length} + \text{Allowance}) \times (\text{1/2 Chest width} + \text{Allowance}) \times 2 \times \text{GSM} \times 12 \\ = \text{.....} + \text{Wastage\% (in kg)} \\ \text{10000000}$$

- Cost of Accessories per dozen garments.
- (Cost of Manufacturing/Cutting to making per dozen garments.
- Cost of print, embroidery, etc. per dozen
- Commercial cost

Fabrics Pricing:

Those are mandatory for fabric pricing

- Yarn price per kg
- Fabric price per yard
- Dyeing price per kg
- Finishing price per kg

CM charge:

CM means cost of cutting to making of garments. It includes cutting costs, sewing costs and packaging costs. It also includes the overhead and the profit margin for the plant. For instance, basic t-shirts cm charge is usually \$ 6 per dozen

Trimming Cost:

Trimming charge includes all such as care label, main label, size label, sewing thread, poly bag, price ticket, carton, tag pin, gum tape, etc. are used in a garment. Thirsts trimming charge \$1.5 per dozen

Commercial Cost:

Commercial costs include LC commission, EXP commission, cost of documentation, delivery of goods to forwarder, etc.

Other cost (Optional):

Other cost includes like print, embroidery, logo, handcrafts etc. if required. Those are depends on garments requirements if buyers preffer

Final Garments price:

After adding all cost or sum up all cost per dozen is final cost of garments. So we make manufacturing price & negotiate with the buyer at this price. After negotiating the price with the buyer, we receive the confirmation of the order & L / C from for the order.

Procedure for manufacturing to Shipping garments

Fabric booking:

Merchandiser ask buyer to send purchase sheet after order confirmation that includes all colour breakdown and all sizes breakdown. Then merchandiser book yarn or fabrics according to that size and colour breakdown. They book yarn for knit items and fabric for woven items. Fabric sometimes require to import from other countries too. They send L/C to import fabric in this case.

Trim booking:

After confirming all main label, size label, hang tag, price tag, poly, buttons etc. merchandisers order all accessories before going production of garments. And accessories must be received before starting sewing on the floor.

Proforma Invoice(PI):

A proforma invoice is a document sent to a buyer in certain circumstances - usually before all invoice details are known

There are three important things to keep in mind when creating and sending a proforma invoice:

1. It is not a true invoice. Issuing a proforma invoice does not mean that a customer is required to make any payments on the products or services listed.
2. It is not recorded as an account receivable by the seller. Because it is not a true invoice, it should not be registered as such.
3. It is not recorded as an account payable by the customer since payment is not expected, meaning it is not marked such as

PI includes-

- Name and address of seller and buyer
- Invoice number and date
- Product description
- Unit price
- Total price
- Shipment date

- Shipment terms FOB or C&F.
- Country of origin
- Terms of payment
- Terms and conditions

L/C receiving and forwarding:

There is different kind of L/C (letter of credit) that receives from buyer, at the same time merchandiser also send L/C to supplier to order fabric/yarn and trims.

- Revocable L/C
- Irrevocable L/C
- Confirmed L/C
- Confirmed & irrevocable L/C
- Transferable L/C
- Back to Back L/C
- Red Clause L/C
- Sight L/C
- Revolving L/C

Production files:

The production file includes all specifications and direction in detail

- Approval Sample
- Order sheet
- Measurement sheet
- Packing list
- Measurement of Carton
- Assortment
- Fabric quantity

PP (Pre-Production) meeting:

After collecting approved sample, production file, approved pattern etc. merchandiser arrange a meeting with production manager or production planning department. On the top, they discussed each and every detail of garment production plan and action that is to be manufactured.

Production:

These are included when production is going on

- Perform inline inspection
- end line inspection
- pre-final audit
- Final inspection
- Quality report

Quality Control (QC):

Quality control is very sensitive issue in readymade garment industry. It is practised from sourcing raw material to the finished garment. Quality control consider as yarns, dyeing, fabric construction, gsm, colour fastness, colour shade, thickness, wash, print quality etc. and obviously the final product.

Quality based on-

- Buyers quality requirements
- Training of quality control team
- Proper follow up
- Establishing quality plans, parameters, inspection systems, frequency, sampling techniques, etc.
- Inspection, testing, measurements as per plan
- Comment to Production Department

Final inspection and packing list:

After completing trimming part, packaging starts and end to making final packing list. However, the quality team of buyer or third party quality team like SGS inspection goods as per buyer requirement to check quality. If quality is good according to buyers required standard then products are ready for exporting to buyer, if quality is below standard then inspection team declare for rechecking or consider as stock.

Chapter 4: Analysis and Interpretation

To check How merchandising contribute to establish strong relationship with buyer, the writer did in depth interview, one to one interview, direct observation, participant observation, the writer of this report conducted a survey among 10 respondents. This is a qualitative research and all the data found were primary data. The research was conducted through google form with an in-depth interview.

Questionnaire used in the research:

How merchandising contribute to establish strong relationship with buyer

In which organization you are working?

Your answer _____

Merchandiser plays an significant role in Garments factory?

Yes

No

To convince buyer, is merchandising knowledge is important?

Yes

No

Do you feel as the buyer prefer experienced Merchandiser in Garment factory?

Yes

No

Do you think proper communication is important to buyers ?

Yes

No

Which country is more professional in garment industry?

- Bangladesh
- China
- Vietnam
- Hongkong
- India

Why buyers order huge quantity of garments in Bangladesh?

- Professionalism
- Cheap Labor
- Fast production
- Work environment

Are production skills attract buyers?

- Yes
- No

When Merchandiser or Production manager face new problem, technical skills can helps a to solve the problem ?

- Yes
- No

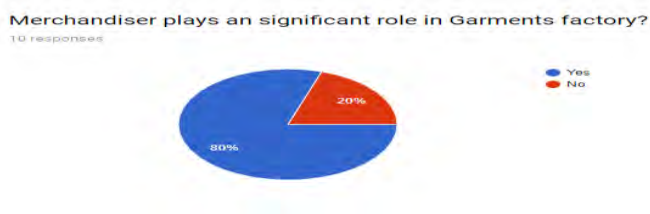
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Result and Analysis of the survey:

First of all, let us look at where they are working. Those 10 respondents were taken from different organization including Dorji Apparel Bangladesh. Other respondent were from Next Clothing, Pritom Fashion Ltd. E&S Apparel, Smile Apparel Ltd.



After that the interviewer started to find out how merchandiser contribute to establish strong relationship with buyers. The respondent were asked that Merchandiser plays a significant role in garment industry. 80% of respondents think that merchandiser plays a substantial role in garments industry.



Then, I wanted to know that to convince buyer, merchandising knowledge is important or not. All of respondents (100%) said they think it is important. So that shows how merchandising knowledge important in this industry to continue and keep good relation with buyer.

To convince buyer, is merchandising knowledge is important?

10 responses



Later, respondents were asked to check merchandiser experience influence to buyer. They said buyer prefer experienced merchandiser in garments factory. So experienced merchandiser are dynamic resource in this industry.

Do you feel as the buyer prefer experienced Merchandiser in Garment factory?

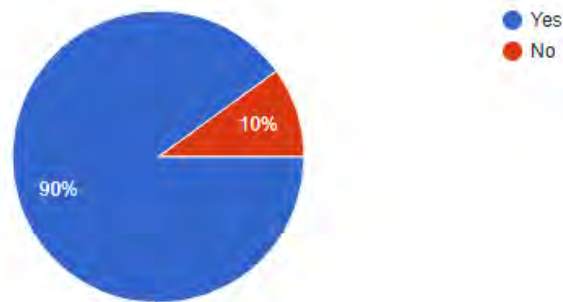
10 responses



After that, I asked them to check proper communication is how much important what actually a merchandiser has to communicate each and every day on every step. 90% respondents said proper communication is important. Hence, communicating with buyer through various way brings a effective result to this industry.

Do you think proper communication is important to buyers ?

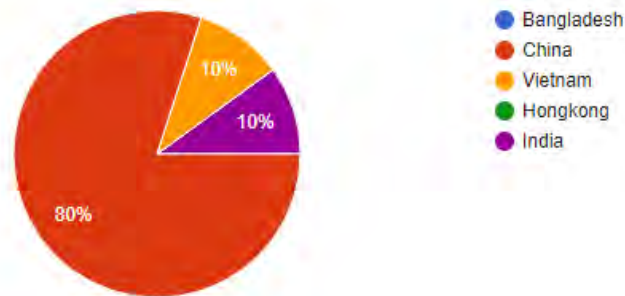
10 responses



To check significant of professionalism, respondents were asked which country is more professional in garments industry and why buyers order huge quantity of garments in Bangladesh. 80% said that china is more professional than other countries, 10% said India and 10% said Vietnam. So there was no respondent who think Bangladeshi garments worker or industry is professional enough till today. Again we ask then why buyer order huge quantity of apparel here. 90% respondent said they order because of cheap labour and 10% said professionalism. So they think Bangladeshi garment industry still lack of professionalism which they need to improve.

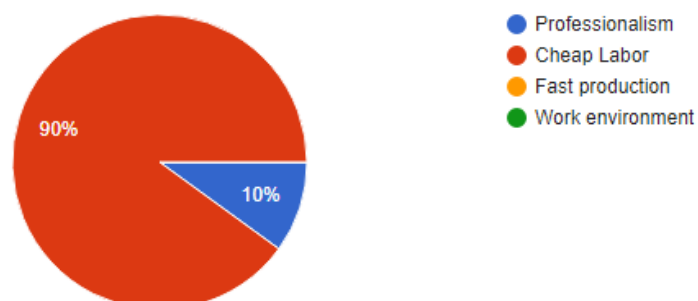
Which country is more professional in garment industry?

10 responses



Why buyers order huge quantity of garments in Bangladesh?

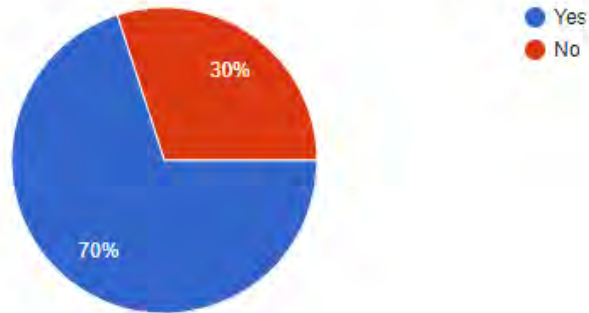
10 responses



Then I asked next question which was are production skills attracts buyer, 70% of respondents think that production skill has huge contribution to satisfy a buyer, so it is necessary having more production skills.

Are production skills attract buyers?

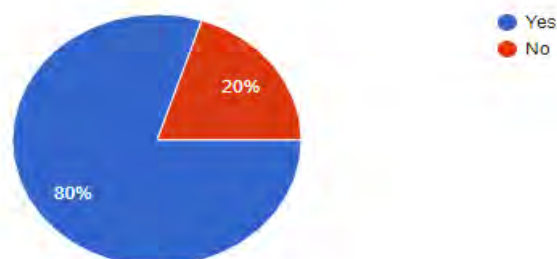
10 responses



At last, to check technical skill contribution of garments, respondents were asked to solve the problem technical skills help or not. 80% of respondents said technical skills can help to solve new problem which usually apparel factory face. So this is very obvious technical skill has significance to get more productive work in apparel industry.

When Merchandiser or Production manager face new problem, technical skills can helps a to solve the problem ?

10 responses



Chapter 5: Findings

Findings are based on survey result, one to one interview result, direct observation and document analysis.

Buyer is always king in garments industry as they are customer or order provider of buying house or factory. So it is crucial to establish a good relationship with them by giving them everything as their requirements in reasonable way. A good buyer can change a buying house or factory's total scenario positively or negatively as our country's biggest revenue comes from this industry. From my point of view, this is really challenging to establish a good relation with buyer in Bangladesh, Still lack of professionalism in this big industry whereas Chinese or Vietnams people are more professional than us. They are maintaining and providing all support according to buyer's requirements like professionalism, proper communication, production support, proper concept of raw material, knitting and spinning, efficiency and effectiveness, technical skill etc.

Professionalism:

People are not enough professional in this industry. Here I want to mean they do not have much special knowledge, competency, honesty and integrity, accountability, self-regulation etc. so then question comes that then why Bangladesh are getting a big volume of garments order from all over the world. That is only for cheap labour not for much skill or professionalism. If we can be more professional then we could get more high valued order form buyers which now majority percent going to china, Vietnam, India etc. hence, in Dorji apparel we are trying hard to be more professional by gaining more special knowledge, product and production knowledge, sourcing first class raw material in reasonable cost, competency, accountability, honesty and integrity, self-regulation etc.

Proper communication:

Proper communication is mandatory to develop a good relationship with buyer. This is about internal and external communication between buyers, suppliers and inside organization Dorji Apparel Bangladesh too which Dorji maintain all the possible way like arranging meeting, sending email and message in time, also discussing about production plan through social network, sending sample picture instantly through whatsapp, viber, telegram, updating bank and C&F documentation, shipping updates, sending report of yarn test result, fabric test result, print sample, informing everyday progress of production etc.

Production Support:

As I work there I notice that production support is another significant part in garment industry. If merchandisers have proper knowledge of production, it is easier to make understandable a buyer how production will go on to give him required garments. First of all production support defines fast production of garments which is capacity of factory to get certain amount of output every day. As I have seen that layout is most important part to get certain amount of output regularly. Then, raw material sourcing and in housing, cutting on time, print, trimming etc. also responsible to give production support accordingly. This is also significant to make a factory more profitable. As we know a factory fixed cost is very high, so if any of these not in time then factory will suffer loss due less production as well as buyer also suffer loss due to getting products after ending season.

Proper concept of raw material:

To deal with buyer and make him understand of material, a merchandiser should have proper knowledge of raw material. Fashion is changing frequently and different types of material are coming after one by one. So raw material are not same which will be used in next garments. If a merchandiser do not have that knowledge then buyer definitely think it is not feasible to him to continue with this factory. Because buyer feel lack of confidence, scared to investing money and time as he has option to choose other markets. I order different types of raw material sample in different knitting factory as buyer requirements (thickness, yarn count, gsm, colour etc.) to show him and taking approval. Before that I study on internet and learned those from some senior person who has expertise in raw material.

Knitting and dyeing:

Basically knitting and dyeing make sure the quality of fabric, gsm, color of garment. That also has to be exactly according to garment requirement which is given by buyer. It is another challenging part to manufacture quality garment. It ensure how many wash or how many times final consumer can use or do wash, how long consumer can use this, is it harmful chemical used which is not good for skin etc.

Efficiency and effectiveness:

It is very important to ensure efficiency in garments factory. In Dorji apparel Bangladesh we always show to our buyer that how much efficient our team is, so that buyer get confidence and rely on us to work with us. From the very beginning all skilled employees are working here as team. When buyer see they are working as a team and all are skilled, have been working many years he also motivate them by reward them like arranging day long picnic, bringing gifts for them from his country. Most of the operator can operate all types of machine like plain machine, flatlock, overlock, kansai, bar tag etc. which make more productivity on regular basis whereas, only one operator can operate one machine either plain machine or flatlock machine or overlock. Sometimes there is no kansai machine task in a particular style so that operator seat for nothing and spend lazy time which factory cannot maximise their profit.

Technical skill:

Technical skill is very significant to find out problems. For instance, factory sometime face that there are too many fabric wastage due to fabric dia or fabric is getting shrinkage or bleach after washing on special required items. So if a merchandiser can find out that problem and come out with a solution that protects factory from suffering loss. Otherwise, buyer declare fail that whole lot as stock when quality team do inspection.

Chapter 6: Recommendation

Dorji Apparel Bangladesh is growing readymade garment buying house and garments factory in Bangladesh. It is not a composite factory where they have to face lots of production issues. They could be do more better and maximize their growth which I observe there are given below-

- Production department should be more efficient and professional. If productions get slow, it's a curse for a garments factory.
- They should make it a composite factory to get all in one place
- At least they must setup print unit to maximize their profit and getting more order
- Quality team should be more sound
- Factory space and Working environment should be increased
- To reduce cost they could have monthly salary based operator instead of contractual operator
- Dorji should be focus on tech savvy employees like pattern master who can operate CAD
- They should buy some automated machine instead of manual machine to be more efficient and reducing cost. For instance, automated machine does not need helper which run by only operator whereas manual machine need one operator and one helper for one machine. If twenty helper decreased by 20 auto machine then they can minimize 140000 taka cost monthly though automated machine is expensive.

Conclusion:

Merchandiser's effort is vibrant and hazardous too. As buyers satisfaction hang on merchandiser's activities and conduct power. If garments provide the products according to the buyers due time, reasonable price and required design then the buyers will walk together for long time, because they are satisfied. For this fulfilment of buyers, merchandisers are responsible person who play from taking order to final products shipment. Dorji Apparel Bangladesh. So satisfying buyers and establishing strong relationship can make a business sustainable.

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