



Inspiring Excellence

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**PROSPECTS OF RMG INDUSTRY AND PROCESSES INVOLVED**

**In contrast of ARAFAT FASHION**

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**SUBMITTED BY**

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## LETTER OF TRANSMITTAL

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Sub: Letter of Transmittal

Dear Madam

It is indeed a great pleasure for us to be able to hand over the result of our hardship of my entrepreneurship project on my company ARAFAT FASHION. This report is the result of the knowledge which has been acquired from my business for this respective course.

I tried my level best for preparing this report. The information of this report is mainly based on hands on experience. Some other details were gathered from the internet. I gave my hundred percent for making this report come together.

I, fervently hope that you will find this plan worth reading. Please feel free for any query or clarification that you would like us to explain. Hope you will appreciate my hard work and excuse the minor errors. Thanking you for your cooperation.

Sincerely,

SHEZAN MAHMUD ANIK

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## Acknowledgment

In real sense, a project is a combined effort of student skill and knowledge under the precious guidance of their experience and kind guidance of their training staff .Thus any project cannot be accomplished to one's satisfaction without proper guidance and the total cooperation of all those involved in the project. So I am very thankful to the kind persons who have helped me immensely during working for my business.

At first I express my deep gratitude and sincere thanks to Almighty Allah for providing me sufficient strength to make this report successfully and also my respected internship supervisor Tania Akter for her valuable guidance interest and consistent encouragement to me in the preparation of this project report.

I also want to extend my greatest thanks to all those who are associated and contributed in this project.

## Executive Summary

This project report will give an idea about my company ARAFAT FASHION where I am working as an owner and director. Bangladeshi RMG industry is ruling the market worldwide and this report will give you a brief about the reason and the industry actually works. As this is a report on my business, you will get full details about how we operate and some details about our business process. In this report I took help from some theories that I learnt from my honorable faculties in my BBA program courses. As my company deals with export and business with foreigners, a few international trade theories has been related with the activities of my business. Summary on a number of published articles on RMG industry Bangladesh were used here to establish the fact that my business is feasible for me to do in this stage of my life. Reading the whole project will enlighten you with my entrepreneurial experience.

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## CHAPTER 1

### COMPANY PROFILE

ARAFAT FASHION is filling in as a buying house in the field of articles of clothing industry, started by MD Nurul Islam with over 20 years of involvement in articles of clothing industry. To keep up a decent medium trade of correspondence to our universal purchasers we take it into thought that every one of our kin can impart and have the capacity to convey appropriately the data required by clients to abstain from misconception and vagueness. Our experience, network and quality confirmation/control the standard to guarantee the characteristics of the item are according to purchasers AQL.

Our fundamental concern is to ensure that the item acquired and re rented for shipment acclimates with the purchasers necessities. Some of our real exercises are to ensure the quality control of crude materials including frill, care names, printings and texture furthermore, guaranteeing aggressive costs. To give add up to consumer loyalty by giving purchasers a scope of good quality articles of clothing and administrations at an entirely sensible expense is our primary goal.

We are constantly prepared to take the test of taking care of purchasers demand for all kind of high quality pieces of clothing according to purchaser's prerequisite. We invite clients from everywhere throughout the world, and consequently permit us to demonstrate to you that Sarah Global Sourcing can be your best wellspring of purchasing. We generally stay faithful to our obligations to keep a decent and long haul business relationship to our clients everywhere throughout the world.

## Products and Services

Based on the requirement of our purchasers we have the capacity to source any item they need. We give instructions to our suppliers and partner garments and they handle the order with quality and deliver to us. Apart from that we source products that are required by buyers regularly. Maintaining a stock of regular items gives us a competitive edge. Our stock items consist a variety of products like T-Shirts, Polo shirts, Sweaters, Sweatshirts, Trousers, Boxers, Ladies t-shirts, Jackets etc. We are working on making deals with denim manufacturers so that in future we can fulfill that requirement as well.

**Supplier Credibility:** By evaluating the capacity and capability of the factories we ensure the quality, desired weight of product, fabric, sewing and color etc. Also make sure that suppliers are maintaining safety laws, environmental control, labor practices and adherence to labor laws. We make sure that they can deliver an order within the given period of time to meet shipment schedule accordingly as per buyer's requirement.



Figure: Products

## Sourcing

As per the placement of orders we start hunting for factories and their capability to assure the quality of all related inputs like yarn, dyeing, fabric and accessories.



## Shipment/Cargo Handling

All shipping documents are reviewed and verify as to buyers instruction. All cargo is handled by reputable forwarder to obtain correct information regarding ETD and ETA of vessels because time delivery is as important for us as it is to the buyer.

## Our Business Counterpart

- RAISHA GARMENTS AND BUYING
- N.J. KNIT GARMENTS
- UNIQUE DESIGN APPAREL
- M.A. FASHION
- PONNOBAZAR BD LTD. (WOVEN AND KNITTING)
- EVERBRIGHT SWEATERS

## PROSPECT

### Introduction

Readymade Garments sector has dramatically taken over the lead of Jute industry in 1980's. To be part of globalization, private ventures have become more proactive in development of export sectors for rapid and sustainable economic growth. RMG, a newly created opportunity has attracted more export sectors since 1980. Later the whole scenario of RMG industry in Bangladesh has changed as it was expanding. This expansion of last 3 decades made RMG industry as a boom to the economy of Bangladesh. The "Export-quota System" (in trading garment product) which came to an end in 2004 was a significant factor in the success of this industry. As this quota no longer prevails, this created the need of special attention to the competitiveness issues along with long term sustainability of RMG industry.

## Industry situation

### Literature Review

#### EXPORT PERFORMANCE OF READYMADE GARMENTS SECTOR OF BANGLADESH: AN ANALYSIS – S. M. AKTERUJJAMAN

According to Haider (2007) RMG sector of Bangladesh is a privilege to the economy contributing in export earnings, foreign exchange earnings and mass employment along with empowering women to alleviate poverty. The main buyers of Bangladeshi RMG are from USA and EU; account more than 90% share of the country's total earning from garment export.

Azad (2011) said that the achievements of Bangladeshi RMG exports in the last 2 decades is more than what it has been expected. This is now a billions of dollars industry impacting financially, socially and economically in a significant manner in the overall development of Bangladesh.

Nuruzzaman and Haque (2008) said RMG industry took over the export sector by upto 76%, is now in the leading position. This changed the scene of export culture in the country. Despite being a blessing to the national economy, RMG industry is facing challenges regarding quota system, Generalized Standard Preferences (GSP) and new arrangements or World Trade Organization (WTO).

Mohiuddin (2008) said that Bangladesh's RMG industry was flourishing in the post MFA period because of the investment in backward linkages industry, market diversification, improved governance and infrastructure, favourable government policies and mostly because of the local entrepreneurial performance. Bu time Bangladesh has proved its competitiveness by becoming one of the prime suppliers of quality RMG globally.

## CHAPTER 2

### ANALYSIS

Prospects of the business leave us with an idea that our RMG industry is attractive for new entrepreneurs who holds necessary resources. We will now use some theories to analyze the fact.

#### International Trade Theory

##### Mercantilism

A country's economy grows quickly if the countries focus on export more than import to earn revenue from trading. This theory was introduced in 16<sup>th</sup> century and suggests maintaining a trade surplus to make conduct more export than import. RMG has been a boon in trading history of Bangladesh for a very long time now.

IMF declares Bangladesh's economy as the second fastest growing major economy in the world in 2016. The rate was 7.1%. In that decade starting from 2004 Bangladesh's economy has been largely been lead by readymade garments export and remittances. The export oriented approach and industrialization on the expertise of producing quality goods brought up the GDP to this point which was 6.5% in 2004.

##### Absolute Advantage

In 1776 Adam Smith established the thought that countries should specialize in the production of goods for which they have an absolute advantage and then trade these goods for goods produced by other countries. In short, a country should produce those products which they are most efficient than others.

Bangladesh has always famous for the quality of fabrics. Merged with experienced production and efficient costing gives Bangladesh an absolute advantage over any other countries. Hence, we are getting this much of attention from other countries.

## SWOT

### Strengths

- International customer
- High quality product
- Strong network
- Financial support
- Large warehouse

### Weaknesses

- Human Resource
- Dependency on suppliers

### Opportunities

- Government policies
- Taxation
- Gateway to bigger business opportunity

### Threats

- Intense competition
- Foreign investors
- Increase of wages
- Rise of South Indian RMG industry

## Porters Five Forces

Another analysis is shown here to compare the feasibility of the company with this business model. Porters Five Forces analysis gives us a clear view of what we are dealing with at the moment.

### Competitive Rivalry

Competitive Rivalry is very high. There are numerous local entrepreneurs involved in the industry which leveraged Made in Bangladesh all around the world and made the industry competitive as well as attractive to the rest of the world.

### Threat of New Entrant

Threat of new entrant is Low. Even though a lot of entrepreneurs made the market very saturated, it is not that easy after all to breach into this industry. It requires a big investment to start the business and also breaking into the ecosystem where both factories and buying houses co-exist securing their profit margin. Entry barrier is very high and building goodwill in the network is also very time consuming which lowers the threat of new entrant.

### Availability of Substitute

A decent civilization will always be in need of clothes. There's no feasible substitution of apparel so this will be Low. There's no risk of substitution yet.

### Bargaining power of Supplier

Suppliers hold a Medium power of bargaining. Suppliers need buying houses to sell their finished goods and there are a lot of manufacturers in the industry right now. As a matter of fact, in recent days the capacity of production is higher than required amount. Therefore, their bargaining power is quite low because of having an intense competition in their industry as well. As there's a risk of facing intense competition, there's also a scope of making big leap in business career.

### Bargaining power of Customer

Customers hold highest power here. There are hundreds of buying houses in one sector at Uttara. From this we can only imagine how many options our buyers has if they want to import from Dhaka only. This makes the business more exciting.

## CHAPTER 3

### PROCESS

Process of the whole business is explained here using the Nine Block Business Model Canvas by Osterwalder & Pigneur (2010).

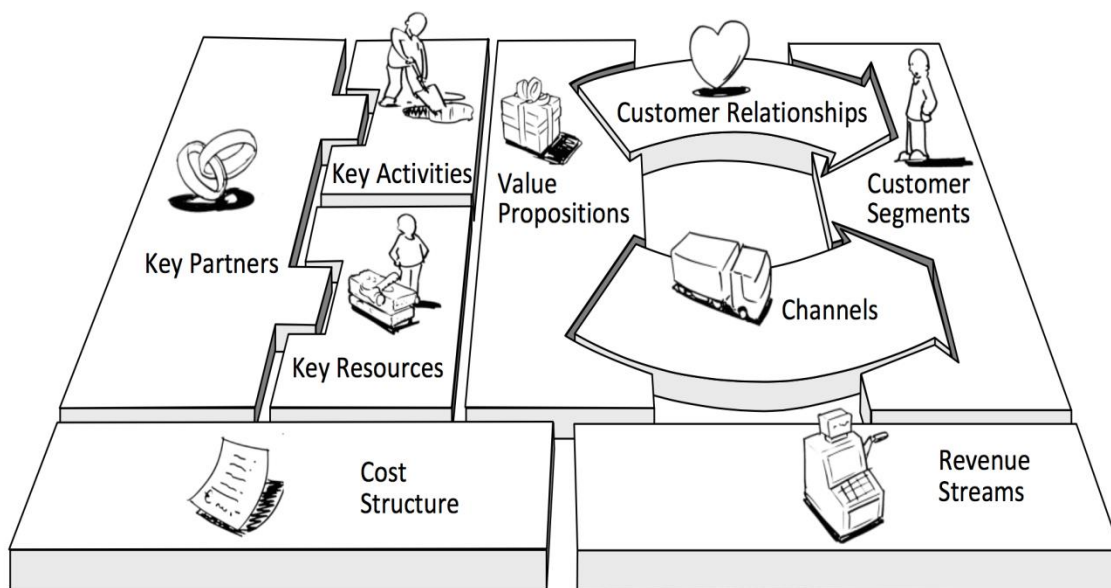


Figure: Business Model Canvas

### Business Model Canvas

Customer Segments	Value Proposition	Channels
Customer Relationships	Revenue Stream	Key Resources
Key Activities	Key Partnership	Cost Structure

### Customer Segments

Arafat Fashion is focusing on the wholesale segment currently which is best suited to our business model. In apparel industry it is very common to have a business model which serves multiple customer divisions. Both B2B and B2C can be operated alongside. A buying house is a mediatory organization whose responsibility is to connect suppliers and sellers. Sellers can be brands or wholesaler. Suppliers are the manufacturers also other buying houses who can source products from manufacturers. So the industry is based on a B2B business. At the same time, in Bangladesh many buying houses are serving local customers of apparel and garments items through their own B2C channels and lifestyle brands.

Our business is solely business oriented right now. We are serving wholesalers in Bangladesh as well as in other countries as well. Our target customers are not the original international brands right now because of some obvious financial limitations. Mostly Bangladeshi immigrants living in Middle Eastern countries, Europe, United States, South eastern Asian countries such as Thailand, Indonesia, Malaysia, Philippines and Korea who runs both wholesale and small apparel shops are our main targeted customers. For now we prefer doing business using known contacts which cuts down a lot of risk factors. But now are also attracting foreigners to do business with us to open up more opportunities.

### Value Proposition

Value proposition is the most important element of the overall marketing messaging. This tells customers why they should chose to do business with our company. As a newcomer in the industry it is very important for us to have offer a strong value for the customers. Today Bangladesh is second largest exporter of readymade garments in the world. This has been possible because a huge portion of our working population is involved in this industry. Despite in production process, a lot of are connected with buyers from different countries. This has made the industry very congested and competition very intense. So the only thing that can make your way into this business is a very unique and strong value proposition.

Fashion changes every now and then. So any new design of product is welcomed here. But the one thing which made Bangladesh favorite country to buy clothes from is the cheap price. Production cost is very less in Bangladesh compared to other competitors. All these years other buying houses and suppliers are offering a competitive price already. In order to break into the market we have to beat them in price as well. Considering all these factors we offer our customers with a satisfactory quality in minimum price they can ask for. We believe in making a long lasting business relationship with the buyers. So that the narrow profit margin don't become a problem for us. It is safe to say our unique value for customer is lowest price and a strong business relationship.



## Channels

Made in Bangladesh product is bought by importers all around the world. Buyers use online platforms like Alibaba, eWorldTrade, GlobalSources etc. Besides social media platforms are also a commonly used channel for buyers to source products. We are grabbing attention of our potential buyers using Facebook groups right now. People of Bangladesh has been using facebook as a versatile platform and in this business it is not any different. There are thousands of buy and sell group in facebook. A few pictures has been given here for demonstration purpose.

Srilankan, Indian, Nepalese and other nearby country are our primary customer at this moment. A lot of buying houses are now doing transaction with wholesalers of these countries. Groups in facebook connects us with them. We are also doing the same. Whenever we have a new product in sourcing process, we post pictures of them in those groups grabbing attention of foreign buyers. They respond to them as well. We have already opened a facebook page for ARAFAT FASHION to attract customers of this region. Also using Alibaba.com as it is the largest network of international bulk quantity suppliers and manufacturers.

## Customer Relationships

Customer relationship is the key point for international wholesale business. Relationship between the parties are based on trust as we aren't doing transaction with our customers face to face. Based on trust we are representing our business as well as our country. The reputation of **Made in Bangladesh** becomes vulnerable if the relationship is hampered. So here, relationship is maintained by both parties very carefully as both parties are somewhat dependent on each other. We respond to queries of our customers who contact us through our facebook page or email and try to maintain continuous communication. We make sure that our buyers can reach us over phone or other social media platforms anytime with no problem.

We invite our buyers to visit our country often and also sometimes pay a visit to them. This helps to make a better bonding. Apart from talking over phone or emails we do some consignments upfront each other especially when it is a big amount order. We invited many buyers from Srilanka, India and Bahrain to visit Bangladesh and travelled to different places for pleasure.

### Revenue Stream

To establish the trust and make a foundation of the business we often take risk in payment types. Though we do business through bank payment, mostly TT (telegraph transfer) and sometimes LC (letter of commerce), sometimes we make shipment in credit and also sometimes buyers do pay in advance for each other's comfort. We also accept partial payment in order to keep the relationship. In this sort of business, it is more important to keep the cash flow rather than making securing profit and losing customer in order to be strict about payment.

### Key Resources

We have a 1500 square feet office space at Uttara where we keep sourced products and also do packaging and other work when needed. Having a place of our own to do business at is very important as it can be very costly to complete packaging and other product finishing related work at the factories from where we source our products. This narrows down the scope to modify the consignment according the requirment of our buyers. This is giving us an edge over other brokerage houses who don't have a place to maintain a stock of product so that it is possible for us to source product anytime we want and ship them as soon as we get order.

### Key Activities

A buying house has many regular activities to follow up every day. The main activity is sourcing products from factories and collecting samples. This is needed because we take order from

buyers showing samples mainly and sometimes showing that we have a ready stock for the given product. The activities involved in the whole process is shown in the following figure.

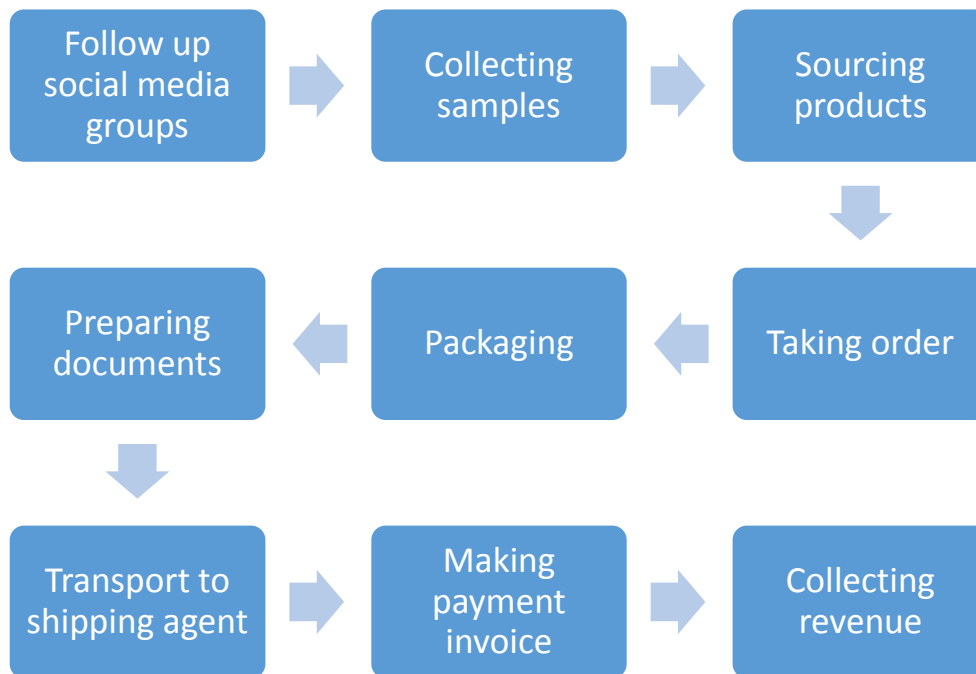


Figure: Key Activities

### Key Partnership

Collaboration with related other businesses is very important. Every business has an ecosystem that has interconnected parties involved in all the processes. Here, we, Arafat Fashion do not produce finished apparel products. We source them from garments who are manufacturing them. We maintain a relationship with those garments because they are capable to pull off our orders. For different type of product there are different factories. i.e. In winter there's a huge demand of sweaters and knitted products which is produced in composite knitting factories. A garments who manufactures t shirts may not have the ability to provide the quality a knitting factory will give. In the same way, the factories need buying houses because we have direct connection with foreign buyers and being able to supply outside the country gives them a competitive edge over their competitor factories. So here we have an important partnership.

Other key partners are:

- Shipping agents
- CNF Agents
- Financial organizations
- Transportation
- Packaging factories

### Cost Structure

As the business is at a very early age, providing financial estimates and cost model hasn't been very much possible. Right now we are showing responsive behavior as we are still learning the process. We don't have permanent employees so whenever we hire a freelancer who is expert in packaging is paid as per negotiation. The office rent and maintenance cost is the major cost right now. Besides there are other costs as transportation of goods from factory to our house and also from house to shipping agents warehouse.

### NABC

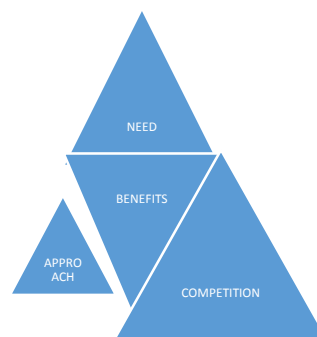


Figure: NABC Model

NABC model is originally made by Stanford Research Institute which is used to create unique customer value and also understand the customers in a better way.

## Need

Recognizing the need of the customer is very crucial. Different country may have a need for different product. In the process, understanding that need is also important. For example, our biggest buyers are from Dubai. They buy almost all types of product that we have because as we know Dubai is a business hub and a country with free port facility. So buyers from other countries also source their product from Dubai. Based on that belief if we start offering them winter clothes it will not be feasible for them and they might not be interested in those products because they don't need winter clothes. Also their nearby countries are not in need of them. So we have to keep supplying summer cloth items even if it is very cold in Bangladesh and all the factories are manufacturing winter clothes. So we have to keep a stock of summer items. In short, understanding the need is a very important step here.

## Approach

World has already passed the era of globalization. Virtually we are living in a world where there are no borders at all. Arousing customers to do business with us is an essential factor now. We are doing this process using social media platform. As mentioned earlier, right now our target customers are the root level wholesalers of their respective countries. They source their products via whatsapp groups, facebook page, IMO, messenger etc. platforms. We are approaching them through that way as well. We target potential buyers and show what we have to offer them by sending pictures of our collection and giving some information about our company. As a matter of fact, we can say that we follow guerilla marketing style by directly approaching as many buyers as possible to convert leads into businesses.

## Benefits

Generally speaking, the major problem that foreign nationals face while trying to do business with Bangladeshi buying houses is the communication problem and also lack of knowledge in

international business. This is where my personal skills are supporting me. My graduation, my communication skill and my knowledge that I have from the experience of doing international business for a long time has been helping me to run our company. We believe that the biggest benefit that our customers are getting is trust as explained earlier. We are taking risk and offering free samples sent by courier to them which makes them understand that we are not like other middlemen who sources products from middlemen. We source products by ourselves and keep a stock and offer them product from our own stock. Hence, they get even cheaper price for having less number of people in the ecosystem.

### Competition

In the previous points it was told that the competition is very intense in this industry because of the availability of technology. The market is very much saturated and a lot of people are directly exporting. In this market of high competition we are also keeping our eye on building a stronger network of product sourcing to outrun the competition.

### Responsibilities

So far it was all about the industry and how everything works around here. Now, something about my involvement in this industry as well as with the company is described here. I am acting as the Director of the company right now. I take care of all the business and transactions by myself here. The supply chain will show how I am running the whole business and what are the activities I perform here as the only director and also demonstrate the key activity part from the business model canvas.

## Supply Chain

The activities that we perform to complete an order process is explained here:



## Market Research

Market research is basically all the activities that we perform both online and offline. As mentioned earlier in the Business process model, the whole business revolves around social media platforms for the availability of internet and ease of use.

### *a. Online Research*

Online research includes surfing online platforms to stay updated about what are the latest products available in the market and what has a potential to be sold to my buyers. Also keeping an eye open on buyers page or website to know what product is he looking for. So if there's a possibility that we can serve the customer, we can communicate with him and get a work order. Screenshots of a few garments product buy and sell facebook pages and groups are provided here.

### *b. Offline research*

Offline research is keeping the communication with known contacts alive and asking for information about their stock or their contacts with manufacturers. Approaching factories using contacts and pay a visit to know about their current projects. Building a relationship is the purpose here.

## Collecting Samples

After the stalking part, we know what we may be looking for. Then we contact with our existing suppliers to check if those products are in production in their factories. If the products can be delivered by our existing suppliers it becomes easier for us to proceed to offer them to our buyers. Otherwise there's also another way. From research we get to know who selling them online. We approach them when we are interested in a particular product. Contact their representatives and inform them that we are interested in their product. We collect samples from them to see the quality of their sewing and fabric quality and printing quality if there's any print or embroidery on the product. If it matches our buyer's requirement, we proceed to place an order and source the product.

## Taking Order

In this stage, with products source in our hand we take order from our buyers. By the time we send them physical samples or sometimes pictures of the product. Usually the orders are given through emails and terms and conditions of payment. Payment conditions mostly have a portion of advance payment. Once the ordering is done, we place order to suppliers to start product.

## Overseeing Production

While the production is on process, I often pay a visit to the factory to personally check the production and make sure they are using our required fabric and other accessories. Making sure product quality and giving necessary instructions is the reason behind this step. Also we try to make sure that they our suppliers are not performing any unethical practice in the process.





Figure: Factory visit

### Inventory

When the products are ready to be delivered I receive them by person and bring them to our warehouse by truck or pickup. This is when we say sourcing of the product is done. We cater our buyers with this inventory of product. We publish on our facebook page what products we have now and if more customers are interested we cater them as well.

### Packaging

We complete the packaging of orders based on customer requirement. Usually India, Sri Lanka other neighbor countries prefer the products in big plastic bag. For tshirts, polo, we make bundles of 12 pieces. Then get them into 30KG to 70KG bags according to customer preference.



Figure: Different packaging

## Preparing documents

So the orders those were placed before, we prepare export process for them. To make the bill of lading we prepare a thorough packing list. Also declare what are their inside the bags or cartons accordingly. Different products has different tax amount. Our shipping agent works as the EMC (Export Management Company) of our company. We use different shipping agent to complete export and transportation of goods to different countries and according to their bill we pay their charges.

## Transportation

As mentioned in previous step, different customers require delivery through different channels. To some countries we can send product by sea cargo. i.e.: Dubai, Singapore etc. a country who has their own sea port prefers consignment to be delivered by ship. In this case we transport products to Chittagong port and hand over the shipment to Shipping agent. They do the rest of their job.

Countries like Sri Lanka, Malaysia and other South-East Asian countries prefer delivery by Air. In this case we just have to get the products to Cargo terminal of Hazrat Shah Jalal International Airport, Dhaka and book them by ourselves to respective cargo airlines for shipment.

## Payment

While ordering we set a mode of payment under payment terms and conditions. We accept a minimum of 50% advance payment via bank transfer (TT-Telegraphic Transfer) and rest collect the rest of the amount as soon as we hand over the goods in the hands of freight forwarding agents. They forward an acceptance letter to buyer and buyer pays the rest amount through bank transfer.

## CHAPTER 4

### CHALLENGES

RMG business holds a number of major challenges that we face every now and then. From expert worker to financial organizations executives, there are always some issues that we have to deal with momentarily or long term.

#### Human Resource

Running a business is a lot of work no matter how small or big the business is. There are so many different types of works that we need to perform, which is really stressful at times. Most entrepreneurs in this sector work alone because getting people with the knowledge needed is very tough. In my company Arafat Fashion we don't have any full time employee. All the marketing, production related work, inspections, client service are solely handled by myself. This is helpful to keep control of the business but in reality this is not an efficient way to work. Having qualified employees would be really helpful in all ways.

Unfortunately, we do not get a lot of people interested to work in startup companies like ours. Also the knowledge required to deal with apparel industry is rare because only a few universities are offering degrees on related fields.

#### Political unrest

On a report published in Dhaka Tribune on January 2015 President of BGMEA (Bangladesh Garments Manufacturers and Exporters Association) Mr. Atiqul Islam talked about the loss our industry incurred due to political unrest back in 2015. The blockade that began on January 4<sup>th</sup>, 2015 wiped off almost half a billion taka loss in just 8 days.

This is very disturbing for new and small entrepreneurs like us to make a comeback when such things happen in Bangladesh. Few days ago there was a blockade by Labor League for which we

couldn't make shipment in due time and because of that we had to pay a big price. An order of almost 2 lac taka got cancelled. Buyer had an option to import from a South Indian manufacturer and he took that because he needed the delivery urgently for Durga Puja festival.

There are many other cases that makes the path harder for us like natural catastrophes, tragic accident, taxation, fraud etc.

## FUTURE PLAN

RMG sector of Bangladesh is the fastest growing business sector with lot of potential. This industry is in its uphill climb for a very long time and it has a long way to go. If we take the product life cycle curve, we are not in the maturity point yet. In such condition we have some long term plans with this company. We are now working as a mediatory hub connecting manufacturers with foreign buyers but in future we want to directly produce a few items. It will be helpful for us in many ways, like:

- **Increase Profit Margin:** Garments that we source the products from set their products price keeping their profit in hand. Even though we offer the most reasonable price for our buyers with a satisfactory quality, if we set up our own factory and start production our profit margin will be higher because then we will get the portion that factories are taking now.
- **Competitive Advantage:** Buying Houses are meant to have buyer's leads. But if we set up a factory of our own, we will have a competitive advantage over both buying houses and factories. We will become factory owner with own foreign which many medium or small garments do not have. Thus they are dependent on buying houses. In the other hand we will be a buying house with own factory and will no longer be dependent on other factories.
- **Part of the big league:** Currently the big players of the industry are BEXIMCO, HAMIM Group, ABDUL MONEM Group, BITOPI and SQUARE etc. They serve brands like US

Polo, H&M, Marks and Spencer, Adidas, Puma, Nike and so many other international brands. In 10 years from having our own factory, we want to reach this milestone.

## CONCLUSION

After the study and analysis on the industry we can say that RMG sector has a lot more to give us yet and it is very much feasible to continue to do this business. Entrepreneurship is all about taking the hard the hard way to make a sustainable change in our lives and society. I believe that our company has the potential to take the big leap and achieve our goals and also put into some contribution to our economy.

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