

Report On

Merchandising Activities of ZXY INTERNATIONAL

By

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An internship report submitted to the Executive Development Center, Brac Institute of Governance and Development (BIGD), Brac University in partial fulfillment of the requirements for the degree of Post Graduate Diploma in Knitwear Industry Management (PGD-KIM)

Executive Development Center, BIGD
Brac University
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Declaration

It is hereby declared that

1. The internship report I have submitted is my work based on completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Zaheed Husein Mohammad Al-Din

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Subject: **Submission of Internship Report**

Dear Sir

I am hereby submitting my Internship Report, which is a part of the PGD-KIM Program. It is extraordinary fulfillment to work beneath your active supervision.

This report is based on, “Merchandising and Marketing operation, process, way of working, area of working etc...., I have completed my internship under the supervision of Mr. Zakaria Touhid Asst. Team Manager Merchandising of ZXY International.

This project gave me both academic and practical experiences. I have tried my level best to make complete report about the part of merchandising operation in apparel industry.

I am looking forward to this report will fulfill your wish and cowl my major motto I tried to describe. It would be my immense pleasure if you locate this record beneficial and informative to have an outward perspective on the issue.

Sincerely Yours

Mohammad Niaz Morshed

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Executive Development Center, BIGD

Brac University

20: December, 2019

Acknowledgement

The internship course I have done in ZXY international is a great opportunity for me to improve my professional carrier. I am grateful to be part of it. It was so nice to meet with so many expert people during my internship in ZXY international, I got very useful lessons from all the related person within my internship period.

I express my deepest thanks to Mr. Zakaria Touhid, Asst. Team Manager for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his/her contribution gratefully.

I also want to thanks Mr. Zaheed Husein Mohammad Al-Din, my academic supervisor to guide properly to make this report fruitful. His special guideline helps me to complete the report with the timeline.

Sincerely,

Mohammad Niaz Morshed

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Executive Summary

This report I have made based on my three-months practical experience at ZXY International. This internship helps me to learn about the practical scenario of the company operation and its environment. It is a multinational company which main business is readymade garment exports. The company have more than seven hundred employees with several department. They are exporting all types of readymade garments from Bangladesh to Europe, America, Russia and Africa.

ZXY is the most professional European owned and managed company engaged in the export of apparel from Bangladesh, India, Turkey, Pakistan, UAE & China. ZXY's manufacturing strength includes both its own factories as well as outside factory with various production facilities across these countries, with significant diversity and economies of scale. The company have started their business in Bangladesh by 1992 and today they are a big readymade garments exporter in this area.

The company have its social activities, they have a social organization name 7 STREAMS and by its they are providing Education, Health and social awareness program.

I have specially focus on merchandising and marketing side in this company and accordingly mentioned in my report. Regarding the company organogram I have some observation and also have some suggestion to improve the employee satisfaction.

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List of Acronym's

PO -Purchase order

PPS -Pre-production sample

CAD -Computer Aided Design

PPM -Pre-production meeting

PCD -Production cutting date

DTM -Dye to match

KPI -Key performance indicator

FOB -Fee on boat

FOC -Free of cost

ETD -Estimated delivery

ETA -Estimated arrival

CNF -Clear and forward

Chapter 1

About Organization

1.1 Overview of the Industry

ZXY International is a Multinational company which head quarter in Bangladesh, they have operation and office also in India, China, Pakistan and Turkey as well. This company have more than 700 employees with their several departments. Company main business is readymade garments export to abroad. They are manufacturing product in their won factory as well as others factory's in Bangladesh. Their product range is, Tee shirt, Polo shirt, Jacket, Sweater, Leggings, shoes, sports jersey, woven shirt, under garments, denim pant etc. they are exporting the goods to Europe, America, Russia and Africa.

The company's departments include in-house design & innovation, technical & fit, product development, sampling, laboratories, sampling, production control and extensive quality & compliance units. This is supported by state-of-the-art facilities and services including employee care, HR, finance, logistics and IT. ZXY is managed by leading international textile professionals from various countries.

The company's success is attributable to "passion for perfection" and excellence in:

- Quality Control and Assurance
- Innovation
- Time and Action calendar management (ensuring timely shipments and information updates)
- Compliance
- Competitive prices
- Working in partnership with customers and with transparency
- Diverse sourcing base
- Technical expertise
- A hands-on approach to finding solutions

- Providing immense value in the supply chain

ZXY international is an apparel & fashion industry which founded in the year 2000. Total employee of the company around 700 people around all over the world. The corporate head office is in Dhaka, Bangladesh and the financial head quarter is in Dubai, UAE. ZXY has own 3 creative centers in several country all over the world.

1.2 Vision & Mission

To become a reliable global organization that provides excellence and quality through innovation with a forward-looking approach

The slogan of the company is “sprite of one”. Based on below strength

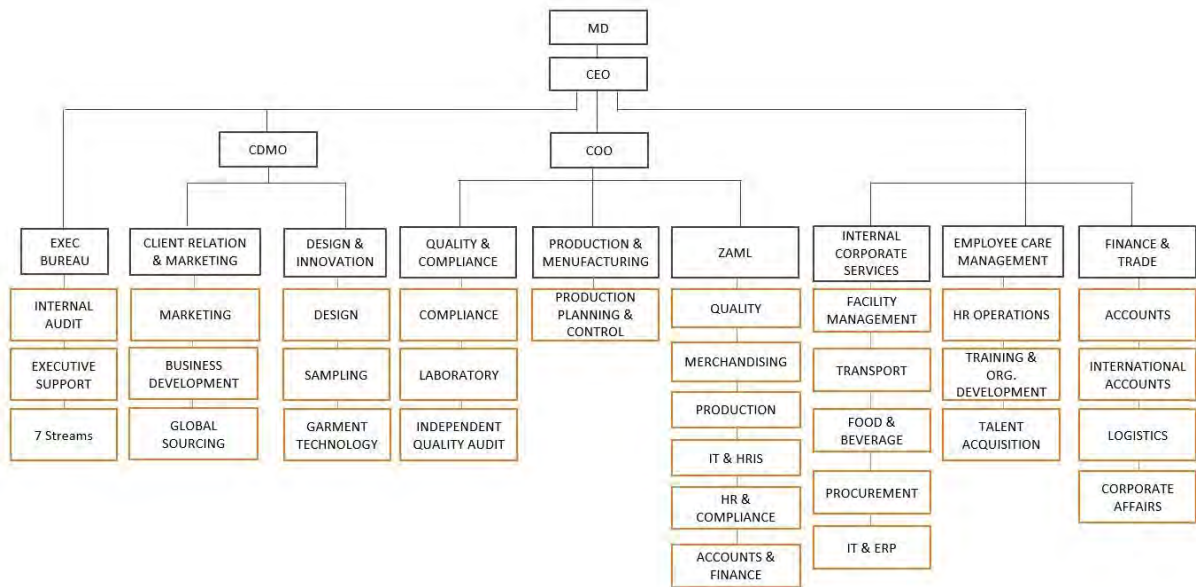
- Green business
- People and welfare
- Work environment
- Community outreach
- Increasing manufacturing strength
- Employees bonding

1.3 Goals & Objectives

Passion for Perfection to meeting and exceeding a customer’s requirements.

1.4 Structure of Organization, Organogram, Branches and Departments

Below is the organizational structure at a glance.



Chief Officer: CEO, COO, CDMO, CFO

Director: DIRECTOR

Deputy Director: SR. BUSINESS UNIT HEAD, BUSINESS UNIT HEAD, DEPUTY DIRECTOR

Department manager: ASSISTANT BU HEAD, DEPARTMENT MANAGER

Senior manager / Manager: SR. MANAGER, TEAM MANAGER (DEPARTMENT)

Dy. / asst. Manager: DEPUTY MANAGER, ASSISTANT MANAGER

Senior specialist: SR. MERCHANDISER, SR. QUALITY AUDITOR/ QUALITY AUDITOR, SR. DEVELOPER / SR. DESIGNER, SR. EXECUTIVE, SR. GRAPHIC DESIGNER, SR. SUPERVISOR, SR. TECHNOLOGIST, SR. CAD OPERATOR, SR. PATTERN MAKER

Specialist: MERCHANDISER, TECHNICIAN – QUALITY, PRODUCT DEVELOPER, DESIGNER, COORDINATOR, TECHNICIAN, EXECUTIVE, TECHNOLOGIST, SUPERVISOR

Junior specialist: JR. MERCHANDISER, QUALITY CONTROLLER, JR. TECHNICIAN – QUALITY, JR. PRODUCT DEVELOPER / JR. DESIGNER/ JR. TECHNICIAN, JUNIOR EXECUTIVE, JUNIOR GRAPHIC DESIGNER, CAD OPERATOR, CUTTER, FINISHER, ASST. SUPERVISOR, JR. TECHNOLOGIST

Assistant: TEAM ASSISTANT, JR. OPERATOR, JR. MECHANIC, JR. CUTTER, JR. FINISHER, JR. SAMPLE MAN, JR. OPERATOR, JR. MECHANIC, JR. CUTTER, JR. FINISHER, JR. SAMPLE MAN, GARMENT TECH. ASSISTANT

There are two departments in ZXY as below.

- a. Core functional (involved in business directly)
- b. Support department (not involved in business directly)

Those department have sub departments as below.

Core functional (involved in business directly)

- Merchandising
- Business Development
- Global Sourcing
- Production planning and control

Support department (not involved in business directly)

- Employee care management
- Quality & Compliance

- Design & innovation
- International Accounts
- Garment technology
- Sampling
- IT
- Facility management
- Procurement
- Transport
- Food and beverage
- IT & ERP

ZXY have business Branch office in five country's all over the world as below.

- Bangladesh
- India
- Pakistan
- Turkey
- UAE
- China

- **1.5 Products/services produced by the Industry**

ZXY is service and product-oriented company for the apparel industry all over the world. The company is specialties in Fashion, Lifestyle, Sportswear, Shirts, Bottoms (including denim), Sweaters, Corporate, Workwear, Promotional, and Active wear.

Chapter 2

Description about task accomplishment

Before start the RMG export business Bangladesh's economy was depends on agriculture, jute and man power business but during 1980 when the readymade garment export was started total economy structure is changes and day by day it has increased the business and it contributed a major part in our economies.

It is making extensive contribution in the discipline of our export earnings and in the economic improvement of our country. At current the authorities of our country earns billions of dollars by using exporting ready-made clothes merchandise to other countries. We have not carried out this success over night; we have some factors that assist us to obtain this success. At existing we are competing with our neighboring country; India and China. Though we are incomes a good-looking quantity of earnings every yr from this sector, the ready-made garment sector is struggling with a lot of problems. We ought to clear up these poor situations by means of ensuring perfect steps. The ready-made garment (RMG) industry of Bangladesh started in the late 1970s and grew to become a outstanding participant in the economy within a brief Period of time. The enterprise has contributed to export earnings, foreign trade earnings, employment creation, poverty alleviation and the empowerment of women. The export-quota device and the availability of low priced labor are the two predominant reasons in the back of the success of the industry. Shirts, T-shirts, trousers, sweaters and jackets are the predominant merchandise manufactured and exported with the aid of the industry. Bangladesh exports its RMG merchandise commonly to the United States of America and the European Union. The Ready-Made Garments (RMG) sector performs a key role in the economic system of Bangladesh. This region bills for about 81.13% of the complete export profits and nearly 12.36% of GDP [1].

2.1. An Overview of the Bangladesh Ready-Made Garment Industry:

The Ready-Made Garments (RMG) area plays a key role in the economy of Bangladesh. The RMG enterprise is the solely multi-billion-dollar manufacturing and export industry in Bangladesh. Whereas the industry contributed solely 0.001 per cent to the country's total export revenue in 1976, its share increased to about approximate 80 percentage of these earnings in 2010. Bangladesh exported garments really worth the equivalent of \$12348 Million in 2010, which was once about three percent of the international whole cost (\$276 billion) of garment exports. The country's RMG industry grew via more than 15 percentage

per annum on average at some stage in the remaining 15 years. The foreign trade salary and employment generation of the RMG quarter have been increasing at double-digit prices from year to year. Some important troubles related to the RMG industry of Bangladesh are referred to in table 1

Table 1. Important issues related to the Bangladesh ready-made garment industry:

Year(s)	Issue
1977-1980	Early period of growth
1982-1985	Boom days
1985	Imposition of quota restrictions
1990s	Knitwear sector developed significantly
1993-1995	Child labor issue and its solution
2003	Withdrawal of Canadian quota restriction
2005	Phase-out of export-quota system

2.2. Story behind the Growth of RMG in Bangladesh:

This is our first and only positive strength to make sector champion in the field of export is obviously the cheap labor. Women contribute to the working force in these garment factories, as they are relatively cheaper than men [1].

- **Low cost labor:** As Bangladesh is an overpopulated country it is very easy for the garment industries to hire labors at a lower rate. At present the government of our country has announced minimum wage to the garment workers but the industries can still earn a handsome amount of profit by exporting their product. Although it has increase but comparatively it is still low [1].
- **Export-quota system:** The “export-quota system” in trading garment merchandise played a massive position in the success of the industry. However, that quota machine came to an stop in 2004. Therefore, the competitiveness problem needs to be addressed, with different interest given to the long-term sustainability of the industry.
- **Easy Communication:** It is very easy industries to collect raw materials from other countries and they can easily export their produced goods to the other countries [1].
- **Government Support:** Government is supporting directly and indirectly the industries and monitors their activities so that they can perform properly. Government reduces tariff and supply production factors like electricity and water to them [1].

2.3. Strength

Considerable Qualified/keen to examine personnel available at low labour charges. The encouraged minimal common wages (which consist of Travelling Allowance, House Rent, Medical Allowance, Maternity Benefit, Festival Bonus and Overtime Benefit) in the gadgets within the Bangladesh Export Processing Zones (BEPZ) are given as below; on the different hand, backyard the BEPZ the wages are about 40% lower:

- . Energy at low price

- . Easily handy infrastructure like sea road, railroad, river and air communication

- . Accessibility of indispensable infrastructure, which is about three decade old, by and large installed by using the Korean, Taiwanese and Hong Kong Chinese industrialists.

- . FDI is legally permitted

- . Moderately open Economy, in particular in the Export Promotion Zones

- . GSP below EBA (Everything But Arms) for Least Developed Country applicable (Duty free to EU)

- . Improved GSP benefits below Regional Cumulative

- . Looking forward to Duty Free Excess to US, talks are on, and show up to be on hopeful track

- . Investment guaranteed below Foreign Private Investment (Promotion and Protection) Act, 1980 which secures all overseas investments in Bangladesh

- . OPIC's (Overseas Private Investment Corporation, USA) insurance plan and finance agendas operable

- . Bangladesh is a member of Multilateral Investment Guarantee Agency (MIGA) under which safety and safety measures are available

- . Excellent Tele-communications community of E-mail, Internet, Fax, ISD, NWD & Cellular services
- . Weakness of currency against dollar and the circumstance will persist to assist exporters
- . Bank interest@ 7% for financing exports
- . Convenience of responsibility free customized bonded w/house
- . Readiness of new units to beautify structures and create infrastructure accordant with product growth and speedy reactions to circumstances

2.4. Weakness

- . Lack of marketing tactics
- . Absence of easily on-hand middle management
- . A small number of manufacturing methods
- . Lack of training organizations for industrial workers, supervisors and managers.
- . Autocratic approach of nearly all the investors
- . Fewer process units for textiles and garments
- . Sluggish backward or forward blending procedure
- . Incompetent ports, entry/exit complicated and loading/unloading takes much time
- . Time-consuming custom clearance
- . Communication gap created by incomplete knowledge of English
- . Subject to natural calamities

2.5. Opportunity

EU is inclined to establish industry in a large way as an option to china specially for knits, such as sweaters

. Bangladesh is blanketed in the Least Developed Countries with which US is dedicated to beautify export trade

. Sweaters are very low cost even with china and is the prospect for Bangladesh

. If professional technicians are accessible to instruct, prearranged garment is an choice due to the fact labour and electricity price are inexpensive.

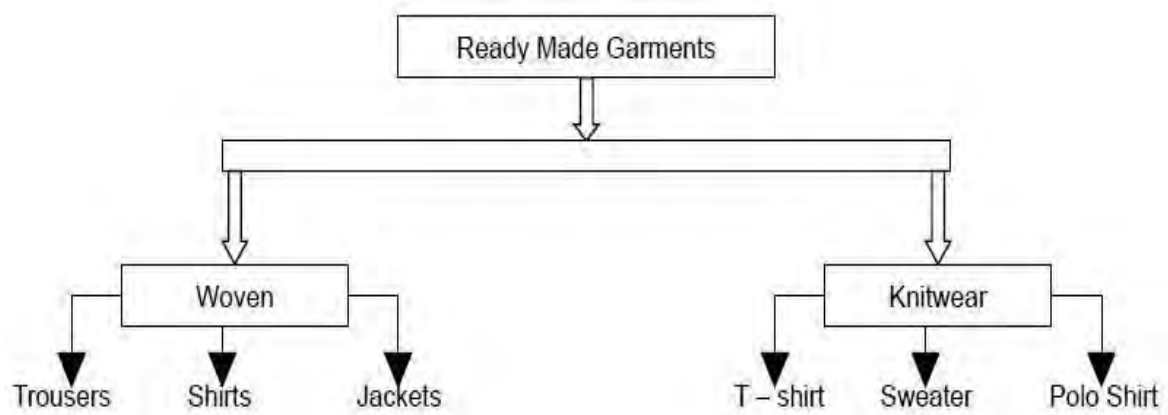
. Foundation garments for Ladies for the FDI promise is considerable because both, the technicians and relatively developed machinery are critical for higher competence and output

. Japan to be observed, as conventionally they purchase handloom textiles, domestic furniture and garments. This part can be prompted and extended with persevered progress in great.

2.6. Product Tree:

Bangladesh exports about sixty-three objects to special garb markets. Ready-made garments manufactured in Bangladesh are divided in most cases into two extensive categories: woven and knit products. Shirts, T-shirts and trousers are the main woven products and undergarments, socks, stockings, T-shirts, sweaters and different informal and gentle garments are the fundamental knit products. Woven garment products still dominate the garment export earnings of the country. The share of knit garment products has been growing given that the early 1990s; such merchandise currently account for greater than forty per cent of the country's total RMG export income (BGMEA website). Although a variety of sorts of garments are manufactured in the country, only a few categories, such as shirts, T-shirts, trousers, jackets and sweaters, represent the main production-share (BGMEA website; and Nath, 2001). It wants to be noted right here that Bangladesh produces a very constrained categories of costly and fashion-oriented garments. Economies of scale for large-scale production and export-quota holdings in the corresponding categories are the essential

motives for such a slender product concentration. Main apparel objects exported from Bangladesh is proven in the tree – diagram drawn below [1]:



Major Apparel Items**Table 02: MAIN APPAREL ITEMS EXPORTED FROM BANGLADESH**

(VALUE IN MN. US\$)

YEAR	SHIRTS	TROUSERS	JACKETS	T-SHIRT	SWEATER
1993-1994	805.34	80.56	126.85	225.9
1994-1995	791.20	101.23	146.83	232.24
1995-1996	807.66	112.02	171.73	366.36	70.41
1996-1997	759.57	230.98	309.21	391.21	196.6
1997-1998	961.13	333.28	467.19	388.5	296.29
1998-1999	1043.11	394.85	393.44	471.88	271.7
1999-2000	1021.17	484.06	439.77	563.58	325.07
2000-2001	1073.59	656.33	573.74	597.42	476.87
2001-2002	871.21	636.61	412.34	546.28	517.83
2002-2003	1019.87	643.66	464.51	642.62	578.37
2003-2004	1116.57	1334.85	364.77	1062.1	616.31
2004-2005	1053.34	1667.72	430.28	1349.71	893.12
2005-2006	1056.69	2165.25	389.52	1781.51	1044.01
2006-2007	943.44	2201.32	1005.06	2208.9	1248.09
2007-2008	915.6	2512.74	1181.52	2765.56	1474.09
2008-2009	1000.16	3007.29	1299.74	3065.86	1858.62
2009-2010	993.41	3035.35	1350.43	3145.52	1795.39
2010-2011	1566.42	4164.16	1887.50	4696.57	2488.19
2011-2012	1733.54	4686.39	2231.16	4713.11	2340.34
2012-2013	1972.89	5185.48	2634.28	5143.22	2620.73
2013-2014	2173.73	5690.78	2973.16	5863.81	2932.94
2014-2015	2271.43	5697.83	3183.17	6064.13	2829.16
2015-2016	2317.09	6319.00	3774.08	6118.53	3182.47
2016-2017	2108.38	6026.69	3546.88	5861.98	3361.53
2017-2018	2063.57	6389.38	3978.47	6292.25	3674.70

Data Source Export Promotion Bureau Compiled by BGMEA

CHAPTER 3

MERCHANDISING

3.1. Merchandising:

Merchandising is the key part of any garments export business; this section or person is the main communicator between customer and seller. Merchandiser are getting the clear requirement from customer and accordingly executing the order until shipment. Any garments factory has many departments like store, HR, production team, quality department, logistic team in which merchandisers has to link with each department to complete the production and proper shipment.

The merchandising operation is starting from the sourcing of any order, merchandisers communicate with customer and get the order. After confirm the order he has to involve all the related department to start development and production according to customer requirement. All the production and raw materials he has to ensure to end customer. Also, till shipment he has to update customer about the production and shipment status. After the shipment merchandiser responsibility to confirm the vessel follow-up, payment maturity and other feedback from customer about the shipment.

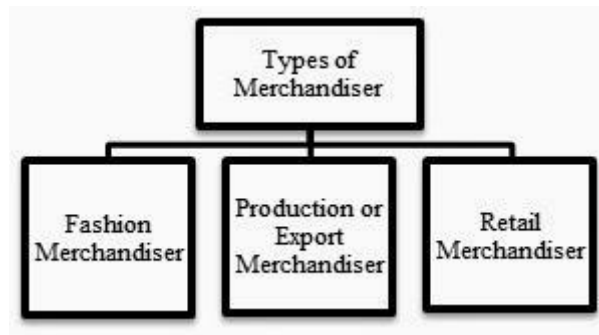
All over a successful export is depends on a proper and successful merchandising.

3.2. Following are the responsibilities of merchandisers

Internal & external communication,

- Fit, PP & Production Sampling,
- Fabric Lab dips,
- Accessories development
- Preparing materials booking sheets,
- Preparing purchase orders,
- Advising and assisting production team,
- Advising quality department about quality level and customer requirement
- Mediating production and quality departments,
- Giving shipping instructions with logistic team
- Helping documentation department,
- Taking responsibility for inspections and
- Following the order shipment.

3.3. TYPES OF MERCHANDISERS:



Types of Merchandiser

FASHION MERCHANDISER:

Fashion merchandising is involved from the development to create the product value and valuable to end customer. Fashion merchandising is mostly handling by buyer side, they are making the requirement with the creative idea, recent trend, collection and others...

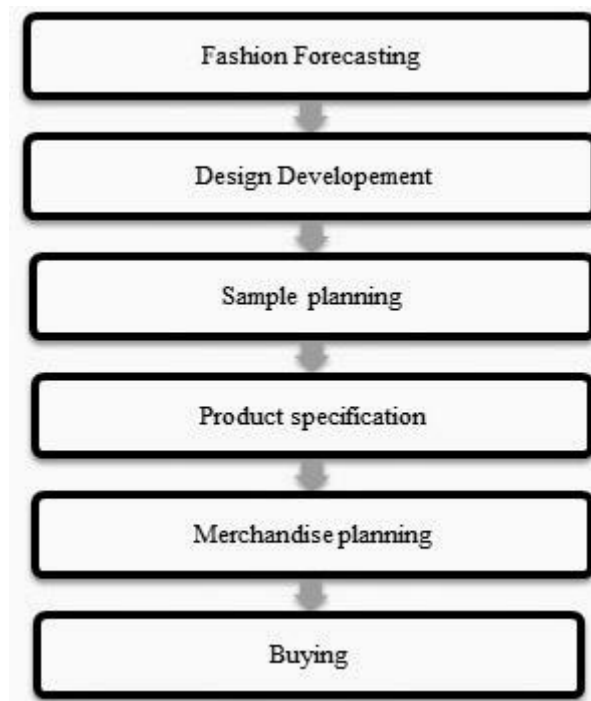


Fig 2: Process flow of fashion merchandiser

Steps are elaborated as follows;

Forecasting Fashion: Forecasting fashion is to get idea about upcoming fashion/trends and then same present to customer for new season business. Merchandiser can visit most factory and showroom and the branded website to know what next fashion is coming to market.

Design development: Design development should be perfect for current trends & also feasible to convert into the finished product. Design development is important part to get a product idea which has to make for production also.

Product specification: product specification is the information about product with quality and value requirement, this has to ensure to develop a correct product for buyer satisfaction and production. All the related team has to know about the product specification.

Buying: It is a very integral endeavor of the fashion merchandising because this is the actual procedure of manufacturing the excellent and bringing them for the sales at retail stores. A buyer's responsibilities consist of each the buying and promoting factors of retailing. Scale production and export-quota holdings in the corresponding categories are the fundamental motives for such a slender product concentration. Main apparel gadgets exported from Bangladesh is shown in the tree – design drawn below [1]:

APPAREL EXPORT MERCHANDISING:

Export merchandising is the main roll to maintain the export business. Merchandisers has to confirm the order sourcing, production execution follow-up, quality ensure and the ontime delivery. Apparel export merchandisers job is to do costing, sourcing, sample development, raw materials inhouse, execution order, follow-up the production and so many things till the shipment.

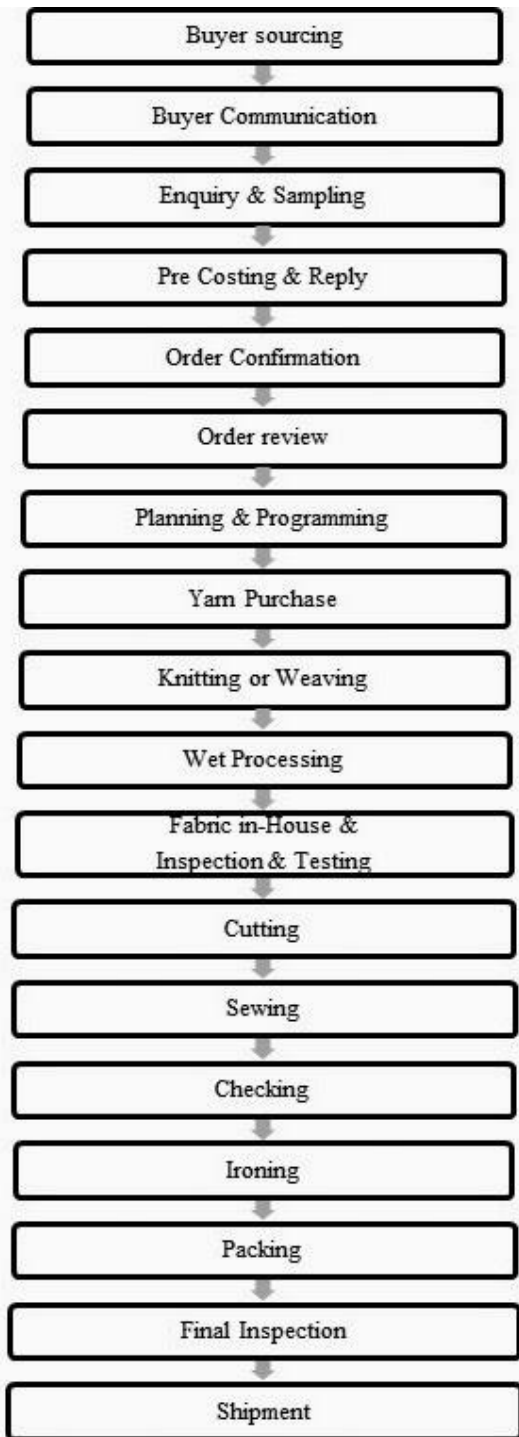


Fig 3: Process flow in Apparel industries

To get a successful export business merchandising is the main roll. Merchandisers has to confirm the order sourcing, production execution follow-up, quality ensure and the ontime delivery. Apparel export merchandisers job is to do costing, sourcing, sample development, raw materials inhouse, execution order, follow-up the production and so many things till the shipment. For any export merchandisers below function has to work...

Communication: Communication is the main part of merchandisers for any export business. Merchandisers has to communicate with customer as well supplier and related department for smooth production and ontime delivery.

Planning & Programming: A merchandiser has to make plan for different aspect to inhouse and to do the production ontime, he has to make a schedule or micro plan for his order to execute its up to the shipment. Also he has to involve the planning team for any production team.

Follow ups: merchandisers has to follow-up every step very closely to satisfy his customer for quality and delivery, he has to follow-up sample development, trims, materials, production, documents etc.

Decision making: A merchandiser has to make several decisions during the order executing like sample making, fabric and trims development, technical decision, all approval giving, supplier sourcing, bulk production time etc...

Sourcing & Purchasing: A merchandiser has to source the right materials for his order and he needs to purchase all the materials by his team.

Controlling: This is the essential things to do for any merchandiser. A merchandiser has to make certain that all the things to do are carried out as per the planning and even if there is any deviation, he/she ought to make the options measures.

Coordination: Merchandiser has to coordinate with his relavent all team for a successful shipment, he has to coordinate with his sample team, purchase team, production team, quality team, logistic team. By all the team he can make the successful shipment, so he has to make a good link with them always.

Negotiation: a merchandiser should have a good negotiation skill to negotiate the price, quality and delivery always.

Costing: Merchandisers always do the costing what is the main roll of him, merchandiser has to know the product idea and the current product price to do the costing. Merchandiser needs to have idea about the product price and the materials price as well the product making cost and tentative lead time.

Meeting: There are two types of meeting a merchandiser has to be involved. First type, a merchandiser has to behavior the assembly with the concern branch in fees to discuss about the court cases and the fame of the jogging order. In second type, a merchandiser has to attend the assembly with the superiors or consumers or commercial enterprise human beings in giving reporting or participation or discussion.

APPAREL RETAIL MERCHANDISER:

Retail merchandising involves all the things to do related to direct promoting of merchandise or services to the ultimate consumers or users of the product for personal, non-business purpose. Retail merchandiser sells products in much less quantities and they act as an intern mediator between the ultimate customers and wholesalers. A retailer is both a marketer and a purchaser and he creates place, time and services to promote the goods. It is difficult, time ingesting and expensive, as a result the retailer takes risks through ownership.

Functions of a retail merchandiser

- They provide personal services to all consumers.
- They give two-way information; from producer to consumer and vice versa.
- They facilitate standardization and grading of goods.
- They assemble goods from different suppliers and wholesalers.
- They keep ready stock of goods to supply to consumers.
- They extend credit facilities to the consumers.
- They also undertake sales promotional activities.
- They assume risk by stocking and providing goods to the consumers.

ORGANISATION STRUCTURE OF A RETAIL ORGANIZATION:



Fig 4

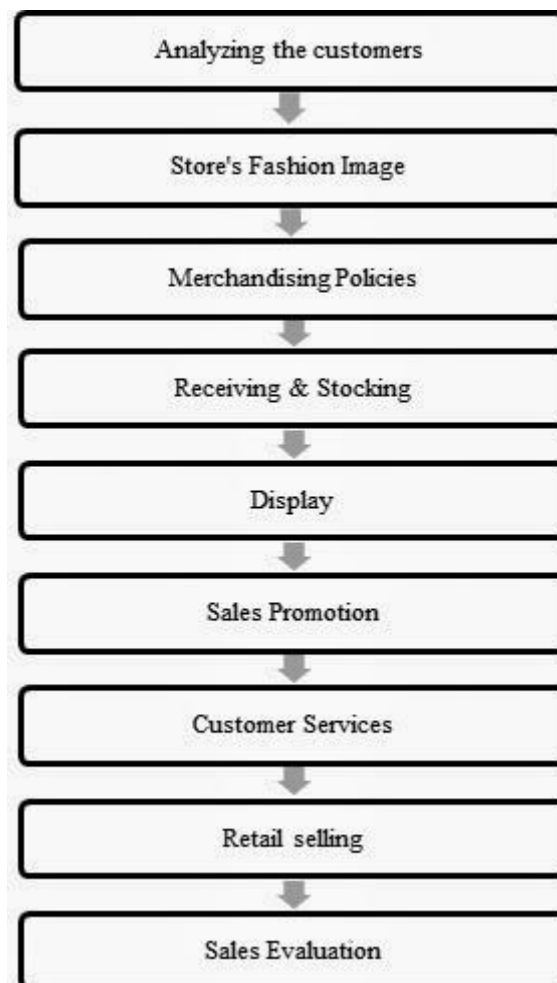


Fig 5 Apparel Retail Merchandising Process

TASKS OF A RETAIL MERCHANDISER:

1. Analyzing the local customers: Sales in a particular store will be determined by several factors. A retailer must consider these factors,

- The geographical location of the store,
- The population content of the area,
- The social activities that the area offers,
- The economic conditions and level of the local population,
- The fashion influences of the particular population.

2. Selecting a fashion image: Every retail keep has a retail photo in the thought of client inappropriate of the shop choose to have it or not. A retail merchandiser have to make use of this truth via growing his personal store's image which would entice the customers. The kind of trend photo they favor to have relies upon on the kind of goal purchaser the keep needs to attract.

3. Buying the merchandise: Buying fashion merchandise for a retail keep is no longer an convenient job. It requires a lot of planning for budget, selection of merchandise, selection of suppliers. Also, it is important to figure out on the great of the items to be ordered.

4. Display: For retail merchandisers product display is most important and innovative things to do, a well displayed store can get customer attraction very easily but big store also cant get customer feedback because of poor product display.

5. Sales evaluation: Retail merchandisers has to evaluate the sales after the sales is done, he has to evaluate the sales rating, category, timing, product range, price negotiation by customer and customer feedback to forecast the next season order.

3.7. VISUAL MERCHANDISER:

Every customer wants to see the product before they do purchase. So, a store or product has to display in well condition which will attract customer to buy the product. Product visuality should be in well condition and innovative way so that customer will be aggressive to buy the product. Visual merchandising is one of art which making a sense to display the goods in attractive way.

Function of a Visual merchandiser as follows;

- Planning a merchandise theme,
- Making the seasonal calendar
- Selection of merchandise for display,
- Decisions on where to display
- Arranging the VM display in concept with the supplier concepts,
- Procuring and arranging of VM elements,
- Evaluation of the VM effects for future planning,
- Comparison study of VM display of competitors, Forecasting.

3.4. Suggestion for industry improvement

To improvement of this industries we have to be more careful about the new marketing, we need to be more competitive. We have to concern about new product development, new technology adopts in our industries as per market requirement.

Our mid management still needs to improve to operate the business more strictly, company and the organization needs to works for employee skill improvement. A huge number of people are working in this sector. Initially, the state of affairs of this sector is now not so precise but now a day this sector is earning a lot of overseas currency, round 75%-80% of our total financial growth which is making our monetary quarter very strong.

We are still depending on outsource for many materials which we have to produce locally to reduce our cost.

We are still struggling in our export import procedure for example to release any goods from CTG port it taking 7 to 12 days for any consignment and this is huge than other our competitor. So, government should focus on its benefit and facilitate to make smooth the business process.

3.5. Learning for self-improvement

I have learnt a lot from the sector during my internship, though I am already doing merchandising job here from last 3 years but this internship period I have taken specially to learn something specially. I have specially focus on new fashion trend, market analysis, vendor management, work delegation between team etc.

Chapter 4

Conclusion

Thanks to the Brac university to allow me the opportunity to make the report on RMG industry. I have made my report based on 3 specific points. Industry overview, company management organogram and about the merchandising responsibility. I have tried to describe briefly above all 3 points. I have also mentioned what I learn during my internship course and what I need to improve, I suggest my idea what to do for industry improvement and how. I hope I have covered all the area of apparel merchandising, thanks.

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