

Report On
Communication is the key point to attract customer- an over view of
Tone Me Non Woven Tech

By
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An internship report submitted to the Brac Business School in Partial fulfillment of the
requirements for the degree of
Bachelors of Business Administration

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work 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 have acknowledged all main sources of help.

Student's Full Name & Signature:

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Letter of Transmittal

Ms. Tanzin Khan

Lecturer,

Bachelor of Business Administration

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report.

Dear Madam,

With due respect, I am submitting my internship report on “Communication is the key point to attract customers- an overview of Tone Me Non-Woven Tech (BD)” to you. This internship program took 3 months from 1 July to 30 September 2020 at Tone Me Non-Woven Tech (BD). In this institution, I work in the marketing department as a marketing executive. The journey was very enjoyable there.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

S M Imran Hossain

14304038

BRAC Business School

BRAC University

27 September 2020

Non-Disclosure Agreement

This Agreement is made and entered into by and between Tone Me Non-Woven Tech and the (Company) and the undersigned student at BRAC University S M Imran Hossain.

In this report, I declare that I have not disclosed any confidential or harmful information of the company. The report was only made for academic purposes as a part of my undergraduate degree completion procedure.

This report will not be published and Brac University will only be withheld as a record for my internship completion.

Acknowledgement

Alhamdulillah, I have completed my internship period in a good company. In this pandemic situation, many companies did not want to get any intern students. But with the help of Almighty Allah, I got an opportunity here.

I am very grateful to my Advisor Ms. Tanzin Khan Madam. She is a big help to me. She always gives me important advice to make the internship better. She always Communicates a lot to know my situation.

Also, I am very grateful to the Company and the people who helped me a lot. They gave me the opportunity in this pandemic situation. I want to thank Mozummel Haque, the general manager of the company who taught me a lot of work. Again, I want to thank Jahirul Islam Bhaban, manager of sales and marketing for teaching me about the communication system of marketing and marketing tips. Furthermore, other employees of the company cared about me and helped me a lot. I also thank them. This journey helped me get many experiences.

Executive Summary

In Bangladesh ready-made garments are very important for earning foreign money. Bangladesh is popular for exporting garments goods to foreign countries. In the ready-made garments industry, they need many accessories like Button, chain, Padding, quilting, and many more. There are some padding industries who supply padding and quilting to the ready-made garments. But the number of these types of industry is very limited. In the garment, every industry has its own merchandiser who collects the accessories from other companies. This is called a b2b business. In this sector, communication is very important to attract the client and making an order. Most of the companies have good merchandisers who are good at communication. In the marketing sector, we know that communication is very important to attract more customers. In this sector, internal communication is very important. In this report, we will see the importance of communications.

Keywords: Padding; quilting; b2b business; internal communication; merchandiser; marketing

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List of Acronyms

B2B: Business to Business

GSM: Grams per square meter

Glossary

B2b: Business to business. Some company use raw material and supply it to other company.

GSM: Grams per square meter. When a company sell its padding and quilting they use this to scale the weight of the products.

Merchandiser: Merchandiser is those people who are responsible for collect product for the company.

Non-woven fabric: In textile manufacturing industry non-woven fabric are made from material for example various fiber bonded with chemical, heat and solvent treatment.

Readymade Garments: Ready-made garments are massively produced finished textile products of the clothing industry. They are not custom tailored.

Chapter 1

Introduction

1.1 Organization overview:

Tone me Non-Woven Tech (BD) Ltd is a new and promising company industry in Bangladesh. It is rising day by day. It was established in February, 2017 in Bangladesh. It is known as highly reliable, international brand in non-woven industry in Bangladesh. It is a Chinese based foreign investment company with 100% export oriented. It has registered as an industrial manufacturer with Bangladesh Investment Development Authority (BIDA). This company produces international quality non-woven padding and quilting and always ensures quick delivery and best quality products. Day by day, the company is gaining more customer trust and new customer attention. Foreign customers like H&M, Jack and Jones, K- mart, etc. are regular buyers of this company.

The company's aims are to make the best use of latest technology and use innovative ideas to produce best quality padding, quilting etc. The padding products of this company are soft as cloud. The customers are using these products for a long time.

Their manufacturing plants are imported from china. This company have experienced technicians who are capable of running the machine properly. Tone me Non-Woven Tech (BD) Ltd offers best price to the customer and also makes products as customer requirement.

They always try to give their customer the best quality in time. As a result, they gain customer trust. So, they try to invest more in their manufacturing unit to produce more products.

1.2 Management team

The chairman of this company is Mr. Wang Jie Dong. There are also two managing directors in this company. They are Mr. Chen Wei, Mr. Zhuo Jianman. They are very experienced in this business. In China, they started this business since 1998. Bangladesh is very famous for its readymade Garments. Our country's economy is mainly dependent on this sector. This company

loves to deliver the best product to the customer. Moreover, company's other employees are also well educated and have great experience in this sector.

1.3 Motto:

1. Committed to manufacture and supply quality products.
2. Fulfill customers' requirements for their satisfaction.
3. Improving the effectiveness of our established quality management system day by day.

1.4 Vision:

1. Establishing a compact footprint in the global platform of the garments industry.
2. Be an idol to other industries as a leading non-woven industry.

1.5 Quality

1. Produce and supply superior padding, quilting, down and bedding
2. Satisfactory customer product delivery.
3. On-time delivery
4. Top producer in Bangladesh.

1.6 Company address:

Head Office: House No. 62, Road No. 01,

Block - I, Banani, Dhaka -1213

Factory: 17 Tatke, Jatramura, Tarabo, Rupgonj, Narayangonj

Cell: +8801734079649 /+8801883670944

Chapter 2

Analysis and interpretation of the data

2.1 Types of product:

- i. Padding
- ii. Quilting

Quilting:

Quilting is a process in which two or more layers of fabric are sewed to make a thicker padded material. In the quilting padding, the middle layers are polyester padding. The top and bottom sides is the quilting material. The garments use different colors in the quilting fabric. Black, blue, khaki is the most used color in the world. There are many types of quilted fabric. Normal fabric, leather. In the factory, quilting machines are used to make quilting. There is a computer that is coded to make different types of quilting.



2.1 Quilting machine while quilting

2.2 Quilting Types:

- Diamond
- Vertical
- Horizontal
- Square
- Onion
- Zigzag



2.2 Different types of Quilting

Padding:

Padding is a material made from polyester. This material is used in the cloths. This padding is also a layer of the cloths. The padding is used on the inner side of the cloth. There are three layers in the jacket. The middle layer is padding which is very soft and comfy. It makes the cloth very comfortable and warm.



2.3 Finished Padding



2.4 Padding Machine

2.3 Padding type:

- Regular padding
- Air Hole
- Feather Touch:
- Down touch
- Super soft
- Fake down
- Crush padding
- Ball padding

2.4 Buyers:

- Bitopi
- FGS
- TNZ
- Many Foreign Company

2.5 Uniqueness:

- **Chinese company:**

This company is a Chinese company. In China, they also work from 1998 to 2017. Then they come to Bangladesh and work here. As a Chinese company, they get some benefit from the Chinese community in Bangladesh. The people of Bangladesh trust Chinese products.

- **Chinese directors.**

This company has 4 Chinese directors. They are all experienced in this sector. They are very hard workers.

- **Qualified Chinese technician**

There is 1 Chinese technician in the factory. In the factory, all the machinery is imported from China. The manual of this machinery is written in Chinese. So, Bangladeshi technicians are not able to use the most potential of the machine. The Chinese technician can use the most potential from the machinery.

- **20+ Years of experience:**

This company is established in 1998 in china. From that time to 2017 they are working in this sector. They realized there is a potential market in Bangladesh. So, they come and established their company in this country too.

- **Quick delivery:**

Tone me Non-Woven Tech (BD) Ltd is very sincere about the delivery of the product on time. They have not their own transportation. They work with a company to deliver the product within time.

- **Product variation**

There are various types of products in this company. I have already mentioned the padding and quilting types. They also make customer required product.

Chapter 3

Production

Daily production:

Tone me non-woven tech company has one set non-woven pad making machine. Every day the machine produces 30000 yards. This company also has 12 sets of the quilting machine. These machines can make 120000 yards of quilting every day. There are 40 workers who are very experienced working daily in the factory. The technician leads them.

Membership:

In Bangladesh, every garments-oriented company needs to be a member of some organization to get some facilities. This company is a member of the Bangladesh Garments Accessories & Packaging Manufacturers & Exporters Association (**BGAPMEA**) and Bangladesh investment development authority (BIDA).

Annual Turnover:

1 million Dollars (**80000000 Taka**)

Trade Banks:

Southeast Bank LTD

Chapter 4

Marketing

Marketing strategy:

Tone me non-woven tech (BD) is a garment accessory supplier company. They also export their product to foreign countries through the buyer. The marketing system of this company is different from any other company in this sector. In this company, there are some marketing managers who work hard to collect an order from the buyer. The company is new in this country. They have a website that is under construction. They also have a Facebook page. They do not use advertisements on social media or billboards. So, how they are able to attract customer attention? Communication is a big key point in the marketing sector. They make a good relation with other companies through communication. They collect information about other company's merchandisers and communicate with them. This is called mobile marketing. They tell about the company products to the merchandisers. This company has many variations of products. So, the customers are very interested in our product. The parameter of the company products is GSM with Yards. This company makes 40- 300+ GSM products. Some products also use KG as parameters. Also, there is a plus point in this company that benefited the company. There is not much non-woven padding company in Bangladesh. As a result, many companies are giving orders to this company.

Chapter 5

Experience

5.1 My Contribution

I started my work in this company on 4th July. I worked here as an intern in the marketing department. There are many works I am doing in this company.

- **Documentation making:** I made many types of documents in this company. Example; purchase order document, bank document. Purchase details like quality, style, quantity, date, customer details are written in the purchase order documents. I also made bank documents when we get acceptance from another company to get money clearance. In the bank documents, bill of exchange, delivery Challan, packing list, certificate of origin, commercial invoice, beneficiary inspection certificate, etc. papers are included.

- **Meet with merchandisers:**

I have met with other company's merchandisers and talked to them with our products. Sometimes my superior officer gave me order to go to customers with products sample. I went to merchandiser to talk to them about our products.

- **Attending meetings:**

I also have attended some meetings with my senior marketing manager. We need to attract our new customers with communication. They arranged a meeting with us. Then we went to their office and showed them our products sample and talked about our product's price. If they are happy with our products and prices they made an agreement to purchase our products.

- **Banking documents submission:**

I also went to banks to submit our bank documents. After finishing our product delivery, the customer gave the money clearance documents to us. Then we make our own documents to claim the money from the bank. We submit the documents to the bank to claim the money.

- **Data entry:**

In our company, there are many works of data entry. I also did some data entry work. I did the work about money entry to banks and money out from the bank.

- **Govt. document submission to the bank:**

Every month we give the government some regular fees like gas bills, electricity bills, renewal fees, etc. So, I go to the bank with documents and money to pay the bill.

- **Factory visits:**

I also visited the factory of this company. I see how a factory runs. How workers are working with the machine. How they deliver the products. How they input the raw materials into the machine.

5.2 My Learning's

- **Documentation making:**

After working in this company, I am able to make many officials and bank documentation. Now I know what elements are needed to include in the documents.

- **Customer dealing:**

I was not dealing with any customer in this company. My senior officers were doing it. But I attended some meetings with them. I learned how they deal with the customer.

What customer's expectation.

- **Some banking work:**

The Bank is a very important friend in this company. Every work is doing against an LC (letter of credit). Customers are giving the LC Through Bank. When we finished our work the customers give the money clearance document to the bank. then we receive the money.

1. **Govt. documents details:**

Many government fees are given by me in the bank. I handle the govt. documents. So, I have some experience in government documents.

- **How this company runs:**

The company is not that big. It was established in 2017. The employees are working hard to Earn more profit. As an intern, I see how this company works. The employees are working with dealing with customers and banks. They also handle government issues. They also work to purchase raw material from china. On the other hand, in the factory the workers working to make padding and quilting. After finishing the production, the products are delivered to the customer.

Chapter 6

Qualitative survey questionnaire review

In this company, 4 employees working here. I asked 6 questions to know about their feelings about this company.

- How many years do you work in this company?

One employee is working for 1 year and others are more than 3 years. The company is new in Bangladesh.

- Tell me what you like most in this company?

All the employees said the same thing answering this question. They are very happy about the work environment. Some people also include company facilities.

- Before the coronavirus pandemic situation how this company ran?

All the employees said that at that time the company ran smoothly. There was no problem and the customer give more orders.

- How you manage the selling in the corona situation?

When they first pen the company after corona they faced some problems. Customers are not giving more orders. Some of them are closing their company. But day by day the situation changes. This company does more direct marketing through communication. And they manage to sell the product.

- How does communication help in marketing in this company?

This company uses direct marketing through communication. They use email, WeChat, WhatsApp to communicate with the buyer. Communication is the key selling point in this company.

- How do you think “email marketing or Facebook marketing” can boost your sales?

These facilities are not available in this company. They said they will work in it in near future.

Chapter 7

Recommendation

The company is doing well in this country. They are new in this country. They have some weaknesses. As an intern, I also faced some problems working in this company.

1. The website of the company is not good enough. People can't find the company when searches. The company said that the website is under development. But the process is very slow.
2. The company also has a Facebook page. But they do not update the info. They do not post their recent activities in it. So, customers are not having the present situation of the company. Sometimes new customers think that the company is closed.
3. Technology is very important to make works easier. But in this company, they have less technology use. For example, no up to date software like windows. Sometimes the computers crash when working.
4. The company is not using any digital marketing tool to attract customers. Digital marketing is very important to attract more customers. For example, Facebook campaigns, Facebook marketing.
5. Motivation is very important to cheer up the employees. In this company, I see that employees are not motivated enough. They need more salary and compensation.

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Appendix A.

Question about the company overview

- How many years do you work in this company?
- Tell me what you like most in this company?
- Before coronavirus pandemic situation how this company ran?
- How you manage the selling in the corona situation?
- How does communication help in marketing in this company?
- How do you think “email marketing or Facebook marketing” can boost your sales?