



Report On Product Development Process

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

BRAC Business School
Brac University
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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing a 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 that has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all of the main sources of help.

Student's Full Name & Signature:

Student Full Name

Student ID

Supervisor's Full Name & Signature:

Supervisor Full Name

Designation, Department

Institution

Letter of Transmittal

September 27, 2020

Mr. K.M. Nafiul Haque

Lecturer

BRAC Business School

BRAC University

Subject: Submission of the Internship Report.

Dear Sir,

I am pleased to present my report on “Product Development Process at Synergies Sourcing Bangladesh Limited” which I have prepared in my best knowledge, following the guidance of this international company for procurement. This report is prepared to satisfy the necessity of my internship program at my assigned organization in Synergies Sourcing Bangladesh Limited.

I have been doing my hardest to draft this paper. This study was prepared based on my real experience with the work of Synergies Sourcing Bangladesh Limited and my diverse ideas. During my work on this project, I have gathered comprehensive information. While gathering information for this study, I have learned a lot and acquired useful experience and skills.

I sincerely appreciate your advice and encouragement in the preparation of the report. I will be pleased to address and discuss any inquiries if possible.

Sincerely yours,

Zahid Hassan

ID: 16104044

BRAC Business School

BRAC University

Acknowledgment

I would like to start by thanking Almighty ALLAH for having my internship report to be finished. For the excellent support and helpful guidance, I would like to thank my supervisor Mr. K.M. Nafiul Haque. I am grateful to have got all the help and encouragement you have provided. I am most grateful to all for having completed my study. For my internship program, BRAC Business School and Synergies Sourcing Bangladesh Limited have given tremendous assistance and backing.

It was thrilling and daunting to write this report concurrently. When I was working on this initiative, I collected comprehensive information. I have learned a lot and acquired useful information and expertise when compiling the papers.

I want to thank other officials at Synergies Sourcing Bangladesh Limited for their excellent appreciation. I was given their precious time. I would like to thank everyone who supported me and provided me with the most important knowledge on which I created this report. I am grateful to everybody for having helped and driven me wonderfully.

Executive Summary

Synergies Worldwide is a well-established multinational supply chain manager and innovative interactive development group focused on goods and pricing. Synergies Worldwide supplies a competitive source of apparel and hospitality. Synergies worldwide in Bangladesh is called Synergies Sourcing Bangladesh Limited. This study is based fundamentally on Synergies Sourcing Bangladesh Limited's product development process.

Since, Synergies Sourcing Bangladesh Limited is a global company, to develop a new product, their design team travels around the world to pursue inspiration in design and innovative concepts that lead to their consumer requirements. Then the samples are produced and developed healthy in line with customer's required product requirements ensured by their technical support teams. The experienced on-site professional specialists track and monitor production in our plants. Moreover, Teams work closely to ensure that operations are carried out across the supply chain seamlessly and effectively.

This study aims to record current issues for the textile industry in the production of sustainable textiles, to develop product development strategies to achieve consistent market objectives, and to establish the values that direct the effective relationship among designers as well as the production lines.

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Chapter – 1: Introduction

Brand production, also known as production or design of new products, is a systematic order of steps concerning the generation, preparation, design, development, and distribution of newly developed or newly rebranded goods or services for the concept. In the apparel industry, developing a new product is important. The apparel industry is the place where we need to come up with newly designed products every day. Fashion is changing every day, as a result, developing new products is in the core requirement of this industry. During my three months of connection as an intern with this company, I was always really fortunate to be part of the great team, I learned how to apply the intellectual information in the realistic environment of product development. Thanks to the great teachers who took their time to show me more about the creation of modern-day fashion products.

In Bangladesh, clothing product production has begun to expand in recent years. Synergies Sourcing Bangladesh Limited has successfully put its name among the top sourcing firms in Bangladesh, doing excellent work for Bangladesh's fashion sector by manufacturing and designing new products. As a sourcing firm, Synergies Sourcing Bangladesh Limited is a very renowned company worldwide for its innovative work. The rising demand for product development in Bangladesh has made Synergies Sourcing Bangladesh Limited more focused on product development. The expertise and skills of Synergies Sourcing Bangladesh Limited are used in this report to understand the role of product development.

1.1 Background of The Study

Textile industries are Bangladesh's emerging industry and the successful product creation policy would lead to maintaining us in the emerging market. Businesses around the world have developed a successful and special plan for research and development to maximize profit because when the approach does not succeed anyone gets looser. The theory is that the corporation has social obligations or more and that corporate social responsibility has become a profit. In the previous 25 years, Bangladesh's article on the garment sector was the main fare division and a fundamental source of foreign trade. The industry hires nearly three million professionals, who were mostly women. The whole technique has a clear link with the cycle of artistic action. The attraction to low labor costs is the main factor behind the trade of clothing manufactured in Bangladesh. The explanation for the trade can be explained by the compensatory arrangement of apparel business pieces worldwide. Bangladesh apparel market and the global web. The export trade in Bangladesh is today dominated solely by the ready-made textile industry. The sector is as responsive as it attracts the attention of the entire nation as it brings economic and social significance. Bangladesh is also one of the international consumers' most significant markets. Besides, the majority of GDP comes from the RMG sector in Bangladesh. However, not only cheap labor will catch buyers' interest. We will need an appropriate product production process that holds us on the market and draws more customers.

Chapter – 2: A literature review

The clothing supply chain is of a very complicated behavior that involves comprehensive multinational, national, and local networks that are responsible for changing goods and models regularly (Forman, 2004). The design phases of the product development process have a major effect on the finished product, because that is where the many important decisions are taken, such as price, aesthetics, material availability, creativity, efficiency, sustainability, and consistency (Bhamra & Lofthouse, 2007). In what seems like an intensively demanding and internationally interconnected market, textile manufacturers and retailers are searching for ways to be more versatile, more effective, and more targeted in planning, manufacturing, and distributing items. Lean Manufacturing, Rapid Reaction, and Just-in-Time are now just a handful of the techniques adopted by these producers and retailers to reach productivity gains while retaining production and logistics efficiencies (Roberts, 2004). This method begins with the planning of a product, which also results from some kind of forecasted cloth or color, moves this idea into a long cycle of product growth, a wide demand for an organization and manufacturing processes, and ends with push-like sales to a customer. Phase time usually approaches 2 years from the outset to final sales. After certain design and development choices have been taken, contact with customers is mostly in the late stages of the procedure and communications are non-existent with certain firms. Multiple and distinct layers of the pipeline, including suppliers of fabrics, cloth manufacturers, clothing firms, and distributors, complicated the procedure (Dickerson, 2003).

Bangladesh, Asia's developing market, is one of the world's biggest producers and exporters. The garment industry is the driver of the economy in the world, accounting for over 78.6% of the total exports and over 4 million direct workers. In 2011, the country was also the world's second-largest

producer of garments (BGMEA 2012). Hence, Product development is an important aspect of this industry. Bangladesh is constantly trying their best to develop new products and came up with new designs as well to keep themselves updated with the trends.

To conclude, Bangladesh is one of the leading cloth manufacturers in the world. Bangladeshi industries need to focus on designing new products as well as new types of products including a new type of yarn. Developing a new product is a complicated process of a supply chain. To develop a new product, they need to go through various aspects such as developing and researching new products, creating samples of new products, setting the price of the product, searching suppliers of raw materials, and manufacturer of the product.

Chapter – 3: Industry and company preview

3.1 Industry Preview

Bangladesh's textile industry has become the major export sector of the country for the past 25 years as well as the main source of foreign exchange. The nation currently produces almost 5 billion dollars of goods annually by the export of garments. Around three million employees are employed by the company, approximately 70% of whom are female. There are several small- to medium-sized garment manufacturing facilities in Bangladesh that are reported and unlicensed and supply pieces of clothing that consider remote buying houses. The price of this single industry is one of the three major sources of Bangladesh's financial production of ready-made apparel. The reason for Bangladesh's reasonably low cost is the fact that goods can be produced in Bangladesh at such a reduced price than in most other countries. This limited cost of employment is

consequential to national policies, tremendous insecurity, and women's desire to work for low wages. The ready-made clothing article reflects Bangladesh's hardship. It started at the end of the '70s, expanded strongly throughout the '80s, and erupted in the '90s. Given the company's ensuing novel design, the rapid growth of the enterprise was conceivable.

3.2 Synergies Sourcing Bangladesh Ltd at first sight

Synergies Worldwide are working under the name Synergies Sourcing Bangladesh Ltd in Bangladesh. Synergies worldwide are working over 10 countries, which are, Bangladesh, Belgium, Cambodia, China, India, Pakistan, Thailand, Turkey, USA, and Vietnam. Synergies Worldwide is a worldwide supply chain provider and a sustainable virtual distribution business with a clear emphasis on goods and pricing. Over the past 32 years, their evolution has defined their enthusiasm for bringing maximum benefit to their multinational apparel clients.

Synergies Worldwide supplies the fashion and hospitality industry with renewable products. Their strong relations with manufacturing companies and top-notch suppliers around the world make sure that their team including on-site inspectors and international business experts maintains excellent production norms.

Synergies Worldwide has evolved since its establishment in 1987 to be an international trading team of over 500 sustainable business specialists who have handled over US\$ 300 million for over 75 of the most recognizable and discernible apparel and garment brands worldwide.

3.3 Objective and Practices of Synergies Sourcing Bangladesh Ltd

They do their utmost to coordinate all company goals and activities that have a positive effect on the global supply chain, the environment, and the consumers.

3.4 Structure of the company

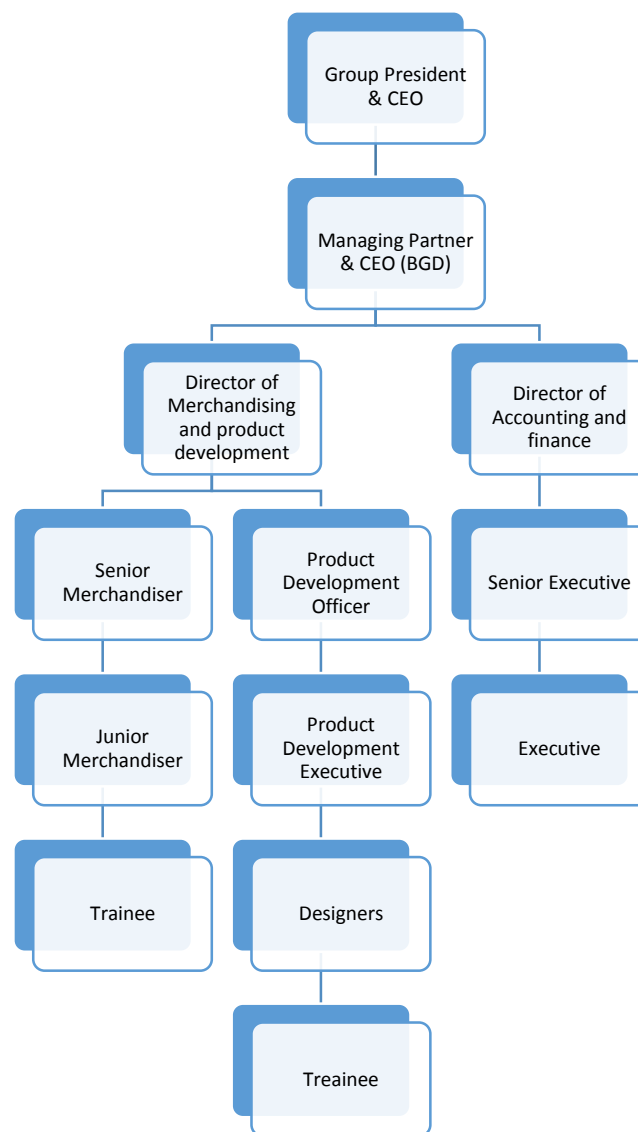


Figure 1: Structure of the company

3.5 Customers of Synergies Sourcing Bangladesh Ltd

Synergies Sourcing Bangladesh Ltd has so many customers around the world. Most of them are renowned names around the world. Synergies Sourcing Bangladesh Limited is currently working with 34 companies. Among those 34 companies, some are listed below.

- Zara
- Ripley
- Jessica Simpson
- Elie Tahari
- Zippy
- Armand Thiery
- Galeries Lafayette
- Bershka
- Weatherproof
- 7 for all mankind
- Quebramar
- True Religion
- Celio

3.6 Achievements of Synergies Sourcing Bangladesh Ltd

Synergies Sourcing Bangladesh Ltd's development partners follow international norms and code of behavior. Synergies Sourcing Bangladesh Ltd has already achieved some certifications. These achievements are listed below.

- ACCORD certification on fire and building safety.
- BSCI recognition of promoting human rights-related working conditions.
- C-TPAT certification of customs-trade partnership against terrorism.
- Partnership with Worldwide Responsible Accredited Production.
- Sedex partnership.
- ISO recognition.
- Verified by GSV security.
- Part of the Alliance for Bangladesh Worker Safety.

3.7 Sustainability of Synergies Sourcing Bangladesh Ltd

Synergies Sourcing Bangladesh Ltd aims to ensure that the goods sold to the customers meet all along the manufacturing chain with environmental, legal, efficiency, and performance requirements. Quality has been at the center of the corporate concept of Synergies Sourcing Bangladesh Ltd.'s quality control facilities.

Chapter – 4: The Job

4.1 The jobs in one look

I was offered the job of an intern in the product development department at Synergies Sourcing Bangladesh Limited. The Department of Product Development, which offers a variety of product development strategies for the company, is one of Synergies Sourcing Limited's most significant divisions. It was an internship program lasting three months. Almost all staff members had to work five days a week in the product development department since the new product is now the most immersive and challenging platform. I had to work almost five days a week, including the team members. The members of the designing team had to work more than the regular five days' duty. I had to operate from home because of the corona pandemic. This was a mix of workplace and home jobs because I had to visit the office often. Training on the job has been delivered and often I have been fortunate to attend such special workshops. In the product development department, I was expected to work on new yarn, new wash effect, new markets, new customers, new fashions, new designs, new suppliers, pricing, and good-looking samples.

4.2 Job scope and duties

This section describes all the activities and clear analysis of the work I were doing throughout the internship. The jobs are described below.

- Brainstorm: As a multinational source company, my key challenge was to create an extraordinary 'off-the-box' concept for multiple product creations. In this sense, Synergies Sourcing Bangladesh. For example, to formulate a new design plan, we have had to work over current and existing prototypes to decide that there is any design still on the market after some years and then want to establish proposals for a project based on the earlier design. We had to identify numerous methods of initiating the initiative effectively here. Since Synergies Sourcing Bangladesh has with me some policy on non-disclosure of product production techniques, I cannot reveal the specific part of the idea-sharing anywhere.
- New yarn finding: For developing a new product in the garments industry, firstly, we need to find out is there any new type of yarn in the market. As an intern, I had to go through various online portals and magazines to get myself familiar with some new kinds of yarns. The yarn development industry is coming up with new yarns day by day. For instance, there is a new type of yarn that came this year which is a pure new yarn called virgin yarn which is fiber, made from animal fleece directly. Moreover, people are trying to make a type of yarn out of banana skin that is going to be environmentally friendly. While doing my internship, I came up with two new types of yarn, one is “two yarn”, which is a kind of yarn which have different colors in the different ends. And the other one is, “slub yarn” which is stretchy yarn. These are already in the market, however, not used on a general basis.
- New wash effect: Washing effect can be employed on raw or finished materials to create an impression comparable to pounding and lightening. I had to work on finding new wash effects on the market.

- New upcoming market: There are so many markets emerging in the Garments sector. For instance, there is a new market for shoes made of clothes. Many companies in Bangladesh started working on this segment as well. As an intern, my job was to get the knowledge of new upcoming markets by keeping myself updated with the market.
- New fashion: The fashion in the apparel industry changes dramatically. The product development team needs to keep themselves updated with all the current fashions to keep the products trendy.
- New design: The designers of the product development departments come up with new designs and as an intern, I had to keep myself updated with the new designs that are proposed by the designers.
- Sample creating: After designing a new product, we had to create a sample of the product itself, which we will send to our buyers. After the buyers place an order of the product, we start finding a manufacturer for the product.
- Manufacturer sourcing: After developing a new product, the development department has to find manufacturers for the product. What we needed to do is, we had to send the sample to different garments and select the manufacturer which will provide us the product with the minimum cost.

4.3 Recommendation and critical assessment of the company

I noticed some of the very critical problems that the organization wants to resolve during my internship in Synergies Sourcing Bangladesh Limited. Any of my recommendations for the company are due to my observation.

1. There was no clear introductory session when I first began working with the organization. A newcomer, such as an intern, who lasts for very little time should have a decent orientation or initiation session, which would also allow them to get to know the atmosphere very effectively on a day-to-day basis.
2. The company needs more employees and, in particular, the account management department needs more workers to fulfill the growing customer expectations, so it is increasingly difficult for current people to deliver reliable and consistent service.
3. The Synergies Sourcing Bangladesh's global network may provide more training facilities that can inspire workers with foreign awareness, which would make them more effective.

Chapter – 5: The Study and Data Analysis

5.1 The Objective of the Study

The goal of this study is to build the definition of the different facets of the Synergies Sourcing Bangladesh Ltd.'s performance & product creation process. This research would help me examine the different principles of product growth and structured manufacturing export policies, which will enrich my future career experience. The objectives are,

1. Identify the needs of the customers to develop a new product.
2. To identify the overall role of the product development process and its importance
3. To gain textile product development knowledge.

4. To recognize the key challenges of product production of Synergies Sourcing Bangladesh Ltd. By surveying the customers.
5. To define the dilemma and propose the data analysis suggestion.

5.2 The Scope of the Study

This study would provide a good understanding of Synergies Sourcing Bangladesh Ltd's product development activities. During my internship, I had the option to experience and work from home with Synergies Sourcing Bangladesh Ltd. I have communicated and gained realistic knowledge with numerous staff, supervisors, and bosses. They helped and encouraged me respectfully.

5.3 Methodology

In my internship paper, methodology applies to the systematic activities of researchers. Some strategies are used to obtain the necessary outcomes to determine the target. The methods I used to do this project will be described in this section.

Two simple techniques were used to obtain the necessary outcomes to determine the goal.

1. Qualitative Analysis: While fewer unstructured interviews were carried out, consumer managers performed detailed interviews to obtain sufficient insight into the roles of product production with some Synergies Scouring Bangladesh workers.

2. Questionnaire web survey: An online survey questionnaire was created to provide consumers with insights into the role of product development in their lives.

5.4 Data selection and use summary

The analysis is both a quantitative and a qualitative combination. Below is a foundational summary of the data gathered and used to generate this study.

1. Data Type: This report includes both primary and secondary data.
 - a. Primary data: A total of seven questions covering the study purpose is included in the survey questionnaire. The research population is comprised of different social media users and common individuals. Around 200 respondents are multiple social media consumers and internet users. It was easy for me to collect the survey answers within a few days with the help of social media, e-mails, and my network which only could be accessed via the online questionnaire form.
 - b. Secondary data: The secondary data are:
 - Synergies Sourcing Bangladesh Limited's website.
 - Synergies Sourcing Bangladesh Limited's publication
 - Articles, blogs, newspapers, and websites.
2. Source of information:
 - a. Primary Source: Primary data from focus community surveys and internal reporting was obtained.

b. Secondary Source: The secondary sources were:

- Social network websites.
- Internet
- Other reports

5.5 Sample size

I have chosen approximately 200 samples from either the population for this research project. The sample was chosen anonymously as an anonymous online survey. The survey was confidential, as most people using the web are very careful about their confidentiality. In this study, the sample is all people who regularly use social media as students, teachers, employers, respectively, with a varied career. I use primary data as the data gleaned is unique to this project.

5.6 Data analysis and findings

This segment addresses the data collected from primary research and how the data collecting findings contribute to the purpose of research. Google forms were used to calculate the data. The data analysis is displayed in this segment using various visual methods including pie charts, bar charts, etc. The following are visual examples of the outcomes and interpretation of the survey.

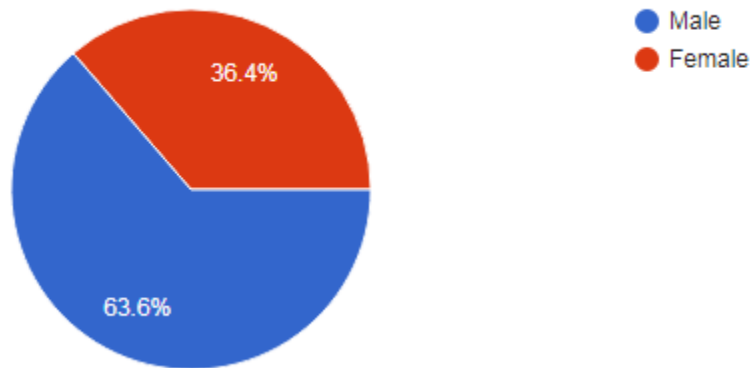


Figure 2: Gender

It was their gender that was the first question for the test. This query shows which section of the sample size in terms of gender addresses the survey questions and what group should be based on which segment by the product development team for developing a new product. The survey says that 63.6% were male where 36.4% were female.

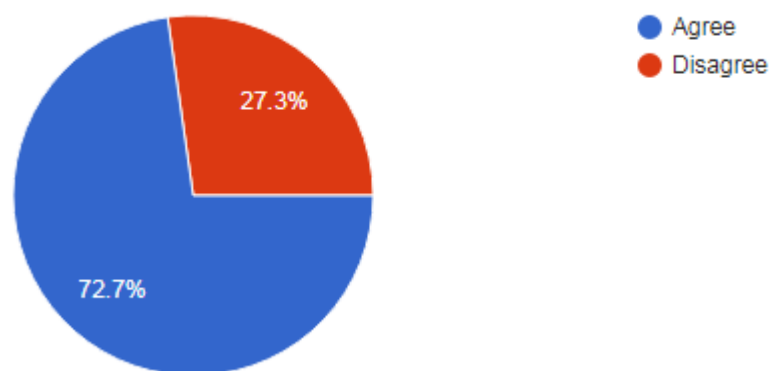


Figure 3: I buy clothes I like, regardless of current fashion.

The second question was a multiple-choice question. There was a scenario which said, “I buy clothes I like, regardless of current fashion”. This question determines how many people follow the trend and how many people care about the look of the product. This survey says that 72.7% of people agreed. This means they buy the clothes they like by seeing the product. This leads to a solution that is in the product development phase, the product development team need to focus on the look rather than only focusing on the trend.

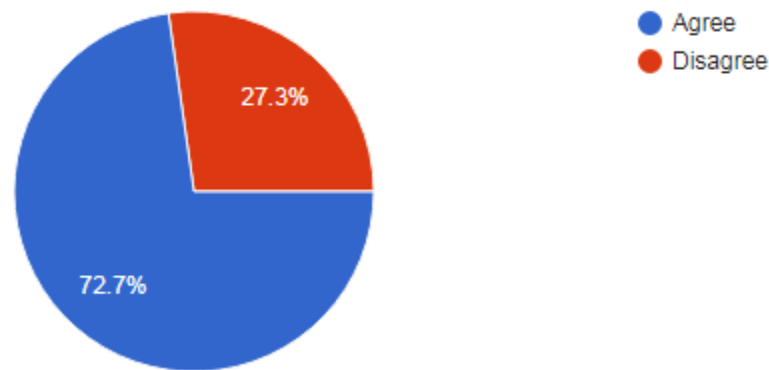


Figure 4: I buy new fashion looks only when they are well accepted.

The next scenario was, “I buy new fashion looks only when they are well accepted” which determines how many people only focus on new fashions. This survey came up with a result that says, 72.7% of people buy new fashionable cloths when it is well accepted. It means, not only fashionable clothes are important, people buy clothes when the cloth is accepted by others as well. If the developed product is not accepted by others, then the consumers might not buy the product.

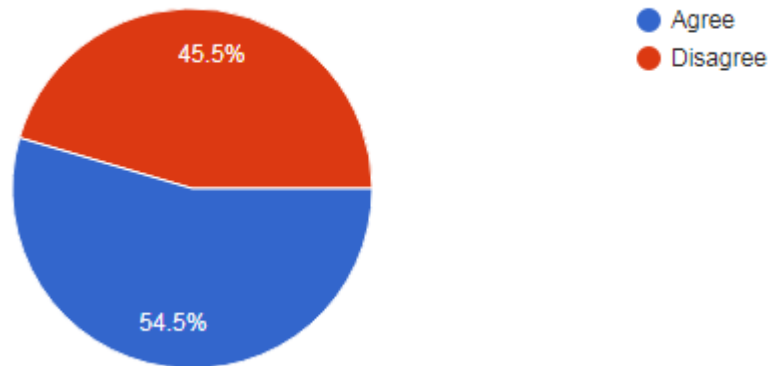


Figure 5: I am the first to try new fashions, therefore many people regard me as being a fashion pacesetter.

This survey shows that among the people who attended the survey, more than 50% say they are the first to try new fashions. Which means they are the people who are willing to buy new products and are the one who tries different type of cloths include different fabric or different yarn products. Which means there is a market in Bangladesh for different kind of products. Hence, the product development department should come up with new kinds of products as well to see which kind of product among the new ones gets more attention from the customers.

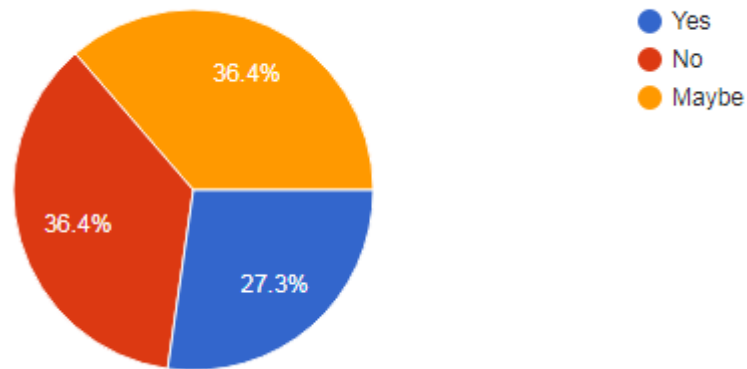


Figure 6: Do you like continuous change in designs while buying a cloth?

While coming to the point of continuous change in design, 27.3% responded that they do like continuous change in the market. It means they like new products in the market and most likely to try those products as well. 36.4% responded that they are not sure about it however, they might like it. This means, there is a huge market for product development in Bangladesh.

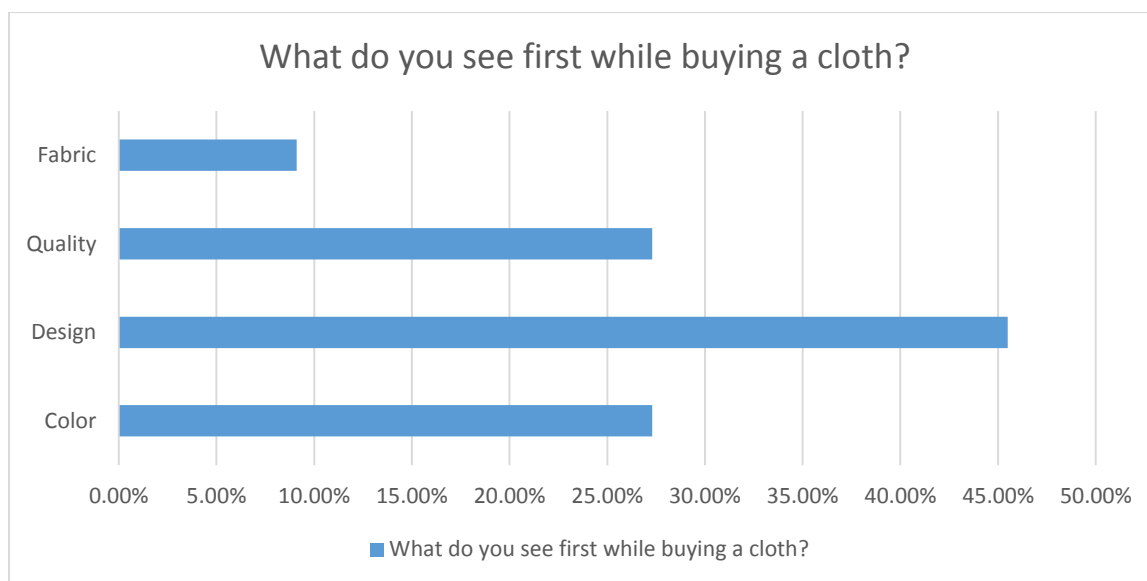


Figure 7: What do you see first while buying a cloth?

The next survey was about the part of the product which they see first while buying a cloth. 45.5% responded they see a design first. This means, designing the product is the most important part of the product development process. 27.3% of people responded they see the quality first. It means the quality of the product has to be topnotch. 27.3% of people responded they see the color first. That means the color of the products needs to be good as well. Lastly, 9.1% of people responded that they focus on the fabric. Which means new kind of fabric can grab the attention of these customers as well.

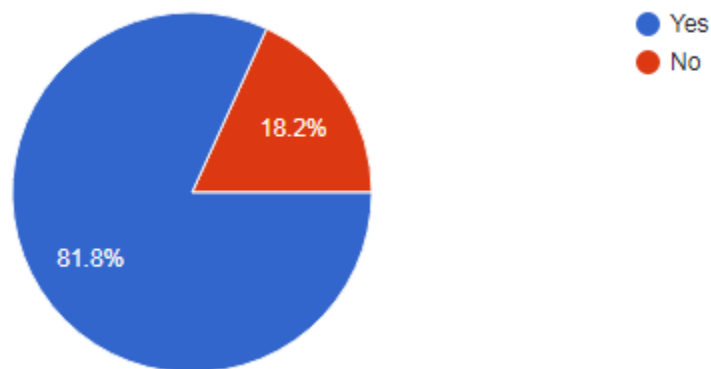


Figure 8: Do you think, product development is the most important thing in the textile industry?

Lastly, it was time to know about customers' opinions about the importance of product development in the garments sector. If they think that product development is the most important thing in the textile industry or not. 81.8% said that developing new products is the most important thing in the textile industry. This means most of the people agreed that product development is one

of the most important aspects of the apparel industry and every company should have a product development department.

5.7 Key findings of the study

Both industries and consumers from multiple ways assisted with product development. Any main findings from the study are provided below in conjunction with the results and review in the previous section.

1. By individual assessment, I came up with a result that Females are the ones who are more focused on a new design and new products.
2. From the survey, I can see that male are the one who accepts new product if the product is accepted by others as well.
3. New product development is important to survive in the market nowadays.
4. Not only fashionable products are important but also good looking products are important too.
5. The most important thing while developing a product is the design.
6. There is a market in Bangladesh for new kinds of products as well, for instance, new kinds of fabrics.
7. Customers prefer continuous product development.
8. The challenge is to make a good quality product with good design while minimizing the cost.
9. People think product development is most important in apparel.

5.8 Recommendations

There are some suggestions given below for product developers depending on the report according to the findings and performance.

1. The product development team needs a platform to communicate with customers.
2. They need to develop products in such a way that can drive the male customers as well.
3. They need to come up with a new kinds of products.
4. They should develop a product using uncommon yarn such as UV protective yarn or two yarn.

5.9 Limitations of The Study

I made all my best efforts to ensure that the result was satisfactory. However, during the analysis, several difficulties arose. The research takes into account these constraints:

1. This article focuses mainly on Synergies Sourcing Bangladesh Ltd's product development activities but does not include other significant activities such as investment, marketing and operations, and so on.
2. Furthermore, time is an essential prerequisite for my research. In a shorter form of outcome, I need to propose a wider arrangement.
3. Due to this pandemic, many processes were postponed.
4. Due to working from home, the knowledge I gained was limited.

Chapter – 6: Conclusion

One of my aspirations, when I was an undergraduate student, was to work with a global procurement firm like Synergies Sourcing Bangladesh Limited. I'm so glad I could finish the last stage of I'm working in such a business. It was undoubtedly a wonderful opportunity for me for a fresh face like me to collaborate with the talented minds and experts. We had fun, we served with much motivation recently, and we thought we served for the consumer as well as the country and its people. Synergies Sourcing Bangladesh interacts with every side but a three-month attachment isn't adequate to teach a person all of these things but lifelong relationships also continue to teach me so much. It was a fantastic experience interacting with so many local and foreign people as well as companies that it was a perfect place for me to learn. With my future, this has been a wonderful learning opportunity. The project was baes on product development and the market for new product development. There is a huge market in Bangladesh in new product development. Only a few companies in Bangladesh develops new products and have a research and development sector. To conclude, I will say, we need more product development sector in Bangladesh to cope up with the world and deliver new products. Thanks to so many people who contributed to my research.

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Appendix

Questionnaire of the survey

1. What is your Gender?
 - Male
 - Female
 - Other
2. I buy clothes I like, regardless of current fashion.
 - Agree
 - Disagree
3. I buy new fashion looks only when they are well accepted.
 - Agree
 - Disagree
4. I am the first to try new fashions, therefore many people regard me as being a fashion pacesetter.
 - Agree
 - Disagree
5. Do you like continuous change in designs while buying cloth?
 - Yes
 - No
 - Maybe
6. What do you see first while buying a cloth?

- Color
 - Design
 - Quality
 - Fabric
7. Do you think, product development is the most important thing in the textile industry?
- Yes
 - No