

A Report On

Bangladesh Textile and Garments Industry, Manufacturing Market-Growth, Trends and Forecasts in
reference with Chargeurs PCC (Fashion Technologies)

Report By

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A report on an internship presented to the BRAC Business School in partial completion of the requirements
for the Bachelor of Business Administration degree.

Submission Date: 09 / 05 / 2023

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while 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.

Student's Full Name & Signature:

Syed Imtiyaz Javed

18104093

Supervisor's Full Name & Signature:

Ms. Rahma Akter

Senior Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

To,

Ms. Rahma Akter

Senior Lecturer,
BRAC Business School.

BRAC University, Dhaka 1212

Subject: “Bangladesh Textile and Garments Industry, Manufacturing Market-Growth, Trends and Forecasts.”

Dear ma'am,

It is a great pleasure to complete my internship report on “Bangladesh Textile and Garments Industry, Manufacturing Market-Growth, Trends and Forecasts.”

I have incorporated all the skills and understanding I acquired while interning at Chargeurs PCC (Fashion Technologies). Without your right direction and assistance, the report could not have been finished.

I anticipate that the report will reflect my internship experience accurately.

Sincerely yours,
Syed Imtyaz Javed

ID 18104093
BRAC Business School,
BRAC University.
Date: 09 / 05 / 2023

Non-Disclosure Agreement

This agreement is developed and made between Chargeurs PCC (Fashion Technologies) and Syed Imtyaz Javed, BRAC University student.

I, Syed Imtyaz Javed, certify that this report will not contain confidential, harmful, or otherwise critical information hazardous to Chargeurs PCC (Fashion Technologies). This report will be compiled with the office supervisor's help and based on my everyday experiences. As a result, my internship program's evaluation report will not be published online; rather, it will be preserved at BRAC University.

Lastly, I certify that this report will not harm the company and that the information sources have been mentioned appropriately.

Acknowledgment

I would like to acknowledge the grace and blessings of Almighty Allah. I am grateful for the opportunity to study and learn, and for the strength and perseverance to complete this report.

I would like to express my sincere appreciation to my adviser, Ms. Rahma Akter, Senior Lecturer at BRAC Business School. Her guidance, mentorship, and unwavering support have been instrumental in helping me complete this report. I am grateful for her valuable insights and feedback, which have helped me to improve the quality of my work.

Furthermore, I would like to extend my gratitude to Mr. Abdul Mazid, Senior Manager, Sales and Marketing of Chargeurs PCC (Fashion Technologies). I had the privilege of working under his guidance during my internship at the company. He provided me with a wealth of knowledge and experience in the industry and offered me invaluable advice that helped me to understand the manufacturing market better. I am grateful for his support, encouragement, and mentorship.

Last but not least, I would like to thank my classmates and colleagues, who have provided me with unwavering support and encouragement throughout my academic journey. Their feedback and suggestions have been critical in shaping my ideas and thoughts about the industry, and their support has been invaluable.

I am my sincere appreciation to everyone who has contributed to the completion of this report. Your support, guidance, and encouragement have been instrumental in helping me achieve my goals.

Executive Summary

This internship report provides an overview of Chargeurs PCC (Fashion Technologies) and its performance in the global manufacturing market amidst the COVID-19 pandemic. The pandemic caused significant disruptions in the textile and apparel industry in Bangladesh, leading to layoffs and a decrease in sales. However, the industry showed positive growth in 2021, with an anticipated continuation of growth till 2023.

Despite the challenges faced by the industry, Chargeurs PCC continues to be a leader in the production of non-woven materials and interlinings. The company's global presence and reputation for high-quality products position it for continued success.

The report examines the current trends in the fashion industry and their impact on Chargeurs PCC's operations. The company has implemented eco-friendly manufacturing practices and invested in new technologies to adapt to these trends.

Additionally, the report explores the growth of the manufacturing market and Chargeurs PCC's ability to capitalize on this growth. The company's dedication to innovation and research and development will enable it to meet the changing demands of the industry.

In conclusion, Chargeurs PCC is well-positioned for success in the manufacturing market, despite the challenges posed by the COVID-19 pandemic. The company's commitment to sustainability, innovation, and high-quality products, combined with a positive industry outlook, suggest a bright future for Chargeurs PCC (Fashion Technologies).

Keywords: Exports, economic growth, global recession, GDP, export, industrial challenges, market competitions, production rate, trade, FDI, foreign export, sustainability, market growth, global presence

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Chapter 1: Overview of Internship

1.1. Student Information:

Name: Syed Imtyaz Javed

ID: 18104093

Program: Bachelor of Business Administration

Major: Marketing

Minor: E-Business

1.2 Internship Information:

1.2.1. Company Information

Period: 3 months (1st February 2023 to 30th April 2023) Company

Name: Chargeurs PCC (Fashion Technologies)

Department: Marketing

Address: House No. 13 (1st & 2nd Floor), Road No. 07, Block No.F, Banani, Dhaka-1213, Bangladesh

1.2.2 Internship Company Supervisor's Information:

Name: Muhammad Abdul Mazid

Position: Senior Manager, Sales & Marketing

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

My duties at Chargeurs PCC (Fashion Technologies) are diverse. Prior expertise and part-time work experience have been immensely beneficial to me in a variety of ways. I used to write the PI sample requisition for the company. I was responsible for gaining new clients and maintaining great relationships with existing ones through the mail and phone. I used to help customers by sending them samples, test reports, and documentation. Furthermore, I followed up with customers about orders and pushed for the LC and clear documents to ensure business continuity. I was occasionally forced to visit clients to generate new business. I also paid multiple visits to our factory to handle order concerns and ensure timely delivery.

The objectives of the study and apprenticeship program are as follows:

1. Gaining knowledge and experience in actual work settings.
2. To apply what is taught in BRAC University's lectures, textbooks, and courses to real-world situations.
3. To provide focused fieldwork that permits computer work on-site.
4. Present prospective professional circumstances.
5. Complete the academic program's prerequisite requirements.

1.3.2 Benefits to the student

Chargeurs PCC (Fashion Technologies) is a place where employees can professionally recognize or improve abilities and collaborate with other departments to achieve company goals. This organization taught me how to interact professionally with clients. I've learned how to communicate with colleagues and customers properly. A person will also learn how to respond successfully under pressure. Furthermore, the employee can communicate with many clients via phone, text message, and email while working for this textile company. This could aid with communication and interpersonal skills improvement.

On the other side, I've learned how to operate as part of a team and collaborate with others. This also helped me understand how to perform in a work situation without generating issues. I've also learned how to react to and handle different situations and how a company's chain of command functions.

Many other companies do not compensate interns for their time and effort spent on internships. Chargeurs PCC (Fashion Technologies) values the interns' efforts, though. As a result, our organization offers interns a monthly allowance, transportation to and from meetings, and other benefits.

Chapter 2: Organization Part

Company Overview:

History:

Chargeurs are well-known because of their widespread presence (90 countries) and dominance (four top markets). It demonstrates superior knowledge and skill across four distinct fields: originality, efficiency, and longevity. Chargeurs' business ethos is both grounded in and oriented to the future of the Group's industrial heritage. Unique and of the finest quality, Chargeurs' wares also consider social and environmental concerns. Whether in the textile industry, object protection, visual communication, or in the design of spaces, Chargeurs' solutions are instruments for comfort and well-being. On June 28, 2003, Etacol Bangladesh was established as a sole proprietorship in the Dhaka Export Processing Zones (DEPZ). It belonged to Bernard Frey. As of January 1, 2008, Bernard Frey has sold Etacol to Chargeurs. Etacol was afterward acquired by Chargeurs. Chargeurs has a plant in the Dhaka EPZ (Export Processing Zone), allowing it to sell locally to all the export garment manufacturers. This became the groundwork for the company. Chargeurs Singapore is Etacol's primary logistical, accounting, and financial support supplier. As part of the 2015 ownership transition, Chargeurs Entoilage sold their shares to Fitexin.

Management Practices:

The French headquarters oversee the management and human resources departments. The Asia-Pacific headquarters of France HRM is located in Singapore. Human resources in the Bangladesh office have been outfitted by their counterparts in Singapore. In addition, India is well-known as the second-most-important headquarters outside of Singapore. Bangladesh's Human Resources (HR) team comprises ten to twelve people. Human resources responsibilities in the Bangladesh office include overseeing factory upkeep, communicating with employees, and coordinating the sales team's efforts to prepare bank documents. One employee handles all financial operations for the business, while another is in charge of accounting. They report directly to the Singapore and France offices via

a mail looping system. Also, the HR department's executives handle various other controlling tasks. Please find attached the management system organogram.

Sales and Marketing Department:

Companies are discovering the importance of promoting a relational approach in their marketing and sales efforts, and this trend is projected to continue (Corsaro and Olivieri 2021). Chargeurs understand that their sales and marketing department is their most significant asset in connection with direct buyers and customers. Chargeurs interlining brands depend solely on the sales and marketing department because this department is responsible for displaying the brand to the consumer and bringing the order. The sales and marketing staff is responsible for a variety of tasks. One of the sales and marketing team's most important jobs is setting realistic sales targets. Chargeurs set monthly sales team goals. Achievable targets are defined using prior sales data and properly calculated forecasts. The sales and marketing team is responsible for determining if any interlining item in the current catalog requires a price revision or should be removed entirely. These critical decisions will be based on prior sales figures, customer feedback, order predictions, trends, and other factors.

Furthermore, to win orders and deliver them efficiently, this department must maintain the closest client contact. They also gain new customers and reply to their inquiries. They also keep an eye on their competitors' products and actions. Sales and marketing teams ensure that their efforts support the organization's broader aims. They exchange any

data they learn that relates to or could be crucial for any of the other departments. They constantly maintain open and direct contact. They also work closely with the production and commercial departments to keep things going smoothly and to support the client whenever an issue arises. Chargeurs PCC is known as a pioneer in the product and sustainable process areas, and it operates on all continents while adhering to the highest environmental standards and constantly looking for ways to reduce its carbon footprint and waste. The company's marketing and sales department is working hard to meet the organization's sales projections. During the pandemic, the company faced a major drop in revenue, but by 2022, it had made a strong rebound. Some partial sales are shown above that are already up until April.

SWOT Analysis:

The abbreviation for the SWOT analysis is Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis can be used in the strategic planning process of a business for both micro and macro environmental assessment. The SWOT analysis includes both internal and external strategy elements. The company's strengths and weaknesses are the factors that empower and constrain the organization's capacity to achieve its goals. Opportunities and dangers are regarded as external aspects that enhance or hinder the organization's ability to fulfill its goals.

Considering the industry's present situation of flux, the sections that follow provide a SWOT (strengths, weaknesses, opportunities, and threats) analysis of Chargeurs PCC (Fashion Technologies).

Strength:

The strong supplier nomination from a wide range of worldwide brands is the driving force behind Chargeurs PCC's (Fashion Technologies) success. They can outcast numerous local competitors as a result of the nomination. This company's product quality and service are widely known by all, and they make no compromises when it comes to product quality and service.

The creative R&D section of this organization continually develops a wide range of products with the needs of its clients in mind. This company has over a thousand goods, allowing clients to select the appropriate interlining for their garments from a larger selection. Furthermore, they strictly follow government laws and regulations and conduct their business accordingly, so they are never in breach of law.

Weakness:

Chargeurs PCC (Fashion Technologies) is a business like any other, and it has various flaws. They are lagging their competitors due to their tight pricing. Although product prices are rising in response to rising raw material costs, vendors are refusing to pay the higher prices. This is a serious vulnerability for this organization, and they must address it or risk losing a large amount of revenue.

Furthermore, the lengthy lead time for raw materials results in longer cycle times. This increases the lead time for deliveries, which causes issues with clients. This company's absence of a warehouse is another drawback since it makes it difficult to bring in more raw materials to have things available

and to the pre-production of products to deliver in accordance with client demand due to their limited storage capacity. Given the increased competition in the industry, prompt product delivery and service are essential for market survival.

On the other hand, the Singapore headquarters controls the decision-making process, which occasionally leads to a communication split between management and authorities.

On the other side, the Singapore headquarters controls the decision-making process, which occasionally results in a communication gap between management and authorities. Because of the cultural differences across different places, understanding the perspective of the host country can be difficult. Decisions should be made by the operating unit to perceive and respond to a situation in accordance with the perspective and values of the host country. This may also contribute to employee satisfaction and better productivity by creating a sense of independence in the workplace.

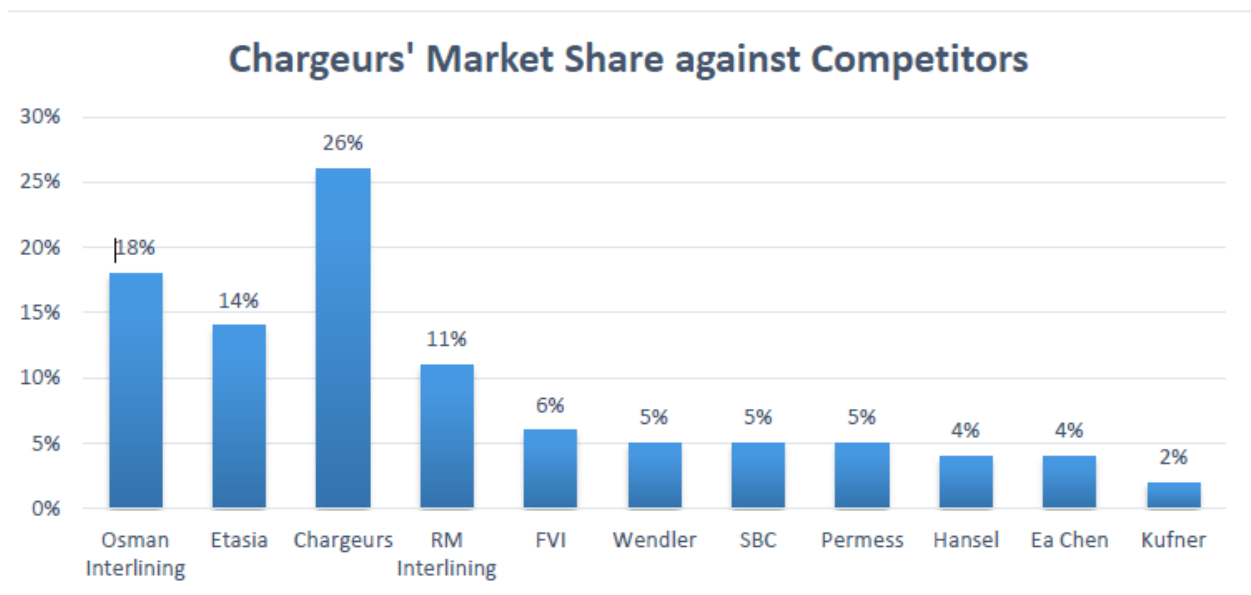
Opportunity:

Given that Chargeurs PCC (Fashion Technologies) is constantly improving its offerings in response to consumer demands, the company's prospects are excellent. To satisfy their corporate responsibility goals, most textile firms want to build a sustainable environment and product line, and to do so, they must analyze recyclable and sustainable alternative product lines. To satisfy their corporate social responsibility objectives, most textile firms strive to build a sustainable environment and product line, and to do so, they must assess recyclable and sustainable alternative product lines. Chargeurs has established its "Sustainable 360-degree" program, which is the company's approach to corporate social responsibility, as well as a wide selection of sustainable products for its consumers, in response to this initiative. This gives the organization the option to interact with more brands looking for recyclable items.

Chargeurs PCC has also expanded its product line to include fusible and non-fusible elastic. It will enable them to enter the sportswear and lingerie industries, both of which have a large global market. It would be easier to gain market share from established clients who already have products in the sportswear and lingerie areas.

Threat:

Because of inflation and declining customer orders, the global recession is the company's greatest threat right now. If the matter is not resolved, the company's revenues will suffer significantly. Continuously rising costs have a negative impact on overall manufacturing costs. Furthermore, competition in this sector is intense with local firms accounting for a sizable share of the market. They also reduce their prices to gain more business, but in doing so, they lose the quality of the product as well as the level of service. This has become a potential danger to Chargeurs, as they may lose clients as a result.



Chapter 3: Industry Analysis

Introduction:

The textile and apparel industries are major contributors to Bangladesh's economy, with textile and garment exports serving as the primary sources of foreign currency. In fact, textiles, clothing, and ready-made garments account for a staggering 77% of the country's total commodities exports, making Bangladesh the second-largest exporter of global fashion brands.

While the majority of textile mills in Bangladesh are locally owned, the industry relies heavily on imported inputs, including 82% of mill fabric and 67% of fiber necessary for knitted garments. Despite these challenges, the textile sector has made significant strides in tackling development concerns in recent years, and there is great potential for continued growth and expansion.

However, the industry also faces several obstacles, including unfavorable trade policies, an energy crisis, rising production costs, and a global recession. To remain competitive, the apparel industry in the United States must take decisive action, such as shifting to a demand-driven and more viable sourcing strategy and competing in the absence of preferential trade access.

In addition, Bangladesh's government could benefit from revising its strategy to attract more international businesses and foreign direct investment. Multinational corporations can bring worldwide leadership and management benchmarks, research and development capacity, and finance to help the country's textile sector continue to thrive in the years to come. Overall, the industry plays a critical role in Bangladesh's economy and has the potential for further growth and development in the future.

Literature review:

Bangladesh's textile and apparel industry has been hit hard by the pandemic and shifting global market conditions. The only way for the sector to succeed despite these challenges is to welcome new ideas, update existing methods, and broaden its product range. Long-term success requires investments in adaptability, sustainability, worker welfare, and infrastructure (McKinsey & Company, 2021).

Forecasts for the next few years indicate that Bangladesh's textile and apparel sector would expand at a CAGR of over 7% between 2022 and 2027. More than 95% of the 4,000 ready-made garments (RMG) companies are owned by locals, while only a handful are owned by foreigners and are in export processing zones (Gonzales, 2014).

New trade agreements could threaten Bangladesh's position as a leading exporter of European fashion brands, despite the country's impressive growth in this sector over the previous decade. If the European Union (EU) and Vietnam reach a mutually beneficial trade agreement as was proposed in August 2020, Vietnam's garment exports could eventually surpass those of Bangladesh. In 2020, the value of Vietnamese garment imports into the United States will be 2.5 times higher than that of Bangladeshi imports. American businesses are looking to reduce their reliance on China, which has led to this change in sourcing (McKinsey & Company, 2021).

The recent financial crisis has also sent shockwaves around the world, threatening the textile industry. Particularly susceptible to the consequences of economic uncertainty is Bangladesh's textile industry. A lengthy recession is expected to seriously hurt the RMG company in the long run, even though the immediate impact may seem modest. If exporters' profit margins keep shrinking, it will be difficult for them to stay in business.

Bangladesh needs to use cutting-edge marketing methods to increase orders and concentrate on entering new markets in order to lessen the impact of the current economic downturn. Better negotiation skills, filling gaps in infrastructure like electricity and gas, putting an emphasis on efficiency and effectiveness, and bringing more stakeholders into the supply chain are all things that could benefit from a concerted effort. These steps are critical for gaining an edge in the market and surviving the difficulties of the recession (Z. Mamun, 2022).

Overall, the global pandemic, shifting global markets, and increased competition from nations like Vietnam all pose serious challenges to Bangladesh's apparel industry. Adapting to the new conditions will need the industry to invest in adaptability, sustainability, worker welfare, and infrastructure while

also embracing change, modernization, and diversification. Moreover, the ongoing financial crisis offers additional risks, necessitating the adoption of efficient marketing tactics, the expansion of existing markets, the improvement of negotiating abilities, the creation of new infrastructure, and the participation of all relevant stakeholders. Bangladesh will be better equipped to continue its economic growth and preserve its global textile and apparel competitiveness if it implements these policies.

Objectives:

General objective: To gain real-world work experience and use theoretical knowledge in order to complete the internship report requirements for the BBA degree.

Broad objective: To explore Bangladesh's textile and clothing industries and connect practical knowledge with Chargeurs PCC (Fashion Technologies).

Specific objective:

- Be aware of the many obstacles, prospects, and challenges confronting the textile business
- Recognize the major concerns confronting the textile industry
- To analyze the sources of problems
- To discover feasible prospects

Methodology

The purpose of this research piece is to learn more about the textile industry in Bangladesh through an exploratory technique. In order to accomplish this, the research process incorporated a thorough examination of both primary and secondary resources.

Interviews with people who work in the textile industry in Bangladesh provided the bulk of the information used in this study. Manufacturers of Bangladeshi RMG, government leaders, members of the Bangladesh Garments Manufacturers' Association and the Bangladesh Knitwear Manufacturers' and Exporters' Association (BKMEA), and buyers were all interviewed for this study. The information gleaned from these discussions with influential figures in the industry was invaluable.

Interviews with the chosen participants were carefully planned and scheduled as the major method of data gathering. This made certain that voices from all around the textile industry would be heard. The interviews were either held in-person or virtually, depending on participant convenience and availability. Each interview followed a strict format, with a set of questions and subjects chosen in advance.

To supplement the information gathered from the interviews, secondary sources were also consulted. We conducted an exhaustive literature analysis of secondary materials, including textile-related websites, academic journal articles, books, essays, and publications, all with a focus on Bangladesh. These materials helped me gain perspective, insight into the industry's past, and familiarity with its current dynamics, problems, and prospects.

The secondary research was made as credible as possible by taking a methodical approach. Search terms and keywords were utilized to find reliable and credible resources. In order to include the most recent data and analysis, only sources that have been peer-reviewed and were published by recognized organizations or institutions were included.

Ethical standards were upheld all the way through the data collection procedure. All interviewees gave their informed consent, guaranteeing the utmost respect for their anonymity and confidentiality. The interviews were recorded, transcribed, and archived safely so that later analysis could be conducted.

After the data was collected, a thorough analysis was performed. Transcripts of interviews were read,

processed, and organized to reveal commonalities and draw conclusions. The results of secondary research were also incorporated into the analysis to complete the picture of the Bangladeshi textile industry.

Next, we synthesized and evaluated the findings from the primary and secondary research to derive useful insights. The study's shortcomings, such as its small sample size or the possibility of bias, were also noted and explained to present a fair assessment.

This article concludes an exploratory study of the Bangladeshi textile industry. Primary data was gathered through interviews with RMG manufacturers, government officials, and association/buying house representatives. To further out our expertise of the market, we also drew on a wide range of secondary sources to conduct our research. The acquired data were analyzed thoroughly, and the results were synthesized so that conclusions could be drawn. The study's primary goals were to add to the literature on Bangladesh's textile industry and to yield useful information for those working in the field, in government, and in academia.

Forecast

Chargeurs PCC is a leading provider of interlinings, textiles, and technical assistance to the international apparel industry. The company is poised to profit from the rising need for high-quality, eco-friendly materials and production methods because to its dedication to innovation and sustainability.

Chargeurs PCC's future seems bright because the fashion sector is growing all around the world. The environmental impact of the fashion industry has been widely discussed in recent years, and as a result, customers have shown increased interest in buying eco-friendly and ethically produced items. This is a golden chance for Chargeurs PCC to expand its business and take the environmentally responsible industry by storm.

The organisation has put resources into R&D so that it can provide cutting-edge, long-term solutions for its clientele. For instance, the Global Recycled Standard has approved the recycled polyester used

to create its eco-friendly interlining line. Chargeurs PCC has become a leader in the sustainable fashion industry thanks to the success of this product line.

In addition, Chargeurs PCC has been increasing its production capacities, particularly in Asia. The company may now take advantage of the growing demand for its wares in the area and expand into new markets and customer bases as a result. As a result, the company is set up for success and expansion in the worldwide fashion market over the coming years.

Trends

Chargeurs PCC not only values sustainability, innovation, and localization, but also the value of working together and building strong relationships within the fashion industry. The business collaborates with leading designers, manufacturers, and other industry players to promote new ideas and build lasting partnerships. Chargeurs PCC is able to provide individualised service by working closely with its customers to learn about their unique challenges and goals.

Quality control and assurance are major concerns for Chargeurs PCC at every stage of production. To guarantee that its products always meet or exceed customers' expectations, the company strictly follows quality standards and obtains relevant certifications. Chargeurs PCC has solidified its position in the market by adhering to strict quality controls and producing consistently high-quality products.

In addition, Chargeurs PCC knows the value of always moving forward and ahead of the curve. The business allocates resources to R&D so that it can introduce cutting-edge technologies and materials into its products and services. Chargeurs PCC is able to offer its customers a competitive edge by supplying them with innovative solutions to meet the needs of emerging markets.

The company is dedicated to sustainability in more ways than just the products it sells. Chargeurs PCC is a socially responsible company that encourages fair treatment of employees and gives back to the neighbourhoods where it has facilities. Chargeurs PCC's mission is to make a positive impact on the fashion industry and the world at large through the alignment of business practises with social and environmental values.

Overall, Chargeurs PCC is a forward-thinking business that can respond quickly to changes in the fashion market. Sustainability, technology, localization, collaboration, and quality control are all areas in which it excels, making it a go-to for cutting-edge, environmentally friendly options. Chargeurs PCC is prepared to adapt to the ever-changing demands of the fashion industry thanks to its commitment to ongoing R&D, strategic partnerships, and a strong focus on corporate social responsibility.

Manufacturing market growth

Chargeurs PCC's rapid expansion is a direct result of the company's pioneering spirit and commitment to environmental responsibility in the manufacturing sector. The company has grown its market share and strengthened its presence in strategic regions by responding to the rising demand for sustainably and ethically produced goods.

One factor fueling the manufacturing sector's growth is the growing public's concern about the fashion industry's impact on the environment. Consumers in the modern era are increasingly conscientious about their spending habits and are looking for goods that reflect their personal values. They want products that won't break the bank and won't hurt the environment or workers. Chargeurs PCC has taken note of this shift, and as a result, it now provides an extensive selection of environmentally friendly products and services.

The eco-friendly interlining collection by Chargeurs PCC is proof of the company's dedication to sustainability; it is made from recycled polyester and is certified by the Global Recycled Standard. Customers who value the company's efforts to minimise waste and advance the circular economy have provided enthusiastic responses to this line. Chargeurs PCC has risen to prominence as a go-to for environmentally conscious fashion labels and manufacturers thanks to the innovative and eco-friendly solutions it offers.

The expansion of the manufacturing market can be directly attributed to both sustainability and the increasing relevance of technology and digitalization. Increased effectiveness, productivity, and interoperability have resulted from technological developments that have reshaped the business world. Seeing the potential in digital solutions to help its customers become more efficient, Chargeurs PCC has made investments in this area.

The Chargeurs Digital Solutions platform is a good illustration of a digital service that aims to improve supply chain operations by providing various digital tools and services. Chargeurs PCC helps its customers improve their operational efficiency, transparency, and decision-making capabilities through the use of automation, data analytics, and connectivity. The company sets itself apart from competitors and aids customers in navigating the complexities of a dynamic industry by embracing digitalization.

Chargeurs PCC's determination to increase its profile in strategic global markets has also aided its development as a major producer. The company knows that providing timely and efficient services to its customers depends on its proximity to those customers. Chargeurs PCC has positioned itself to serve local markets and seize emerging opportunities by strategically expanding its manufacturing capabilities, particularly in regions like Asia.

Chargeurs PCC has expanded its global reach and production capacity through strategic mergers, partnerships, and the opening of new production facilities. This growth not only increases customer satisfaction and supply chain efficiency, but also encourages partnerships with local vendors.

Ultimately, Chargeurs PCC's meteoric rise in the industrial sector can be traced back to the cutting-edge and environmentally friendly products and services it offers. The company's success can be attributed to its investment in technology and digitalization, as well as its commitment to meeting the rising demand for sustainably and ethically produced products. Chargeurs PCC has positioned itself as a frontrunner in the manufacturing sector by providing environmentally friendly options, adopting digital solutions, and increasing its presence in strategic locations. The company's dedication to environmental responsibility, cutting-edge research and development, and strategic growth positions it well to capitalise on future market opportunities.

Porter's Five Forces

Porter's Five Forces model is a useful framework for analyzing contemporary textile industry profitability and attractiveness from the outside. It is impossible to argue that Porter's Five Forces are out of date. The underlying idea that every organization functions in a network of buyers, suppliers, competitors, substitute products, and new entrants remains valid.

Porter's five forces are as follows:

- Rivalry among existing competitors
- Threat of new entrants into the market
- Supplier bargaining power
- Customer bargaining power
- The threat of substitute goods and services



Rivalry among existing competitors

The degree of rivalry among existing competitors of the Five Forces is the capacity of rivals to undercut a business. The more rival enterprises there are and the more similar products they offer, the less leverage a company has. The textile business in Bangladesh is very competitive and saturated.

Foreign purchasers have several options for similar items, making it difficult for a company to surpass its competition.

Chargeurs PCC (Fashion Technologies) is currently competing with national and international interlining manufacturers. Because their products are identical, rivals have an equal chance of winning a customer by offering better pricing and service. It is, however, one of the best. Because of the strong nomination, outstanding products, and services, we are suppliers for large international brands.

The threat of new entrants into the market

The textile and apparel manufacturing sector in Bangladesh faces unique challenges in terms of entry barriers and exit barriers, in addition to the impact of market entrants on the strength of individual firms. It is essential for businesses in the industry to have a firm grasp on these dynamics.

The textile and apparel manufacturing sector in Bangladesh is highly accessible in terms of sectional limitations. This means that new competitors can enter the market and quickly establish themselves as serious challengers with little difficulty. New competitors have been able to enter the market because basic inputs like labour and materials are readily available, and the regulatory climate is friendly to business. In addition, developments in technology and production methods have made it easier for businesses to enter the market.

While the industry is welcoming to new entrants, there are significant hurdles to leaving. Companies that wanted to leave the market in the past had a hard time doing so because of the high costs involved. The high initial investment required by this business sector is now more manageable, thanks to the abundance of financing options. Despite this, many businesses are hesitant to successfully exit the market. Investment speculation and the belief that exiting the market would result in significant losses contribute to this reluctance to exit during difficult times. Therefore, businesses may keep running and even overproduce, resulting in lower profits for everyone involved.

To be successful in the interlining manufacturing business, you'll need a significant financial investment and familiarity with the industry. The interlining industry calls for highly specialised equipment, well-honed manufacturing skills, and stringent quality checks. In order to produce goods that meet industry standards, businesses have to put money into things like equipment, R&D, and

trained employees. Long-term success in the interlining market also requires building solid relationships with suppliers and customers.

The high cost of entry into the interlining manufacturing industry makes it difficult to leave the market in the future. Companies may be hesitant to leave if doing so would require writing off a large portion of their investment. Because of this, businesses may keep running despite the tough market conditions, which increases supply and fuels competition.

In conclusion, there are few obstacles to entry but many to leaving the textile and apparel manufacturing sector in Bangladesh. While new entrants can enter the market with relative ease, established players' reluctance to leave poses risks to earnings and long-term viability. Particularly time-consuming and costly is researching and learning the ins and outs of leaving the interlining manufacturing business. To evaluate entry and potential exit strategies in light of market conditions, competition, and long-term viability, businesses in the industry must have a firm grasp of these dynamics.

Supplier bargaining power:

When examining industry competitiveness, the Porter model can shed light on how input costs affect a business' bottom line. The number of vendors, the singularity of their inputs, and the simplicity of switching between vendors are all taken into account by this framework. Suppliers' and buyers' bargaining positions within an industry are affected by these factors, which in turn affects the profitability of businesses in that industry.

Due to the presence of several approved suppliers that are used by other major brands in the industry, Chargeurs has somewhat limited bargaining leverage. Since the buyer (Chargeurs) can easily switch to alternative suppliers with minimal disruption, the power dynamic between suppliers and buyers is relatively even. Due to the increased competition among suppliers, Chargeurs are less likely to experience significant price increases or other demands being imposed by any one supplier.

Chargeurs gain some leeway and supply chain resilience when they can choose from among multiple approved suppliers. Without major interruptions or compromises to its production processes, Chargeurs can easily switch to a different supplier if one runs into problems or fails to meet quality

or delivery requirements. Chargeurs is able to maintain consistent operations thanks in part to its adaptability and success in minimising supplier-related risks.

Nonetheless, Chargeurs is still vulnerable to the pressures of the market and competitors, despite the relatively even distribution of power. Chargeurs has always prioritised creativity and the introduction of cutting-edge products and services in order to stay ahead of the competition. Customers who care about the environment are increasingly looking for brands that share their values, and the company's commitment to sustainability and eco-friendly solutions has resonated with this demographic. Chargeurs has established itself as an industry leader in offering eco-friendly and sustainable solutions for the textile and apparel sector.

Chargeurs' alliances with dominant brands, moreover, have been critical to the company's success. Chargeurs' reputation and market share are both boosted by its partnerships with these well-known companies. These collaborations highlight the company's dedication to providing superior goods and services and show that it can meet the stringent standards of well-known brands.

Chargeurs needs to pay close attention to market trends and adjust its strategies accordingly if it wants to succeed in the competitive global textile and garment industry. Chargeurs can anticipate new opportunities and adapt its offerings to meet market demands by keeping up with shifting customer preferences, technological developments, and industry developments. Chargeurs will be able to keep up with the competition and keep its dominant position in the market by being adaptable and responsive to changes in the market.

In conclusion, the Porter model is useful for understanding how different input costs affect a company's bottom line. While Chargeurs maintains a power dynamic with its suppliers that is relatively even, the company is always looking for new ways to set itself apart. Chargeurs can successfully navigate the challenges and complexities of the global textile and garments industry by emphasising sustainability, forging strategic partnerships, and remaining attuned to market trends.

Customer bargaining power:

Customers' leverage in the product market significantly affects their sensitivity to price changes and their bargaining power. Businesses seek to lessen their customers' purchasing power and keep their own profits high through a variety of loyalty programme and other methods. Customers have more leverage to negotiate lower prices when they have more options to choose from.

Buyers typically hold a lot of sway in the interlining manufacturing industry due to the abundance of vendors and the relative ease of switching between them. The fashion and textile industries, among others, rely heavily on interlinings. Buyers can choose from a diverse group of potential vendors to meet their interlining requirements. Customers are in a better position to negotiate favorable pricing and terms due to the increased competition among suppliers.

Interlinings' low switching costs also give buyers more leverage in negotiations. Buyers may incur switching costs in the form of monetary or logistical challenges when making a switch from one supplier to another. Buyers in the interlining industry can switch between suppliers with little to no impact on their operations. Buyers now have more flexibility to shop around for the best deal possible by switching to a different vendor.

Buyers in the interlining manufacturing industry have considerable negotiating power, allowing them to significantly impact product pricing. Suppliers may need to modify their pricing policies in response to customer demands for lower prices or better terms. This can put a strain on suppliers' profit margins, necessitating measures like cost cutting and efficiency enhancements to ensure continued viability.

Interlining manufacturers like Chargeurs PCC need to adopt customer satisfaction and loyalty strategies to deal with the challenges posed by buyers' strong bargaining power. Among the many ways to achieve this goal is by focusing on the satisfaction of the customer base. Companies can increase customer loyalty and lessen the likelihood of customers switching to alternative suppliers based on price alone by emphasizing these areas.

As a result of the plethora of options and low switching costs in the interlining manufacturing market, buyers are in a position of strength. Because of their sway over product pricing and terms, interlining manufacturers are under pressure to satisfy their demands. Companies can lessen the influence of

buyers' bargaining power by putting a premium on customer satisfaction, encouraging brand loyalty, and setting themselves apart from the competition through superior product quality and additional services. In this way, interlining producers can continue to thrive despite the increased bargaining power of consumers.

The threat of substitute goods and services

When analyzing a company's competitiveness within its industry, the threat of substitute products is crucial. The threat from substitutes is low in the interlining industry. When it comes to making clothes and textiles, interlining is an essential component. Its purpose is to improve the quality and functionality of clothing by giving it structure, support, and shape.

The limited availability of direct substitutes is a contributing factor to the low substitute product threat in the interlining industry. Fewer options exist that can replace interlining's capabilities and features as well as it does. Interlining is hard to replace with other materials or components without lowering the quality or functionality of the final product due to its unique properties and performance attributes.

Moreover, interlining is a crucial step in creating finished garments. It plays a significant role in the finished garment's appeal, comfort, and longevity. Interlining is used by manufacturers and labels to give their products the aesthetic and practical qualities they want. Therefore, there has been little change in the demand for interlining, and consumers have shown little inclination to look for direct substitutes.

Interlining's low threat of substitutes can also be attributed to its essential role in the apparel manufacturing process. Interlining materials are commonplace in products, and many brands and manufacturers have mastered the art of working with them. Changing to new materials or components would necessitate major alterations to the manufacturing process, which could raise costs and cause quality concerns. Therefore, customers are less likely to readily switch to substitutes due to the high cost and inconvenience associated with replacing interlining with alternative materials.

The overall competition from similar products is low in the interlining manufacturing sector. The industry is resistant to substitute products because of the scarcity of available direct substitutes, the importance of interlining in garment production, and the expense and inconvenience of switching to

alternatives. Interlining manufacturers like Chargeurs PCC can strengthen their market position and competitiveness by acknowledging and addressing the other forces within the industry. These forces include supplier power, buyer power, competitive rivalry, and barriers to entry.

Challenges

The apparel industry has achieved significant growth since its inception, but there is still much more work to be done and many more peaks to conquer (Wayss, 2015). There are numerous opportunities and challenges that must be handled. Bangladesh's textile industry is failing on multiple fronts, including a lack of skilled labor.

A severe power crisis was followed by non-tariff limitations, ongoing labor unrest, a lack of infrastructure, rising production costs, a lack of new investment, and a global economic collapse. These issues impede productivity and drive-up costs. Weak and insufficient infrastructure, as well as a lack of electricity and gas supply, are issues for Bangladesh's RMG sector (Rahman and Anwar 2007). These issues will be addressed in the following sections of this study:

The Energy Crisis:

The attractive open market approach of investing in the Bangladeshi textile business is almost going to fail due to the power crisis and a lack of utility infrastructure. Such as gas, oil, electricity, and water, which are all required for industrial development and are considered basic necessities. Detecting deficient infrastructure, such as gas and energy shortages, forces business owners to use backup generators and substitute power sources, raising output costs (Sarwar, 2013).

The government previously adopted area-based power outages after limiting LNG imports to 250 mm

CFD due to the impact of the Russia-Ukraine war on the global market. According to the Bangladesh Textile Mills Association, textile mill production has fallen by 40% due to a lack of gas supply for around 12 hours per day (BTMA). The retention of \$21 billion in export revenue is jeopardized due to the substantial fall in output induced by the energy crisis, jeopardizing the livelihoods of one million people. Currently, Petrobangla provides 2300 MMCFD, with liquefied natural gas supplying 360 MMCFD under a long-term contract. 340 MMCFD is insufficient to meet the 3000 MMCFD requirement. (2022, Textile Focus).

Chargeurs lose tremendously as a result of their inability to produce at full potential. Despite having a daily output capacity of 165,000 yards, they only use 65% of that capacity. Furthermore, as a result of the power outage, the percentage of errors has increased. The cost of electricity generated by generators is roughly three times that of electricity pulled from the local grid.

Increasing production costs:

Due to rises in yarn pricing and freight fees, an upsurge in exports during Covid-19 has led in an unprecedented increase in the cost of manufacturing for garment exporters (The Daily Star, 2021). Moreover, in the last year, the prices of metal, cement, clothing, and all daily necessities, such as oil, sugar, rice, and other necessities, have risen dramatically. Several goods prices have doubled during this time period. The cost of producing spinning and cotton fiber has increased by 56.22 percent since last year, while the cost of producing textiles has increased by 13.62 percent, according to the BBS's Domestically Produced Industrial Goods index. The cost of knit scarves increased by 1% to 58% in fiscal year 2020-21, according to the Bangladesh Bureau of Statistics (BBS). According to the BBS's Domestically Produced Industrial Goods index, the cost of generating spinning and cotton textile fiber has risen by 56.22 percent in the last year, while the cost of creating textiles has risen by 13.62 percent. Businesses are concerned that the recent surge in fuel prices would drive up manufacturing costs even more. According to them, new product prices will rise by at least 20% as a result of this. (2021, The Business Standard)

Chargeurs, a maker of garment accessories, saw the cost of making non-woven items rise by 6 to 7%, while the cost of cotton rose by 10%, due to increases in the price of energy and gas. As a result, goods prices have increased, limiting order volume. Despite rising manufacturing costs, global retailers and brands are unwilling to hike apparel pricing per piece. Given this, we have little alternative but to keep in touch with our customers by maintaining our cheap prices (The Daily Star, 2021).

The Global Financial Crisis:

The global recession and rising prices are currently causing substantial challenges for Bangladesh's textile industry. As a result, retailers in both the European and American markets are delaying goods shipments or canceling orders. The majority of these challenges are the result of fluctuating and tough international environments, as well as a lengthy list of objectives that must be completed in order to improve growth variables that have become unstable due to ongoing uncertainty.

Bangladesh's textile sector has been affected by the slow recovery of China's and the United States' economies as a result of pandemics and the crisis in Russia and Ukraine. Rising raw material and utility prices, in particular. Bangladesh is heavily reliant on imports, and the bulk of raw materials used in the textile sector are imported. In the Etacol facility, Chargeurs PCC imports raw materials and applies coatings. Running a business on the budget allocated by foreign buyers has become extremely expensive and difficult.

GSP:

The Generalized System of Preferences (GSP) is a legal system that grants developing-country agricultural and industrial goods preferential market access. In actuality, GSP is a strategy used by rich countries to help underdeveloped countries grow their trade. The GSP program is designed to help some developing countries integrate into the global economy (Kiron, 2013).

Bangladeshi textiles can enter the market tax-free thanks to GSP status. In its absence, it must pay 12% import duties on the bulk of commodities. The European Commission's new Generalised System of Preferences (GSP) proposal is expected to put pressure on Bangladeshi woven apparel exports because it focuses solely on preference eligibility under the GSP and a scheme that requires increasing local value addition (The Business Standard, 2021).

Following the Rana Plaza collapse in 2013, which killed over 1,100 people, the US government closed down the factory. As a result of losing the GSP facility, Bangladesh has paid millions of dollars in taxes. The US GSP approves 97% of items. Unfortunately, the remaining 3% involves the Bangladeshi garment industry.

Prospects:

The garment industry has shown to be incredibly important for the implementation of industrialization and economic expansion over the last many years. This sector is actively working to turn around the faltering economy by giving it vital lifeblood (Chowdhury, 1991).

Despite numerous challenges in recent years, the RMG industry has consistently demonstrated strong

performance and a competitive edge. The expansion of the garment sector could be ascribed in part to government policies that encourage foreign investment and give private businesses control. The garment export industry has set an ambitious objective of US\$50 billion for the fiscal year 2020/21 (BGMEA, 2019). However, in order to achieve its goal, it will need to continue working to address the energy crisis, the global economic downturn, and rising production costs.

Low-Cost Labor:

When it comes to getting a competitive advantage, worker productivity is a more important determining factor than the physical number of available labor. The bulk of textile workers in Bangladesh are women with no education or training. The utilization of an irregular number of unskilled workers in garment factories results in low output and, as a result, higher pricing for finished goods. It is commonly known that worker productivity in Bangladesh is much lower than in Sri Lanka, South Korea, and Hong Kong. If Bangladesh is to compete domestically or even globally, its workers must be more productive, and the country must discover means to make that happen. Because of the low cost of labor, we feel that if our country can achieve the highest level of worker productivity, the prospects for this industry's future are quite promising.

Direct Foreign Investment

Given Bangladesh's reliance on imports for higher-end materials, Foreign Direct Investment (FDI) in the textile industry would be an excellent way to improve the sector. According to data released by the Bangladesh Bank (BB), the textile and apparel sector in Bangladesh received \$421.68 million in FDI in 2017, a 15.70% growth from \$364.44 million in 2016. So far, around TK 6,900 crores have been invested in this business, and the BGMEA predicts that figure would more than treble by 2022 (Rasel & Khan, 2020).

In March 2022, the American Apparel and Footwear Association (AAFA) and the Bangladesh Garment Manufacturers and Exporters inked a memorandum of understanding.

Association (BGMEA) to work together to expand Bangladesh's trade access to the market in the United States. According to the Bangladesh Textile Mills Association (BTMA), seven Bangladeshi firms invested around 194 million USD in the establishment of processing facilities for manufacturing

flakes from waste plastic in order to produce recyclable materials.

Chargeurs own 25% of Bangladesh's interlining manufacturing business, which the BGMEA estimates are worth \$1.2 billion per year. Chargeurs, which are entirely owned by foreigners, contribute to the country's foreign direct investment.

Market Share

China's global sourcing industry position is softening. Countries that formerly outsourced to China are now seeking alternatives. The consequences of Covid-19, increasing US-led boycotts of Chinese cotton, which is used in many textiles, and greater raw material costs have all contributed to the fiber market's collapse. According to the South China Morning Post in June 2022, the research firm Beijing Cotton Outlook reported that some Chinese companies had lost up to 30% of their orders. According to the most recent numbers on the CNBC Supply Chain Heat Map, China is losing major production to Vietnam, Malaysia, Bangladesh, India, and Taiwan. Bangladesh currently accounts for 12% of the export apparel market.

Previously, Bangladesh was not a prominent destination for apparel exports to wealthier Western countries. The country is currently one of the largest apparel exporters to the worldwide market. It offers a beneficial option to buyers looking for ways to source from China. When it comes to manufacturing, Bangladesh has advantages from low labor costs, simple labor standards, and economies of scale. Bangladesh offers a significant labor advantage, making it a preferred sourcing site.

Limitations:

Since our study is based on both primary and secondary data, it is possible to obtain incorrect information. If the personnel are questioned provide us with misleading information about their

The report's findings may be erroneous based on their organization's assessment. Furthermore, there are some gaps in this study. The most notable are as follows:

- Because the poll was conducted in such a short period of time, we were unable to acquire any additional data.
- Finding data was difficult because there are no important research or publications written about the interlining sector.
- It was difficult to acquire the appointment of textile officials to conduct the interview.
- There was insufficient information about the Bangladesh brand Etacol under Chargeurs, and access to the necessary documents and data was blocked in some cases.

Recommendation:

The textile sector contributes significantly to the country's GDP and provides a living for a huge number of workers. Certain measures must be taken to ensure the continued success of this industry in order to keep the expansion going.

- In order for this industry to survive, the government should invest in the essential infrastructure.
- The government should encourage foreign direct investment and offer sufficient legal backing.
- Since this sector is carried on the backs of unsuspecting working-class people, the government must impose stringent regulations to ensure that its employees receive the wages and benefits they deserve.
- During my time as an intern at Chargeurs PCC (Fashion Technologies), I realized that the organization might enhance its customer service in terms of product delivery.
- Tracking systems like 5S and Kaizen can be followed and maintained properly.

- In order for the organization to accomplish its overall aims, the HR department will also need to be improved.
- The leaders should actively observe employee performance and seek out opportunities to recognize great work accomplishments and conduct. If they do not feel valued, the company cannot expect them to continue spending the same amount of effort. Not all employees are inevitably motivated to perform better by incentives; some may also seek recognition. Therefore, there should be a monthly or annual employee recognition program to keep employees motivated.
- Chargeurs should provide its clients with improved technical support.
- In order for the company to achieve its overall goals, the HR department must be enhanced.
- Leaders should continuously monitor staff performance and look for opportunities to acknowledge outstanding work accomplishments and behavior. The organization cannot expect them to continue putting in the same level of work if they do not feel valued. Not all employees are compelled to perform better as a result of incentives; others may also want praise. As a result, a monthly or annual employee appreciation program should be implemented to keep personnel motivated.
- Chargeurs should improve their technical support for their customers.

Conclusion:

To wrap up, the report reveals that the textile industry in Bangladesh is highly vulnerable and has already begun to experience the impacts of financial instability. Although the effects have been limited so far, the RMG business is at risk of significant harm if the recession persists. Manufacturers are concerned that maintaining profit margins will be challenging if the economic downturn continues. To mitigate the adverse effects of the ongoing global recession, the research suggests that Bangladesh should undertake several measures.

The lack of infrastructure is the most significant obstacle to the continued growth of the textile industry. Therefore, the government should take the necessary steps to develop infrastructure and ensure that textile industries have sufficient access to energy and gas. The country must find a viable solution to the power crisis. Reverting to power cuts to save fuel reserves during regional energy challenges is not the optimal approach, as it impairs the efficiency and competitiveness of the textile industry.

The global financial crisis, which has significantly impacted the global textile industry, is not the only factor to consider. Major structural issues have also hindered the growth of Bangladesh's textile industry. The immediate increase in energy costs has resulted in a significant rise in production costs, which is the sector's primary concern. Prospective purchasers are becoming increasingly difficult to find for producers. Bangladesh must exercise caution during this period of increasing financial hardship.

To achieve a viable textile sector in Bangladesh, there is no alternative but to collaborate with customers, manufacturers, suppliers, the government, and other stakeholders. The research findings suggest that concerted efforts are necessary to overcome the challenges and attain the growth of the textile industry.

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Appendix

- What are the main difficulties facing this industry?
- What is your company's production capacity?
- How is the energy issue affecting your company as a whole?
- What is your organization's production unit's mistake rate?
- Have you seen an increase in production costs?
- How do you expect the global recession to affect you?
- What is your company's market share?
- How long have you been actively working in the textile industry?
- How big is the interlining market in Bangladesh?