

Report On

Energy-efficient practices in the ready-made garments (RMG) sector of Bangladesh

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor 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 authentic work while completing degree at BRAC University.
2. The report does not include material priorly published or written by a third party, except where there is appropriately cited through full and accurate referencing
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Students Full Name and Signature

Shah Md Sakib
Student ID: 19104130

Supervisor Full Name and Signature

Dr Sebastian Groh
Associate Professor
BRAC University

Letter of Transmittal

Dr Sebastian Groh

Associate Professor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report submission.

Professor,

It is my gratification to submit my internship report as required by the BBA program at BRAC University. I emphasized on the viable green practices in the ready-made garments industry in the present time.

I have attended as a sales and merchandising intern in the MAAS Trader (HK) Ltd, this opportunity led me to explore the industry practices of manufacturing, sales, and sustainable development initiatives. I attentively collected all the data available to interpret the green practices in garment factories.

I believe the report will meet your expectation and interested to have your feedback.

Sincerely,

Shah Md Sakib

Student ID: 19104130

BRAC Business School

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the company and The Student]

This agreement is made and entered into by and between MAAS Trader (HK) Ltd. and the undersigned student at BRAC University Shah Md Sakib.....

Acknowledgement

I would like to praise Allah Subhanu Wa Ta'ala and appreciate everyone who has supported me to complete my internship program and my internship report successfully. I am honored to receive the guidance and advise from my supervisor. I want to express my gratitude to Dr Sebastian Groh for giving me proper instructions, constructive criticism, and motivation. I am also thankful to my team of MAAS for allowing me to learn new things in workplace.

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Executive Summary

The ready-made garments sector in Bangladesh is one of the leading industries to play a focal role in its economy. This report highlights two important factors improving the industry's growth: energy efficient practices and sustainable marketing strategies. These key components are enhancing the economy and infrastructure in Bangladesh. Modern day innovations e.g., IoT-powered machinery and solar system are lowering power consumption and associating with the global sustainability goals. These modifications not only address ethical issues but also assure a more sustainable future, reflecting environmental challenges. In today's world, marketing strategies in the RMG sector has advanced. Global partnerships, online promotions and campaigns has been necessary for connecting with the consumers. Despite that, manufacturing, supply chain issues persist. Energy-efficient initiatives save costs, lessens environmental degradation, and have the potentiality in saving millions of dollars. LEED certifications contribute to sustainability and efficient lighting improves the overall productivity of the factories. The RMG sector is a notable benefactor to Bangladesh's economy, with continual setting up of factories and labor participation. Sustainability measures, efficient use of energy is shaping the industry. Lean practices have made possible cutting down the costs, improved productivity, and reduced waste. Systematic supply chains have upgraded logistics, with scheme like the PACT project playing part in water and energy savings. Even though the industry grew rapidly but minimum wage situation remains but with strategic investment and government initiatives Bangladesh can strengthen its position in the global RMG market. To broaden the industry worker protection, skilled labor, infrastructure development and value-based pricing should be given utmost priority. This will create a more sustainable and successful future for RMG sector in Bangladesh.

1. Chapter 1: Overview of Internship

1.1 Student Information:

Name: Shah Md Sakib

ID: 19104130

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information:

1.2.1 Company Details:

Period: 12th July, 2023 – 12th September, 2023

Company Name: Maas Traders (HK) Limited.

Department: Sales & Merchandising

Address: House #130, Road No#5, New D.O.H.S Mohakhali, Dhaka-1206, Bangladesh

1.2.2 Internship' Company Supervisor's Information:

Name: Md. Mamunur Rashaid Khan

Position: Senior Manager (sales and merchandising)

Email: biddut@maastraders.com

1.2.3 Job Scope:

An internship program comprises an initial opportunity for one individual to gain knowledge and insight into the corporate environment. Ample duties and responsibilities are being given and nurtured for an intern which will aid us in the future.

I was being selected for the Maas Traders (HK) Ltd. internship program for the Summer 2023. Maas traders has a good reputation in the garments sector and It was a great achievement for me to get selected for Sales and Merchandising department of this company. Sales and Merchandise department emphasizes on the market analysis, sales strategies, customer relationship management, distribution, and logistics. Keeping the track of potential client, making sample products for buyers, and reaching out to clients were some of my responsibilities in the company. As I am working closely with the senior manager, I must

maintain accuracy and confidentiality. Furthermore, meeting new clients was also one of the core components of this internship program as well. It is an experience that I never had in my life and getting to know people from different background and department has broaden my outlook.

1.3 Internship Outcomes:

1.3.1 Student's Contribution to the Company:

As an intern of a company, there are some areas where we can contribute to make the daily proceedings of the organization to maintain and complete tasks. As I have mentioned before, a sales and merchandising intern must maintain a positive relationship with the clients, preparing the sample products, and data collection of the daily items sold. For instance, I have already filed the data of new clients in one factory and office of newly ordered fabrics. This has aided my manager to take some time to meet sales representative reaching more potential deals. All of these has been newly discovered experience for me. The department head, my supervisor, everyone was amicable. Their advice and perspective to the work has given me knowledge of the corporate world. Since I was very passionate and hardworking my supervisor totally relied on me and gave me tasks to complete and meet new clients. For instance, foreign clients wanted to more insights on products features and details. I had to deal with the clients through email to give the all the data that they needed. This process has been quite educative for me.

1.3.2 Benefits to the student:

In a corporate setting, this internship program is my first attempt in closely engaging in corporate operations. I believe that it is a great path to grasp the industry standards for the future endeavors. Maas traders has a great reputation not only in the country but also they have operations outside of Bangladesh as well. One of the things which I liked working on this company, as they treat all their employees equally. They always ask for opinions and give them time to make decision based on their expertise.

In Sales & Merchandising, there were some subsectors like product line, wholesale distribution, retail merchandising, online merchandising etc. As a fresh employee I am inclined to consult with other managers because of decision making and work. This has opened doors for me to look closely onto the operations of sales. Moreover, they provided free meals and recreation break which were necessary to keep the focus on work. I think my growth as an intern was

remarkable because all my colleagues and managers were kind enough to teach me industry practices from the beginning.

1.3.3 Problems/Difficulties:

It is obvious that, whenever we are exposed to a new setting or environment, there will be some hardships that we have to go through. In the present time, my experience of working as an intern for Maas traders is excellent. However, there are some difficulties which I have been facing due to the traffic situation in Dhaka city. My home is far from the office, so every day I must spend a lot of time on the road while moving from one place to another. Other than this issue, there is one problem which is the obsolete computers and cable management. Sometimes the printers, Wi-Fi and desktops will not function properly. This is frustrating at times, as it hampers the productivity.

1.3.4 Recommendation:

Maas Traders (HK) Ltd, is one of the promising organizations in the ready-made garments sector of Bangladesh. For the internship program they provide it is compact and give their employees a lot of facilities to flourish as a contributor of the company.

After being getting a chance to work with the bright individuals of the company my point of view towards work and people has change drastically. Their internship program is well organized with training and on-site experiences which comes hand in hand to learning and implementing. Despite all the great thing this internship has offered me, I would like to one recommendation for this company and that is to shorten the long working hours. Apart from that, the value this program gives is commendable and my journey as an employee was exemplary due to the blooming work condition.

2 Chapter 2: Organization Part

2.1 Overview of the Company:

Maas Traders (HK) Limited was established in the year of 2003 as a manufacturer and exporter of shirt and fabric. From year one it has abided by the standard of modern technology and upgradation of framework. Additionally, this company has upgraded all its equipment's from time to time in order to produce maximum efficiency. Maas Traders (HK) Limited is an organization where excellence meets with reliability adapting by the cutting-edge technology. Adept and exuberant manpower has boosted the attention to detail when it comes to producing premium quality product. This company engrosses the marketing mix of premium quality goods, a moderate price scheme, sufficient distribution medium and numerous prospective advancements through its rigorous industry practices.

2.1.1 Mission:

A mission highlights the purpose of the company and illustrates how they deliver their service to the clients (Tsang, 2020). Maas traders has a radiant mission statement which speaks about the utilization of modern day technology on garments industry.

Mission: Our mission is to provide world class eco-friendly fabric to the customers which maintains international standard. Our involvement aspires to accomplish an impact on the clothing industry by saving the environment.

2.2 Management Practices:

2.2.1 Leadership Style:

Leadership style reflect on the condemnatory elements in employee commitment with the leader and organization (Quang, Thanh 2022).

There are numerous kinds of leadership style and Maas traders abides by the democratic leadership. Democratic leader is someone who inspires people to take part in making decisions, support group members with guidance and receive suggestions from the subordinates (Jibon and Keshorjit 2013). At Mass traders, when a situation arises to take a crucial decision, the HR team opts for meeting and consults with all the head of HR of all department. I am convinced this process is effective for attaining goals. It is because, communication with others opens the door for new ideas which leads to solution to the problem and setting target.

2.2.2 Human Resource Planning Process:

Human Resource department has key interventions in any in every organization as they need to comprehend the present and upcoming management proceedings and strategic blueprint to acquire the potential success.

In Maas, there are multiple sectors of human resource department. The data and private information of the employees are being taken care of by the operations. The hiring process is looked after by the recruitment team. Promotional activities, campaign is run by the learning and development team. For the factory staff and outlet staff the retails team takes position to monitor. Altogether all the departments align to make vital advancement for the company.

2.2.3 Recruitment and Selection Process:

The recruitment and selection are the topmost function of HR department and this process is the initial attempt towards building the combative standard and benefiting the corporation. (Pshdar et al, 2021).

Maas follows a simple course of actions for recruitment. For the internship positions the post on LinkedIn, giving details about job description. After scanning through all the applications, CV's, they call the potential candidates for the interview. Based on the interview, selected candidates are recruited for the intern position. Maas tries to hire the most competent and hardworking employees who can show their talent for the organization.

2.2.4 Compensation System:

The financial and non-financial recompense a company provides its workers based on the are regarded as compensation in the field of human resources. A constructive compensation system thoroughly impacts organizations development. (Nurul et al., 2022).

Maas proffer compensation packages varying on the nature of job and employees. Based on the skills and practical knowledge the packages vary. Mostly, top to mid-level employees usually receive these packages. Nonetheless, similar amount of compensation is also provided from the company to the sales associates and factory helpers. Besides, the constant employees obtain many paid vacations, vehicles, allowance of medical and festive bounties.

2.2.5 Training and Development:

Training and development are a key contributor in organization since all the employees need assistance and gain an understanding to improve their talent and approach in work setting. Maas has a learning and training development department. People from this division manages to interact with all the working employees to be aware of their hardships and relying on that they

arrange training and workshops. In Maas trader, I had to attend workshops to know more about the proceedings.

2.2.6 Performance Appraisal System:

Performance appraisals helps in finding out the pertinent necessities needed for training and development in their respective sector. This is initiated as an assessment of employee's robustness and lacking on their assigned job. (Margaret et al.,2021)

Maas preserve data of the employee activities. This data is collected by the supervisor during working on a team. The data sheet contains details information about the tasks which the employee has successfully completed. Counting on the effectiveness of the activities the authority determines whether the employee will get upgradation or stay at the equivalent level.

2.3 Marketing Strategy:

Marketing Strategy is corporations outward and inward promotional ventures for reaching out to the consumers of different level of platform and produce viable competitive lead. (Greenley 1984). According to my viewpoint, what I have noticed by working in Maas traders follow through the strategy of relationship marketing. As Maas implies the relationship marketing, as the company is inclined to focus on the customer needs and satisfaction. Maas's brand worth and unique fabric material brings new customers attention and allegiance.

2.3.1 Target Customer, Targeting and Positing Strategy:

Target customer allude to the people that the corporation aim to engage with various marketing strategies. Maas has non-identical fabric for the industry and buyers. Maas's main target clients are the buying house, textile companies and international consumers.

Targeting touches on which consumer section a company should emphasize on and the focus area of the service or the product. Maas's fabric line offers for the men, women, and kids. Maas brand worth is quite exemplary and the company has positioned itself on a very large scale that people mention the quality of the fabric and retain themselves as a loyal customer of this brand.

2.3.2 Marketing Channels:

Marketing Channel is composed of organization and its employees' action to carry their goods and services which helps the consumers to have a profound idea of products. In the past few decades this channel system has changed drastically (James et al., 2019).

Maas uses a few channels to cynosure products. For instance, the fabric is targeted towards both traditional and western consumers.

2.3.3 Product development:

Product Development is the concept of all the measures an organization runs to design products that include development, blueprint etc. (Shona et al., 1995). The amount of work to produce excellent fabric is commendable and the customers appreciates the force that has been applied. The quality control department checks the final products multiple time then it is transferred to the head office. If there are no faults in the goods, it is confirmed as ready to sell to the consumer.

2.3.4 Branding Activities:

Branding activity alleviates to comprehend the reasoning of sustenance of the corporation and the mission and vision they apply. Maas usually picks out their buyers from the market by running campaign and the people who are looking for the products which contain high quality components. Social gathering is also being put in application to bring more consumers.

2.3.5 Promotional Strategy:

Promotional Strategies are regarded as those tasks that a company applies to enlarge the expertise and construct imposition amongst the consumer of the merchandise. (Magnus et al., 2011). For the fabric line there are brochures and books provided to the clients and potential buyers where the can see sample products and the components of the good with grades mentioned. Other than this, industry-specific trade events and exhibitions to exhibit products to an extensive audience.

2.3.6 Critical Marketing Issues and Gaps:

Marketing gap denotes those sectors of a company that the miss out on and it has a ultimatum in the market. Still, marketing gap also opens the right set of circumstances as the company can accentuate on.

2.4 Financial Performance and Accounting Practices:

2.4.1 Finance Performance:

Finance Performance is a tool which regulates the official records of a company and the path the company implements to use their assets in their benefit to gain more financially. (Garikai et al., 2022). Maas has a specialized team to handle the financial situation comprising shareholder equity, liabilities, margin of profits, ratio. These are the value of market, liquidity of the company, efficiency rate of the products, rate of profitability, leverage amount etc.

Liquidity indicates how rapidly a company can produce cash from the assets without needing to fabricate the asset worth (Zimon et al., 2021).

Additionally, efficiency ratio points out how swiftly the company manages to use their assets and liabilities in a shorter span of time.

Profitability is the contrast between the expenses and the gain of the company. Structured companies usually have a better profit scale. Maas has an exponential growth percentage.

Leverage is the company's financial quantification which demonstrates the capital gains in aspect of loans and firms' magnitude to meet up with financial commitment (Alim et al., 2022)

Market value signifies the total number of assets the company holds on the industry depending on the market contributor. In accordance to mentioned factor Maas is doing satisfyingly well in the business.

2.4.2 Accounting Practices:

Maas's finance department conserve foundation of accounting principles and formula that give assistance to prepare the database of balance sheet, growth of the revenue and precision income. This company meticulously operates their confidentiality concerning accounting and financial reports.

According to company policies, organizations persist with the rules and regulation. Some of the regular principles are revenue identification principle, matching, disclosure. In my opinion of that, Maas conforms to full disclosure principle where complete sets of data are being stored in reports and mitigating all the errors to support all the other units to do their tasks in a professional manner.

There are in fact two main techniques of accounting. The first one is cash medium; in this technique all the necessary expenses and income are being collected. Accrual medium is the second technique; where earnings are documented prior to deposit and disbursement are issued. (Qin Li, 2022). Maas uses cash methods as they keep documentation of operation when they take place.

Every member of the accounting team is aware of the accounting cycle measures. These tactics are broken down on the liability of book keepers. Accounting cycle provides a comprehensible outlook for documenting, inspecting, and closing reporting (Abdul 2012). The six steps are:

1. Identification and Recording
2. Posting to the Ledger
3. Extricate the Trial Balance
4. Modifying Trial Balance
5. Preparing Income Statement
6. Balance Sheet

The terminology depreciation refers to an accounting practice which is utilized to grant the fee of a tangible or physical property of its lifespan. Four available techniques to calculate depreciation; those are -

1. Straight line
2. Declining Balance
3. Units of Production
4. Sum of the year

Usually, the perfect mode totally pivots on the size of the company and kinds of assets bought. Maas comply with the straight deprecation technique as it maintains a constant depreciation expenditure throughout the span of an asset's life.

2.5 Operations Management and Information System Practices:

2.5.1 Operations Management:

Operations Management is the formation, action, approach of a company to increment productivity and escalate profit. In Maas, there are operations unit in the HR department. Their job is to run the day-to-day records of data and supervision. HR department comes with decision if needed in order to change the proceedings. The main team of operations go to the factories to keep track of data repertoire and progression. The whole unit are interconnected with one another so that if there are changes made for improvement everyone has an idea about it.

2.5.2 Information System Practices:

In Maas Traders, the management has all sort of data of its employees collected in both hard and soft copies. The company has their very own software where all the confidential information is stored up. The members of the company can access the data when needed as everyone has authentication to unlock official files.

2.6 Industry and Competitive Analysis:

2.6.1 SWOT ANALYSIS

Swot analysis connotes strengths, weaknesses, opportunities, and threats of an organization. I am using my experience to provide a swot analysis of Maas Traders below.

Strengths:

- Maas Traders has an emerging rapport in the industry. It has a good amount of market share in the garments sector.
- As Maas is a local company the buyers are more entitled to purchase good from this brand.
- Maas has a well-structured distribution channel and it exports products in China and Hong Kong.
- Its human resource management teams are continually making policies and observing them to make operations better for the company.

- The marketing team of Maas works efficiently whilst promoting productivity and innovation for the consumers.
- Maas is getting closer to 'zero' damage rate on their manufacturing.
- The culture inside the office and factories are friendly for the employees and all the policies are being regulated rigorously.

Weaknesses:

- Maas does have vulnerability to the producers as the company solely relies on the factories to produce international standard material, sometimes the manufacturer might not be able to produce timely due to intense demand.
- Since the factories are situated in locations far from Dhaka, due to this distance the cost of transporting increases the distribution channels overall cost.
- Maas's product has a bit standardized pricing range could be an advantage for the competitors as the clients will look for options that are more viable and cheaper.
- I believe the factory workers need more training on their behavioral side of the professional life. Treating clients with complete information and care is the top priority for any organization. However, in the factories I noticed discrepancies regarding this issue.

Opportunities:

- Maas has been exceptional on taking new chances to flourish their operation in both domestic and international field. Forming new distribution channels would be beneficial for the company to expand their business.
- Maas can export their products on Europe as well. Although they have clients from Germany and Malaysia but this operation is not on a large scale.
- Maas should come out with more customizable fabric line based on their customers need, this will draw potential clients to the organization
- This organization needs more exposure on the global field in that case, joining with big companies will help to get some attention in the industry.

Threats:

- Maas has a good market share in the industry even so there are other companies like team sourcing, ha-meem group, dbl group are one of the biggest competitors in the market.
- Due to the high demand of products and lack of necessary material components sometimes it is hard for the manufacturer to keep with the orders and competitors are reposition them swiftly to nurture the market.
- The recent economic condition of Bangladesh can be quite cumbersome for Maas to handle.
- Bringing new technology could result in slow growth in the company as new technology requires more experts and the learning curve is steep.

2.6.2 Porter's Five Forces

Porter's five forces is a tactical tool that aids organization to recognize various competitive forces in the market. Here are the Porter's five forces of Maas Trades:

1. Threat of New Entrants:

Maas Traders has been running its operations over the past two decades. Although, the industry leading companies have more time on the market and they have firm control on the operation than it. Maas has created a good reputation in the market among its clients. However, due to increased competitor in the related field for the past 7 years this company might go through some tough phase. Entering an industry to build a company in this current age is not difficult but because of the government's strict policy it will not be easy for other companies.

2. Competitive Rivalry:

There is immense competition in the apparel industry. Maas has a good portion of market share yet it has not been able to get the most amount of market share. The intense competitive rivalry and the companies are trying to reposition their objectives to firm their position on the market

has created a time for stepping up its objectives on a larger scale. Companies like plummy fashions limited, ananta group Bangladesh are coming up with the latest products which has the energy efficient components to save the environment and they also placed their price range solidly on the market. Hence, competitive rivalry is soaring.

3. Threat of Substitutes:

The threat of substitutes of Maas Traders is low. because Maas produces unique materials and ensures quality which not many competitors do not emphasize on.

4. Bargaining Power of Suppliers:

In the apparel industry, the number of suppliers is massively increasing complimenting the raw materials. Maas tries to go to different suppliers and provide privilege to the who ones who provide the best quality components. Maas has an advantage on this because utmost consideration is given to the suppliers so the partnership can meet the company objectives. For that reason, bargaining power of suppliers is low.

5. Bargaining power of Buyers:

Clothing industry has numerous brands which accentuates on various types of clothes. This has opened doors for customers to pick their choice of brands accordingly. Maas has committed clients who thrive for getting this company a better image. As buyers are now more prone to switch their choice of brands it is getting difficult for companies to keep up with the rapid growth of customer needs in terms of customizable. Therefore, bargaining power of buyers are high.

2.7 Summary and Conclusion:

In this chapter, I have talked about the major aspect of the organization where I am being recruited as an intern. In the initial stage, I provided overview of the company Maas Traders (HK) Ltd. I talked about their business background and how they established their presence in the market. Following that, I discussed about Maas's management policies. In that portion, I

highlighted about the leadership style, selection process, recruitment, training and advancement and other human resource practices. In addition, marketing practices were also being illustrated. Some strategies the company follows e.g., target audience, positioning and targeting tactics, marketing channels, promoting-branding strategies, and the implementation of those.

Also, I underlined about some vital financial and accounting applications of Maas. Where I underscored market share, financial gain, profitability, market worth, leverage. Moreover, I talked through operations management and information system implications, how data stored in the database and data analysis. Lastly, I reviewed the SWOT analysis of Maas Traders; I indicated the important factors from my practical knowledge. I scrutinized the porter's forces and demonstrated the competitive forces within the industry.

Recommendation / Implications:

Maas Traders (HK) Ltd is one of the emerging companies in our country. This company has all the creative minds on the essential positions. All the creative minds combined are controlling the company quite remarkably for the past few years and the effort has shown in the performance and efficiency. As I have been working as intern of the sales and merchandising department, I have had closer look on the future and present objective which are quite broad and constructed in a planned way. One area this company should focus on is reducing the waste of paper. Although most of the administrative data are recorded on cloud but there are still some paper books kept for purchase and sell. In this modern age, this obsolete practice is not only tedious but also not safe for keeping data intact. Besides, there are not many severe issues which may hinder the company's growth.

3 CHAPTER 3: Project Part

3.1 Introduction

The Ready-Made Garments (RMG) sector, is one of the most influential industries in aspect of the economy in Bangladesh. In the recent years, this industry has seen a lot of advancement both in technological and infrastructure wise. An escalation in using sustainable practices is also being implemented and monitored. This report aims to discuss on two important factors which are influential in the growth of the industry: energy effectiveness and innovative marketing strategies in ready-made garments industry. These components are the key element of the industry as sustainable energy efficiency and marketing practices will boost the infrastructure and economy of Bangladesh. The goal of this report is to illustrate the current condition of sustainable energy practices, opportunities and the future initiatives which are needed to be fulfilled. In the following sections of this report, I will be pointing out the drastic changes which has been brought to the clothing industry in contrast to technology and environmental safety. Starting from where the factory where the garments are being made to the global marketing exhibitions which raise the standards and status of brands. My voyage commences with an exploration of steps taken in magnifying energy efficiency within the ready-made garments sector. Also, how cutting-edge technology are being used in reducing the carbon footprint and strengthened operational proficiency. The energy-saving dynamism are being vital for not only considering the ethical side but also it is a better approach future with sustainable exercise as the environmental stability is the prime concern in the world. At the same time, we will be navigating the complicated world of marketing initiatives within the RMG industry. In this present time, the digital transformation has caused shifts in customer behavior patterns and opened many new scopes for entrepreneurs to barge in and contribute to the economy. Influencer partnerships nowadays play a massive role in maneuvering the market and reaching out to the clients. Nonetheless, this advancing journey is not without the range of any hurdles. The report will carefully underline the setbacks encountered by the ready-made garments sector. Supply chain disarrangement and global occurrence also impacted in the labor and ethical practices. Lastly, we will be looking at the prospective opportunities the entices the ready-made garments industry. From the growing demand of sustainable fashion, eco-friendly materials to accepting the environmental measurements in developing a better ready-made garments industry in Bangladesh.

3.2 Literature Review

The ready-made garments (RMG) field has beheld notable conversion in the past few years, driven by the focus on energy efficiency, sustainable products, and practices. Here, the literature review discovers the coeval applications taken in the RMG sector, accentuating on technological advancement, saving energy and marketing policies.

3.2.1 Implying Energy Efficiency in RMG Industry:

This sector has consistently been energy-intensive, but contemporary development has accessed for large diminution in energy usage. Installing the solar panels on factory rooftops have appeared as a viable solution to face the power cut situations and mitigate depending on orthodox energy streams (Nusrat., 2011). To add more, industry leading technologies e.g., IOT authorized machines and equipment's that save energy. It has also enabled companies to monitor all the machines Realtime and observing the optimal energy reduction. (Srinivas et al., 2021). These modern-day innovations do fall in the alignment of worldwide sustainability objective and can overall refine the environmental aspects of ready-made garments.

3.2.2 Marketing Mix Practices in RMG Sector:

To be able to survive in the competition, the companies are adapting the marketing mix strategies to boost their products features, offerings, prices, channels of distribution and activities on promoting their products.

Products (recyclable materials):

To combat the carbon emission and saving the environment in contrast to the global eco-friendly trends the companies are shifting and keeping the products which are reusable. For establishing this practice, a rigorous data sorting and usage of such component are being observed (Islam et al., 2023).

Price (following international market):

To sustain in the global arena, obtaining international quality standards is vital to attract both domestic and international customers. Pricing tactics should match with the criterion based on industry, confirming global market structure (Ishtehar et al., 2022).

Placement:

Whilst ready-made garment corporations usually emphasize on international marketplace, there is a lot of potential in the local stores and markets. Setting up pop-up shops and engaging fairs for exhibiting apparel can amplify networks.

Promotion:

In the 20th century, promotional campaigns are must for a company to display the products and attract customers. Marketing through social media is a very convenient way for organization to communicate with potential clients (Rayhan et al., 2014).

The ready-made garments sectors are evolving every day. Using energy efficient machinery and concurrent marketing tactics are playing a vital role in this advancement. Setting up solar panels in the factories, using recyclable raw materials, local distribution, promoting products digitally will lead to an innovational change in the ready-made garments sector.

3.3 Research Questions:

The important of conducting energy efficient actions in the RMG sector is significant in terms of environment and economy. These 4 research questions will help to look closer in the significance and effect of the implications:

- What is the amount of probable energy savings in the ready-made garments industry by adapting the modern-day technology, using solar panels and energy efficient machines?
- How can the usage of sustainable product in the garments sector play part in energy efficiency and the concurrent recycling practices in Bangladesh's timeline?
- How does the pricing roles help in energy efficient practices RMG sector and how it is maintaining international standards?
- What would be the latent advantage of extending the channels of distribution in the local market?

3.4 Significance:

Ready-made garment factories in Bangladesh have seen the establishment of energy saving audits. These audits aid to pick out the areas where energy efficient practices should be implemented and saved. While doing this practice the costs and consumptions are also being considered. Initiatives as such do not only increase the sustainability but also improve the total profitability of the industry. To boost the energy efficiency some changes are needed to be taken to modify the existing pumps, gas generators, lighting systems and so on. The recommended action could possibly help Bangladesh to save Bangladesh taka 95 million (1.15 million US Dollars) on generating power, for natural gases which are used for power and heat generation will help Bangladesh to preserve 20.5 million Bangladeshi taka (0.25 million US Dollars). These rigorous actions will support in decreasing 3.75% energy needed for production and a 3.65% lessening in using natural gas per unit costs in contrast to the present situations. In addition, it will also impact and decrease the greenhouse gas outflow by 9.78% (Shahidul et al., 2022). Few garment factories are using certifications e.g., LEED (Leadership in Energy and Environmental Design). This exercise engages factories in sustainable approach such as using water in an adequate way and energy preservation. It supports to emit carbon footprint by a big margin and align perfectly with worldwide sustainability objectives and drawing conscious consumers towards this eco-friendly movement. In Bangladesh there are 14 of the 27 industrial initiations in the globe that are the top eco-friendly factories (Mazharul, 2021). The ready-made garments industry is also giving attention to enhance the lighting proficiency. Upgraded lighting set up saves a lot of energy as well it creates a greater working condition for the workers, employees which is the leading cause for job gratification (Kamrul,2011).

3.5 Methodology:

In my research, I diligently used a mixed-method perspective, embodying both primary and secondary data to confirm the depth and extensiveness of my project energy efficient measures taken in the ready-made garments factories in Bangladesh. The greater part of the data was extracted from secondary origin e.g., reports, articles, and websites. These origins produced invaluable background statistics and contextual comprehension. To supplement this, I directed primary research by interacting in interviews with people who are currently working in the ready-made garment sector, on-site trips were also conducted to observe how energy efficient machines and practices are being under operation. This primary information proffered distinctive understanding and real-world perceptions, intensifying the authenticity of my discovery. For the analysis part, I ratified an all-inclusive tactics by implanting both qualitative and quantitative research techniques. Qualitative system allowed me to take interviews and observations, which lead me to hunt through into the practices of energy efficiency and its strategical marketing approaches and to comprehend the possible setbacks and scopes (Yasir et al., 2019). On the other hand, quantitative methods, gave data to authenticate the analysis (Yasir et al., 2019). This mixed method increased the overall standard of my study.

3.6 Findings and Analysis:

The ready-made garments sector is one of the most promising industries in Bangladesh in aspect of foreign earnings, poverty mitigation and the source of contribution to national providence. In Bangladesh, approximately 4 million workers are actively working in the garments sector (Mia et al., 2019). In today's date, 83.9% of national trading recorded in the RMG export (Mia et al., 2019). The RMG industry was established in the 1978. Since that, the industry has evolved a lot and contributed to the economy. In the below chart, it is quite evident that after the establishment of RMG sector in Bangladesh there was increase in number of factories over the year. The factory numbers were increasing slowly in the year of 2012-13 and it had a decline in the year of 2013-14 after that there was a gradual growth in three years' time. However, it is obvious that there was a declining trend in the year 2013-14 due to the inspections of unsafe factories (Mia et al., 2019).

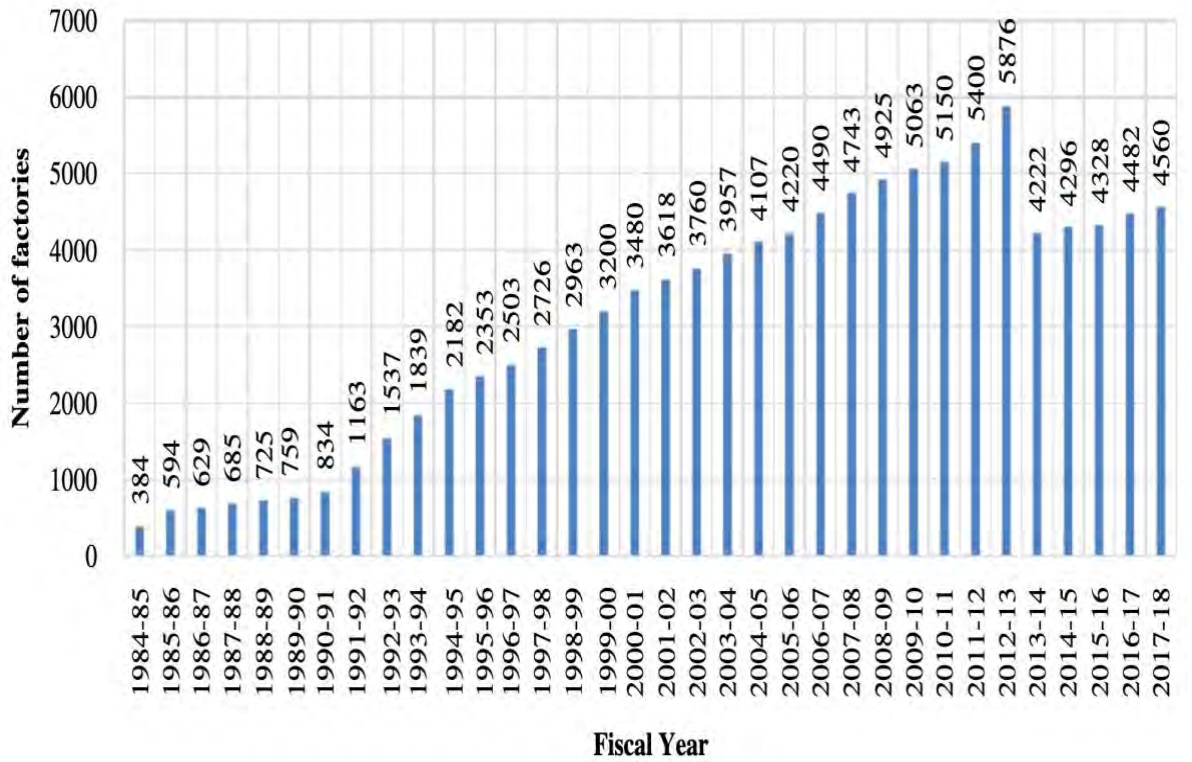


Figure: Garment Factories in Bangladesh (in numbers)

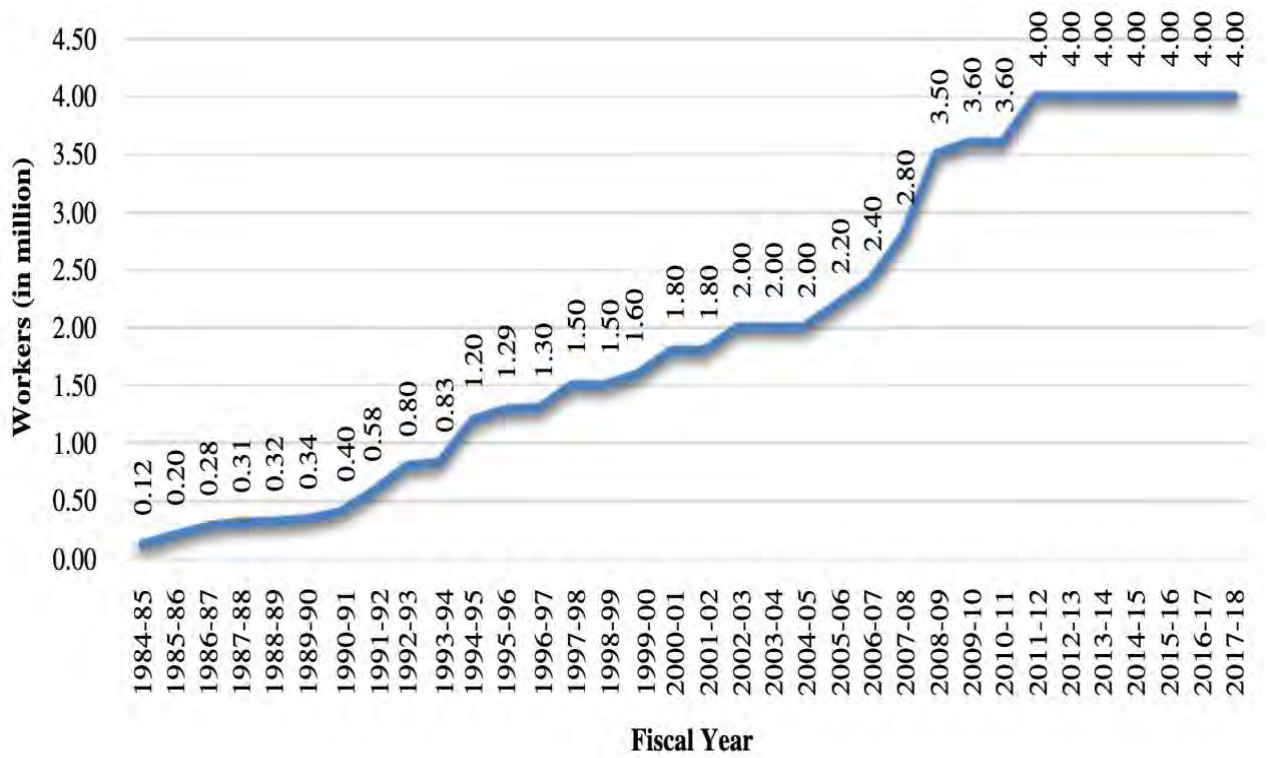


Figure: Workers of RMG Sector

In the Above figure, we see the number of factory workers increased drastically over the span of 1984-2018. The tendency of factory workers joining this sector is on an upward scale. The figure illustrates that four million people are actively serving for the RMG industry (Mia et al., 2019).

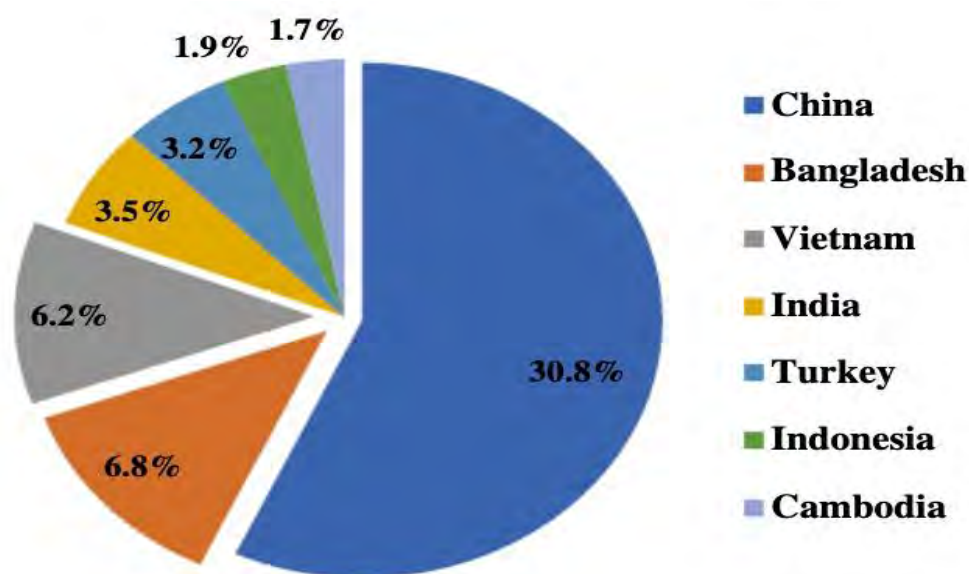


Figure: Bangladesh's Market Share in apparel exporting (globally)

From the figure, we are clear that Bangladesh maintained its position second globally and contributed a staggering 6.8% share in the international market. Bangladesh's closest threat is India in exporting of apparel and they might be able to surpass Bangladesh because of their structure in economy, infrastructure, and resources (Farhana, 2022).

The most important element of any industry is energy. But, the supply of energy is not readily available for eternity. The covid crisis, global rise in excessive fuel price has led Bangladesh to shift towards preserving the energy to its maximum potential (Shahidul et al., 2022). An efficient and stable supply of energy needs a long-term investment and development. To enrich an industry with power efficient machinery a tool, an industry must have a futuristic blueprint.

The increasing percentage of environmental issues related with the usage of energy has created an awareness and interest in the sustainable advancement in the RMG industry. Many studies have shown that the textile industry is heavily energy amplifying and the products which are used in the textile sector requires constant level of high energy preservation routinely (Cheng et al., 2012). Bangladesh is a developing country; its economic progress has spiked up because of the industrialization in the past few years. This indicates that, enhancing the energy efficiency in RMG sector will be an advantageous step towards the future. The authority has come up with the scheme “Energy Efficiency and Preservation plan 2030” (Sreda, 2016).

Industrial energy proficiency is an essential factor to have a better carbon neutral power system. Although, the possibilities are quite large, there are many issues in saving energy. Regardless, there are some new technologies which suffice the needs of preservation in energy. Cross-cutting alternative in textile industry (Bangladesh Bureau Statistics, 2019) –

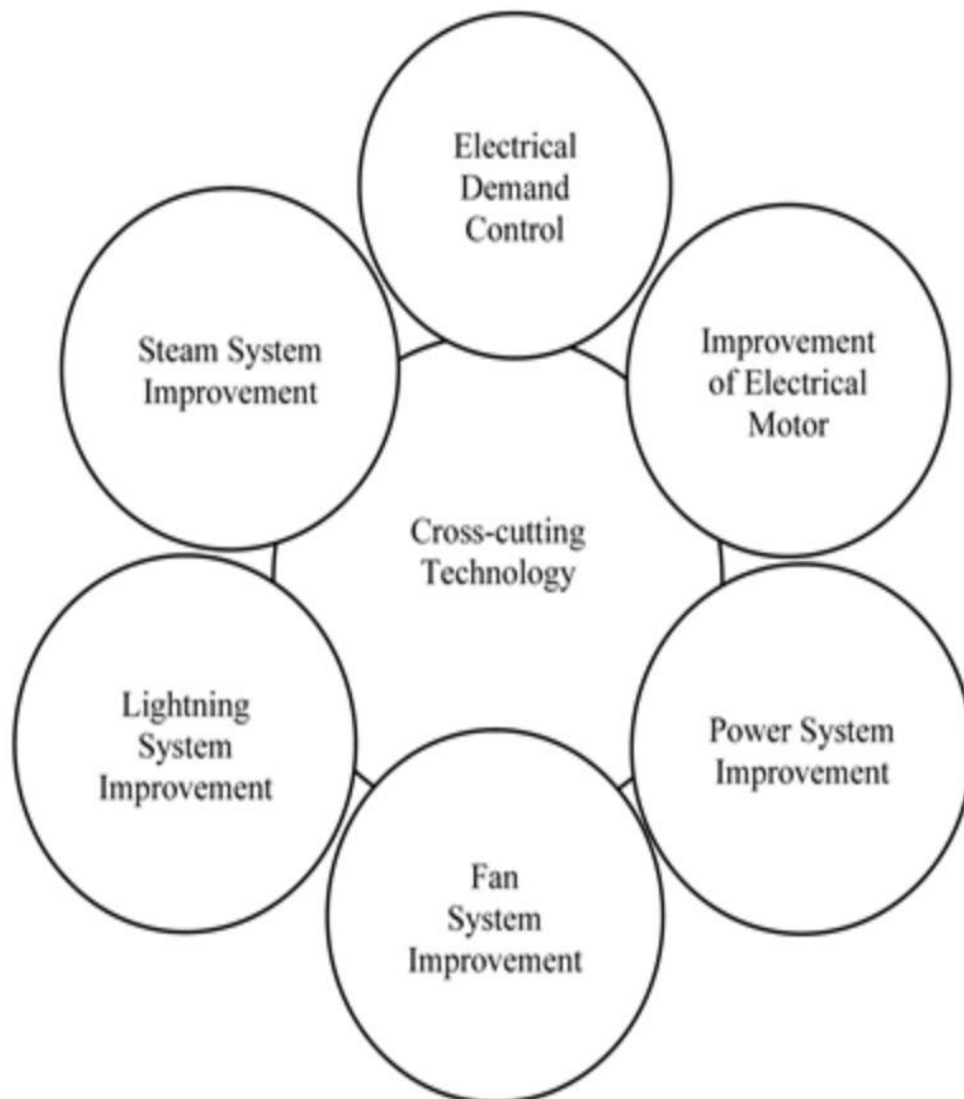


Figure: Energy efficiency steps (cross-cutting). (Shahidul et al., 2022)

In the following charts, it is shown the energy utilization rate and cost is occurring due to the load of different materials used in the factories. Furthermore, the depletion of electricity consumption and procedure of washing plants and its effect on the total manufacturing expense.

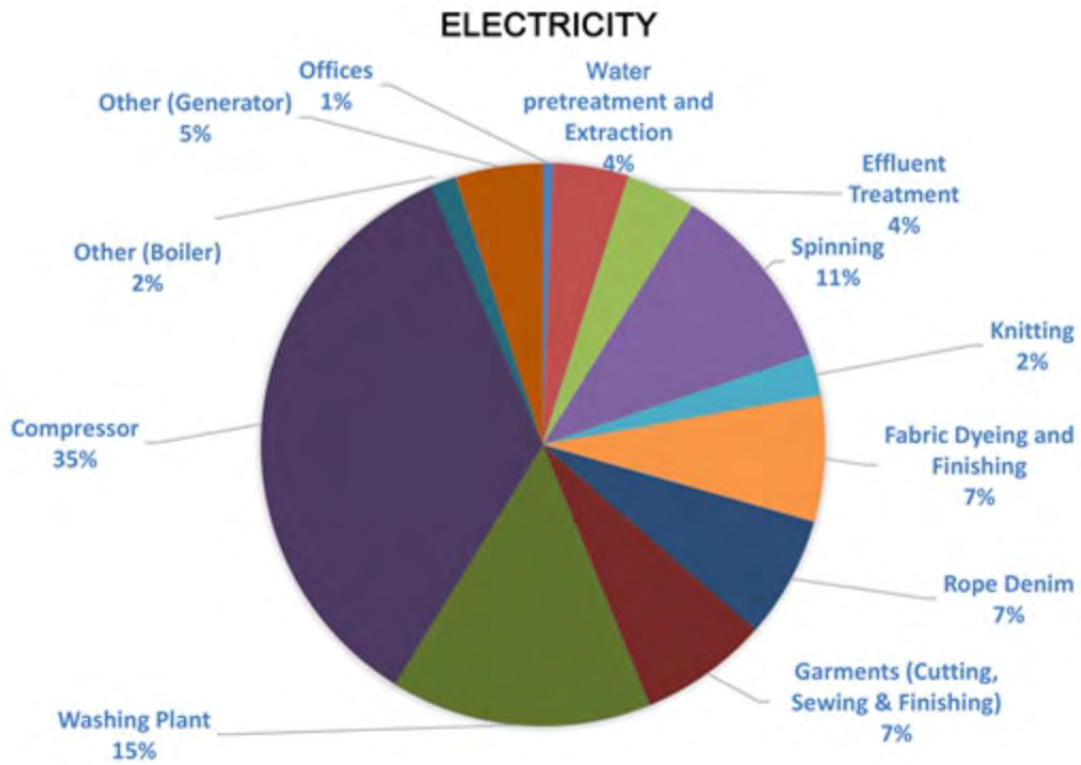


Figure: Usage of electricity (Shahidul et al., 2022)

This figures points on the consumption of electricity usage in various utility in factories. The compressor and the washing plants tend to consume most of the energy.

GAS (DIRECT TO MACHINE)

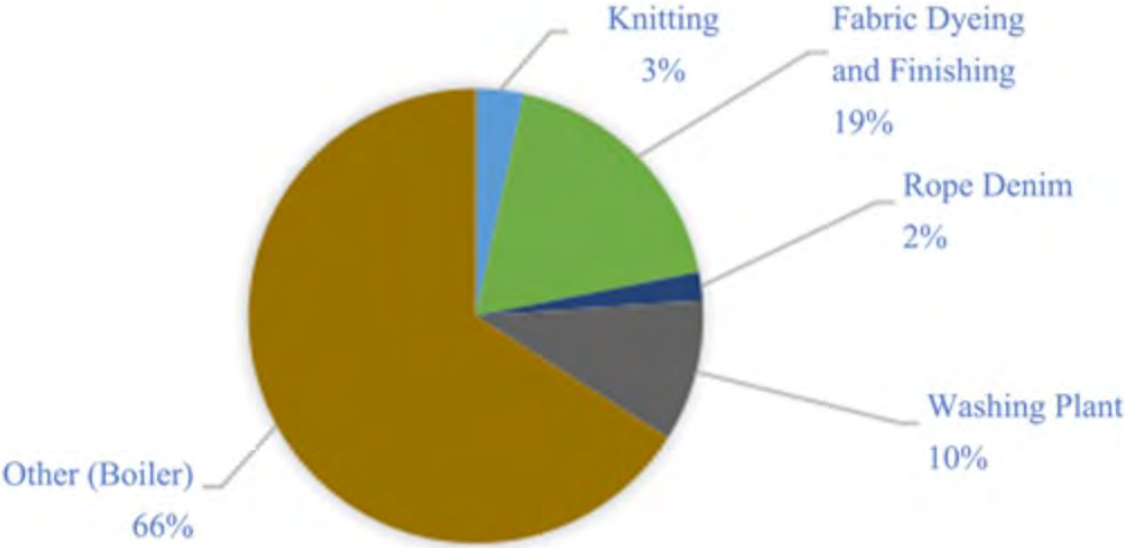


Figure: Natural gas ingestion in factories. (Shahidul et al., 2022)

To manufacture steam, the washing plants are required to have 10 percent of natural gas as the thermal energy. Even so, steam boilers take the larger portion of natural gas.

WATER

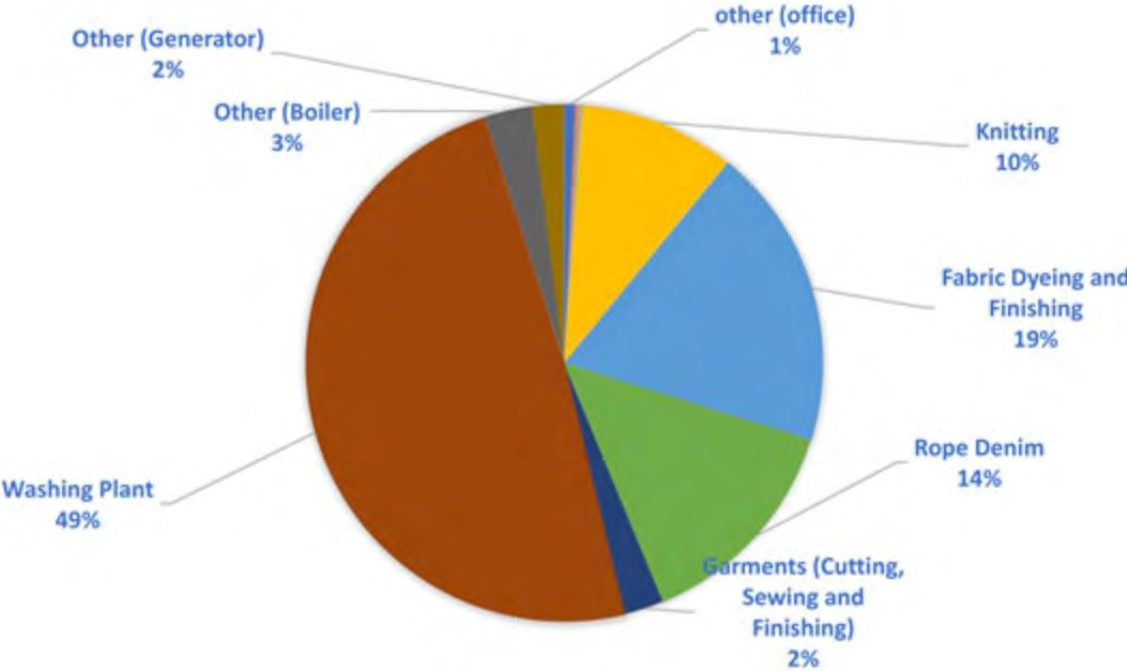


Figure: Usage of Water. (Shahidul et al., 2022)

The figure displays many utilities of water usage. Heavy usage of water on washing plants, fabric dyeing and other materials.

The textile industry has a lot of possibilities in energy efficiency in aspect of Bangladesh (Rahman et al., 2012). The proficiency is regarded the Key Performance Indicator of the ready-made garments industry (Tareque et al., 2020). In the 2018-19 fiscal year, the garment industry ingested 22.7% of gas. This could be lessened by mitigating the consumption of natural gases.

Leadership in Energy and Environmental Design (LEED) is the well-established green certification system. In the year of 2010, Bangladesh's many RMG factories used the certification of LEED. It is procedure that shows the metrics e.g., carbon emission scaling down, advanced indoor quality and so on. (Selim 2018).

LEED gives the garment owners newly built buildings and their engineering contractors a timeline to point out the green building elements and applying them through a green design, construction, operation, and maintenance. It is known as a design assistance verification system. In accordance to the USGBC 2018, this certification promotes in 6 vital areas (Selim, 2018):

- Creation and Design
- Transport and Site
- Water proficiency
- Energy and environment
- Resources and materials
- Indoor air quality

World's top ranked green denim, knitwear and washing mills are in Bangladesh. In the worldwide top 11 certified LEED factories are established in Bangladesh. Sophisticated green RMG factory those are in Bangladesh has the following:

Sustainable Sites: This sector engages the area around the green buildings, reward for safeguarding the natural habitat, leaving the open spaces, utilizing rain water, decreasing heat and light pollution. The factories must conserve 40% of the area of open green space, ponds and livestock farms are also seen in the LEED RMG factories. The new addition is the vegetated roofs. All the factories are built in that way so that the rainfall water could be stored. Factors

also have solar reflectors, shading and changes in the paints of the hard surfaces in order to get industry standard score. Night pollution lessening is also one of the criteria on this certification. Light pollution is taken under consideration in order to keep the outside temperature of the building moderate. In Bangladesh the top tier factories implement these measures. (Selim 2018).

Water efficiency:

Limited water usage in both inside and outside of the buildings. Besides, all the factories must decrease the use of water which is used for irrigation in the outdoor green spaces; there are special taps installed which aids to lessen water use by 20%. (Selim 2018).

Global Rank	RMG Company Name	Water efficiency ¹⁴
1	Remi Holdings Ltd.	100% reduction in potable landscape water use 40% reduction in baseline indoor water use 50% reduction in wastewater generation
2	Tarasima Ltd.	30% reduction in indoor potable water use 100% reduction in potable landscape water use
3	Plummy Fashions Ltd.	100% reduction in potable landscape water use 40% reduction in baseline indoor water use 50% reduction in wastewater generation
5	AR Jeans	100% reduction in potable landscape water use 40% reduction in baseline indoor water use 50% reduction in wastewater generation
6	Vintage Denim Studio Ltd.	100% reduction in potable landscape water use 40% reduction in baseline indoor water use 50% reduction in wastewater generation
7	Green Textile Limited Unit 3	50% reduction in potable landscape water use 35% reduction in baseline indoor water use 50% reduction in wastewater generation
8	Columbia Washing	100% reduction in potable landscape water use 40% reduction in baseline indoor water use 50% reduction in wastewater generation

Figure: Water efficient RMG factories in Bangladesh (Selim 2018).

Energy and Environment:

This segment focuses on the energy usage decrease, energy efficient tactics and renewable energy origins. To save money factories are increasingly practicing to precisely use energy and this strategy in the most popular one in Bangladeshi RMG. Systems those are required: electrical, pipes/tanks. Solar panels are not inexpensive in this regard. SQ group in Bangladesh has energy proficient vapor absorbers, fans with evaporative coolers, energy saving automatic tools and lighting system that saves energy. All the things are being monitored by a management system based on factories. (Selim 2018).

Global Rank	RMG Company Name	Energy and atmosphere
1	Remi Holdings Ltd.	40% improvement on baseline building performance rating 9% onsite renewable energy 35% green power purchase
2	Tarasima Ltd.	79 Energy Star Performance Rating 12% or 100% onsite renewable energy or offsite renewable energy 80% of total energy consumption is system-level metered
3	Plummy Fashions Ltd.	42% improvement on baseline building performance rating 13% onsite renewable energy 35% green power purchase
5	AR Jeans	44% improvement on baseline building performance rating 5% onsite renewable energy 35% green power purchase
6	Vintage Denim Studio Ltd.	44% improvement on baseline building performance rating 9% onsite renewable energy
7	Green Textile Limited Unit 3	36% improvement on baseline building performance rating 13% onsite renewable energy 35% green power purchase
8	Columbia Washing	36% improvement on baseline building performance rating 3% onsite renewable energy 35% green power purchase

Figure: Energy and atmosphere proficiency in Bangladesh RMG firms (Source: ibid).

Indoor Quality:

All the factories must make facilities consists with air ventilation as per the international standards. They must observe outdoor and indoor air intake and ventilations grates should be installed along with windows. Thermal controls are mandator and it must be on 50% of the inhabitant. The usage of daylight is being utilized 100%. Here is the Indoor quality of Bangladeshi RMG factories:

Global Rank	RMG Company Name	Indoor environmental quality
1	Remi Holdings Ltd.	75% of occupied space has daylighting 90% of occupied space has quality views
2	Tarasima Ltd.	50% of occupied space has daylighting and quality views
3	Plummy Fashions Ltd.	75% of occupied space has daylighting 90% of occupied space has quality views
5	AR Jeans	75% of occupied space has daylighting 90% of occupied space has quality views
6	Vintage Denim Studio LTD	75% of occupied space has daylighting 90% of occupied space has quality views
7	Green Textile Limited Unit 3	75% of occupied space has daylighting 90% of occupied space has quality views
8	Columbia Washing	75% of occupied space has daylighting 90% of occupied space has quality views
9	EchoTex Ltd	No information available

Figure: Indoor quality in factories, (source: ibid)

Clean Production: Partnership for Cleaner Textiles (PACT)

In Bangladesh, Bangladesh Garment and Manufacturers and Exports Association initiated proficiency project (PACT Project). This system provided many recommended many RMG firms to switch to sustainable producing methods. PACT phase 1 has given staggering numbers in increasing efficiency, some of the results are (Selim 2018):

- 21.6 billion groundwater usage was saved.

- 2.5 million MWH/year of energy was saved from the national grid.
- Resulted in saving \$16.3 million cost savings.
- Evaded 18.8 billion liter of water waste.
- Bypassed 460,428 tons of carbon emission.

3.7 Lean Production:

Saving Results Using Lean Practices:

The top priority of shifting towards lean products are to boost up the product quality and manufacturing timeline, decreasing the inventory costs and eliminate waste (Taylor, 1999). Lean production practice has been used in the RMG factories in Bangladesh over the past two decades (Ferdousi et al., 2009).

	Nature of savings	Percentage
a)	Savings of the company over 12 months period	44
b)	No savings over 12 months period	56

Figure: Results of Saving (Ferdousi et al., 2009).

An experimental operation was implemented in some companies which resulted positively in lean production. The sample indicates that 44% of the companies reduced their savings due to applying lean production methods. As reported by the company executives, company cut down the labor costs through reducing the number of active workers. All the workers were assigned to do variety of tasks which resulted in a positive saving (Ferdousi et al., 2009).

Lessening Production Costs:

Company	Before Lean (\$)	After Lean (\$)	Reduction (\$)	As a %
1. Fashion Point Ltd.	8.50	7.00	1.50	17.6
2. Texas Fashion Ltd.	11.0	9.00	2.00	18.1
3. Beximco Fashions Ltd.	4.40	3.20	1.20	27.2
4. Shanta Industries Ltd.	10.0	8.00	2.00	20.0
5. DADA(Savar) Ltd.	1.40	1.30	0.10	7.1
6. Shata WashWorks Ltd.	3.50	3.00	0.50	14.2
7. Armana Fashions Ltd.	0.87	0.84	0.03	3.4
8. Shanta Denims Ltd.	-	-	-	-
9. PAXAR Bangladesh Ltd.	4.50	3.00	1.50	33.3

Figure: Minimizing Production expense (Ferdousi et al., 2009)

The information affirms that, the total unit per cost decreasing was \$2.0 and and minimum level was \$0.03. Even though the number enhancement of production costs were substantial for other companies but for some companies the improvement was minor from (3.44% to 14.28%) (Ferdousi et al., 2009)

Productivity Enhancement:

Average productivity increase after implementation of lean	Percentage
10%-20%	67%
40%- 60%	33%

Figure: Productivity Increase (Ferdousi et al., 2009)

The sample organization illustrates that many companies had improvement of productivity by 60% and in rare cases some companies have at low of 10%. Among all the company's majority of them had productivity rise to 10-20%.

3.8 Improved Supply Chain:

Lean indicates 8 sectors of scrap in transpiration; in short “TIMWOODS”. This has been already implemented in the logistics of RMG industry in our country to save environment and improve productivity. (Aziz et al., 2022)



Figure: TIMWOODS (Source: <https://opexlearning.com/resources/28695-2/28695/>)

- **Transportation (T):** This sector shares the largest logistic expense in road transport, the road transport system is the most used in Bangladesh. In road transport, the rates usually start from \$0.60 to 16-ton truck to \$0.12 per trailer. It is higher in comparison to the developed countries. Congestion is the primary reason for the increased cost. The core infrastructure is already been established however there are lacking’s in the facilities which are available.
- **Inventory (I):** Lean management could play a vital role in reducing transportation time of any inventory by decreasing the inventory wastage.
- **Motion (M):** It is quite surprising that the trucks and vehicle that are used for transportation in the RMG sector most do not have built in GPS services. This leads drivers to assume the fastest routes available at that period. This results in late delivery and falling under congestion. It can be categorized as waste logistics.
- **Waiting (W):** The delays in sending goods to another company has been the biggest problem in the RMG sector whether it is by road or other means. Furthermore, 9 ministries of the government set up the regulations to set policies and infrastructure. The government’s recent

initiatives have widened the roads and bridges to speed up the delivery process which has been a key initiative to improve the domestic economic growth (Aziz et al., 2022).

- Over- Processing (O): The scrap/waste under the segment of overprocessing in logistics can be defined in the administration of transport and other activities.
- Overproduction (O): Exorbitant truck prices has created issues in logistic system, the heavy congestion in ports and road has impacted on overall trades of the RMG industry. Truck community claim that 35% of the time truck must move from one place to another empty.
- Defects (D): Because of poor management and handling of goods waste has been found in many areas and defected products are usually been the cause of order cancellation. To contribute in the sustainable environment this practice must be scaled down (Aziz et al., 2022)
- Skills (S): Skilled management system in logistic service provide can enhance the productivity of the overall growth of the RMG sector. Training should be provided to the active employees so highest number of efficiencies is gained (Aziz et al., 2022).

3.9 Sustainable Pricing:

The ready-made garments industry of Bangladesh has seen the rapid advancement in the economy and now it is currently the world's second large provider of apparel and 83% of Bangladesh's export is based on apparel industry (Uddin,2018). Sustainable pricing has helped Bangladesh to achieve a lot more economical growth in the recent years. Rather than putting focus on the lowest prices the companies are focused more on innovation, now the cost might be a bit high but in the future this practice will flourish the apparel industry a lot more. The minimum wage in the garments industry is 5300 Bangladeshi taka. 136 strikes and commotion were being held between January to December 2016 (Jaman, 2023) because of poor wage.

WAGE COMPARISON (2013, 2018, REVISED) in Taka											
GRADE	BASIC WAGE 2013	5% RISE IN 5 YRS	BASIC WAGE 2018 GAZETTE	REVISED BASIC WAGE	HOUSE RENT (PROPOSED) 50%	MEDICAL ALLOWANCE	TRANSPORT ALLOWANCE	FOOD ALLOWANCE	GROSS WAGE 2013	GROSS WAGE 2018	REVISED GROSS WAGE
7	3,000	3,829	4,100	4,100	2,050	600	350	900	5,300	8,000	8,000
6	3,270	4,173	4,370	4,380	2,190	600	350	900	5,678	8,405	8,420
5	3,530	4,505	4,670	4,683	2,342	600	350	900	6,042	8,855	8,875
4	3,800	4,850	4,930	4,998	2,499	600	350	900	6,420	9,245	9,347
3	4,075	5,201	5,160	5,330	2,665	600	350	900	6,805	9,590	9,845
2	7,000	8,934	8,520	9,044	4,522	600	350	900	10,900	14,630	15,416
1	8,500	10,848	10,440	10,938	5,469	600	350	900	13,000	17,510	18,257

Figure: Wage Comparison (The Daily Star, 2019)

Although the government did take many initiatives but to have a sustainable industry and labor the minimum wage is just not enough.

3.10 Promotion:

Energy efficient promotional activities are both being initiated by national authority and international corporations. One noteworthy campaign is known as the National Energy Efficiency and Conservation (EE&C). This project is created to make Bangladesh a developed country by saving energy. (Campaign Plan for National Energy Efficiency and Conservation (EE&C). Promotional activities taken in Bangladesh to promote energy efficiency -

Intervention	Promotion Activities	Start	End
Bijli Animation Series	Ministry of Power, Energy, and Mineral Resources created awareness among people about saving electricity by performing an animation series named "Bijli". It aims on people's consciousness and provides effective ways to reduce the amount of electricity used. https://www.youtube.com/watch?v=8YUmQ62L9zU	19/12/2018	9/01/2019
Power and Energy Week-2018	National Power and Energy Week 2018 is one of the biggest events of the year where the nation's biggest advances in the power and energy sector are showcased along with engaging events. Ministry of Power, Energy and Mineral Resource is creating a platform encouraging young people, professionals, industry owners and researchers to elaborate innovative ideas, new technologies. For promoting the event, theme song and promo TVC were made, press releases were circulated and seminars were arranged. https://www.youtube.com/watch?v=6w1lxX55Wd0 https://www.youtube.com/watch?v=fEp2NTTbVv8 https://www.youtube.com/watch?v=fEp2NTTbVv8 https://www.youtube.com/watch?v=WH_oWK5_rA	6/09/2018	8/09/2018

Figure: Promotional Campaigns (source: Campaign Plan for National Energy Efficiency and Conservation (EE&C))

USAID also teamed up with Bangladesh to find out the cost-efficient measures for the manufacturing sector leading to sustainability (USAID). To add more, the Energy Efficiency and Conservation Master Plan (EECMP) is a notable initiation which underlines Bangladesh effort regarding this issue (Efficiency, E., 2015).

Yet, issues exist in endorsing energy efficiency in Bangladesh because of scarcity of standard appliances and sub-standard marketing initiatives are obstacles for progression (Shafiqul, 2022).

3.11 Competitive Advantage:

- **Savings:** Setting up energy saving technologies can decrease the energy consumption as the garments and textile uses a lot of energy. If energy is efficient enough the companies get the advantage on getting lower production costs. This advantage opens opportunities for RMG company to gain more international buyers (Habib, 2016).
- **Sustainability:** As sustainability is now the leading factors in consumer preferences, RMG companies should promote environmental practice so that they can create a positive portfolio (Habib, 2016).
- **Regulations:** In Bangladesh RMG companies are now maintain the environmental regulations that are imposed by the government to avoid penalties and disruptions of their production (Shafiqul,2021).
- **Long-term Target:** Although, setting up energy efficient factories take time and money but the investment is better for the future. The companies those giving priority in energy saving practices are more likely to withstand any economic setbacks, any changes in the power landscapes (Azizur 2020).

3.12 Summary and Conclusion:

The ready-made garments have seen the remarkable evolution of the years, this sector has given a rapid growth to the economy. This industry not only made contribution to the GDP but also given opportunity to the million unemployed people of Bangladesh, distinctly the woman. One of the most notable advancements in the RMG sector is the growing contribution of energy efficient measure. In attention to the global approach for mitigating bio degradation Bangladesh has implemented eco-friendly practices. This practice includes using eco-friendly materials, decrease rate of water consumption and saving production costs. Lean production is also considered to be distinctive feature of RMG sector. By maximizing the potential to decrease waste, increasing productivity and cost-efficiency. This emphasizes on lean production has given Bangladesh the position to become one of the leading garments in the world. Despite that, one of the biggest problems in the RMG industry is the minimum wage of the workers. The government should train the unskilled workers and put an end to the labor strikes. In addition to the labor related issues promotional exhibitions and marketing strategies has been impactful for the growth

of ready-made garments industry. In international market, Bangladesh should continue to reinforce the brand image. To recapitulate, with the effective strategies and long-term development plan abiding by sustainable tactics Bangladesh has a great potential to surpass the previous improvement in the ready-made garments sector.

3.13 Recommendation:

Based on my understanding on the current economic condition and practices taken in ready-made garments sector here are some recommendations:

- The competition from India has given threats for Bangladesh. The initiative to diversify the ready-made garment industry beyond traditional to decrease the dependency on the single garment market.
- To strengthen the reputation, the companies should ensure protecting its workers from accident.
- Giving Priority to lessen the operational expense and environmental effect.
- Encouraging factory owners to rigorously structure lean production.
- Investing in grooming the labors. Skilled labors are must for better productivity and innovation.
- Setting up collaboration with the government to enhance the transport system and delays.
- To utilize waste management, creating teams for monitoring.
- Installing GPS to the trucks so that the vehicles could have an optimized travel time.
- Certifying the minimum wage to a better amount to adapt with living expense and mitigate labor issues.
- Accentuating value-based pricing system than focusing on low-cost production. This will promote innovation.
- Expanding the national awareness campaign on efficiency and its importance.
- Establishing partnership worldwide.
- Implying LEED certification, a mandatory for all factories.
- Monitor the environmental practices and giving penalty for breaking the regulations.
- Investing more on long-term energy efficient measures.

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