

Report On
An overview of retail analysis and planning of
Yellow by Beximco Limited

By

M. D. Tahmeed Chowdhury
18304060

In full completion of the criteria for the program of Bachelor of Business Administration, an internship report was presented to the BRAC Business

BRAC Business School
Brac University
March 2023

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Proclamation

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Letter of Transmittal

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Subject: Submission of Internship Report.

Dear Ma'am,

I am feeling blessed that Allah has given me the chance to complete the internship and submit the paper to you.

I am thankful to you because of your effective suggestions and appreciation while completing the paper. I am very glad that I have got a supervisor like you for my internship report. This report will summarize my internship role in Yellow by BEXIMCO, the organizational overview, and the research topic "An overview of retail analysis and planning of Yellow by Beximco".

I had the experience as an executive of the "textile and apparel department" where I learned how to make the budget and marketing plan. Indeed, I think the learnings will support me for my upcoming career.

Sincerely Yours,

M. D. Tahmeed Chowdhury

18304060

Brac Business School

Brac University

Date:

The concealment Protocol

The contract is prepared & confirmed through a signatory pupil at Brac University's BRAC Business School and Yellow by BEXIMCO.

M. D. Tahmeed Chowdhury

Acknowledgment

I am grateful to the creator because of his grace be with me. He has helped me to complete my internship and I could not complete my internship report without his guidance.

I am very thankful to the Yellow by BEXIMCO human resource management team and marketing department for designating me as an intern. I have got high support and help from the team no doubt.

Moreover, I am highly glad because of the support of Mr. Shehryar Burney, Executive Director, Yellow Beximco Apparels Limited, who was my supervisor in my internship. I want to thank Mr. Tawfiqur Rahman, Senior Manager, Marketing and Apparel department, who has given me enough support and guidance. The entire team of Yellow has given me flowless support and appreciation.

The end, I want to show my gratitude to Ms. Raisa Tasneem Zaman, Senior Lecturer, at BRAC Business School for her extreme level of guidance and support throughout the whole internship session. She has given me instructions step by step which helped me to complete my report in an effective and smooth way.

Executive Summary

The Fashion style of Bangladeshi people is growing day by day which is a huge opportunity for the garments factories. The direct and indirect customers in the market are booming sales which is beneficial for the industries. Yellow is a fashion-oriented brand in Bangladesh and they are now a giant figure in the market. Yellow always focuses on new innovations in the market which assists them to grab the market easily. The creation of new products in the market is a dynamic tactic of Yellow to attract customers. Yellow changes its sales strategies very efficiently which makes them fast mover than their competitors. Moreover, Standard brand practices make Yellow different from others in the market as well.

Firstly, The report will contain how Yellow focuses on the demand of the customers at different times and make its strategy according to its market research. In addition, The company's identity has effectively elevated its competitive attractiveness through its fast customer demand fulfillment movement. As the organization is selling fashion-style-oriented products it needs to provide the right product at right time. Furthermore, the target market should be analyzed perfectly and Yellow is doing it very well. Also, Yellow is maintaining the prices for their target market which is giving the loyalty of the customer very efficiently. The customer segmentation method and pricing setup method of this brand are up to the mark.

Secondly, The report will provide an idea that how Yellow understand the customer experience and the ways of increasing the profitability of the business. Moreover, Yellow has a unique brand value in the market. Yellow is doing its business according to the standard of international garment law. There are no violence or danger issues by Yellow for the customers.

Finally, The report will provide an overview of Yellow including how they are doing business, the uniqueness of Yellow in the market, the customer selection, mission and vision of the company, the sales strategy of Yellow, and the pricing strategy of Yellow in the market. Thus, Yellow is doing business in Bangladesh for a long time and it has a standard image in the readymade market. Yellow does not break the promises which they provide to its customers. According to the motto of Yellow, customer priority is the first concern for Yellow.

Keywords: customer experience, customer demand, brand practices, and pricing strategy.

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Section 01

1.1 Description of Internship

1.1.1 Details about the pupil

Here is M. D. Tahmeed Chowdhury, ID: 18304060, and I am now enrolled in the prestigious BRAC Business School's Bachelor of Business Administration (BBA) program at BRAC University. Having started my academic journey in the summer of 2018, my goal is to complete my studies by the year 2023 with a minor in computer information management and a marketing major.

1.2 Details on fellowship

1.2.1 Date, Identify of Group, Division, and Location

My internship with Yellow by Beximco Group is now concluded. Being an executive on the retail analysis and planning team, I was required to work there. I began my internship on February 20, 2023, and I concluded it on April 5, 2023. My place of employment was Yellow by Beximco's corporate headquarters. Their corporate headquarter has been established at Beximco Industrial Park.

1.2.2 Details about the apprenticeship program's coordinator

I worked as an intern at Yellow by Beximco under the direction of Mr. Shehryar Burney in the retail analysis and planning section of the marketing department. I had the pleasure of working with Mr. Burney at Yellow by Beximco Apparels Ltd, where he is currently the executive director.

1.3 Job Scope

In accordance with the established work schedule, office hours would continue from 10.30 AM to 5:00 PM, (excluding Fridays and Saturdays), and would last from Monday through Thursday. I had enough of room to get to know my coworkers throughout the early stages. My manager and coworkers were crucial in putting me at ease and helping me acclimate to the workplace. I was given the chance to work flexibly, which required coordinating with different category managers. I was given the task of creating a report with a focus on each individual category for each category manager. I had the honor of working with a Senior Manager in the area of retail analysis and planning toward the end of my employment.

1.4 Apprenticeship Results

As I was an intern, I had different particular assignments and was given several projects to work on. The contributions I made as an intern have been given below:.

1.4.1 Assistance for the company

1.4.1.1 Store research to gather information for the product catalogues.

It was my responsibility to gather information for a certain product category. I initially conducted an internet search and assembled the information into an Excel file. After that, I went to a store to verify

the information's authenticity because websites usually include out-of-date information. I went to three more stores on Dhanmondi Road and Mirpur after starting my visit at Gulshan Store.

1.4.1.2 Making an assessment on the cost barometer.

After that, I had the ability to produce cost barometer research. I created pricing cost reports for both the "Men" and "Women" groups with the direction of Mr. Tawfiqur Rahman. I took information from the internet and put it into an Excel file to make these reports. I then divided the data into various sheets according to their size or type. For three different product categories in the Men's category, for instance, I made three separate pages. I used PowerPoint to deliver the price index report after it was put together.

1.4.1.3 Working as an executive

I worked in the position of the executive for a certain product category near the end of my internship. I was given the task of performing an in-depth examination of the market for that specific category in this position. I was also given the duty of producing a "Purchase Sales Index" (PSI) report. By predicting future sales using historical data, the PSI is an important index that aids in making purchases. As the sales amount varies from month to month, it necessitates frequent revisions. I also developed the ability to create buy requisition forms while working on this project. Finally, I developed a thorough marketing strategy for the product category that covered all facet of the product's advertising and promotion.

1.4.1.4 Advantage for pupil

As an intern at Yellow by Beximco, I could get a lot of knowledge. In actuality, I received treatment akin to a permanent executive. I learned about customer-related activity and how it functions in practice.

This educational opportunity offered by Yellow by Beximco was amazing. I developed real-world experience doing market research. I also learned more about compiling reports for pricing indices. A price index report is essential for obtaining a thorough overview of the products currently available on the market. It is advantageous to compare both market prices and product-based functionality. Although cost is an essential component of each goods, indices help to control a product's price in relation to the market.

I learned how to extract useful information from huge data sets during my internship. For example, I was required to examine sales data from the previous three years in order to analyze the wholesale channel. The vast amount of data was first intimidating, but with my supervisor's help, I was able to glean important information and produce a strong analytical report. This assignment gave me the

opportunity to work with pivot tables and charts as well as employ crucial MS office features such as table create, freeze, and average. This was a great chance for me to practice using Excel and put the skills I learned in the "Visual Programming for Business" course to use.

The creation of a "Purchase Sales Index" and a "Purchase Requisition Form" was another skill I acquired. These two index reports make it easier to create purchase bids and analyze the inventory. For a certain product category, I developed a Buy Sales Index. Overall, this internship taught me a ton of information that I can use to further my professional career.

1.4.1.5 Challenges Faced during Internship

Overall, the internship program was a great experience and well-planned. Unfortunately, I ran into a problem while working on projects that required me to analyze sensitive information. The confidentiality's nature made it challenging to perform an in-depth study and slowed down my work.

1.4.2 Recommendation

During my internship, I had to complete several website-related tasks, which was a new experience for me. I initially thought it would be a difficult assignment, thus I would advise grouping more than one intern together for projects involving websites. This would allow the interns to work together more efficiently and help allay any initial fears they may have had.

In addition, I recommend that the internship program be pre-planned with clear roles and duties for the interns as well as precise Key Performance Indicators (KPIs). This would give them a road plan for navigating the internship period successfully. It would also be advantageous to offer the interns some training sessions to improve their knowledge and proficiency in website-related activities.

Section 02

2.1 Description, Activities, and a Comprehensive Evaluation

2.2 A primer

Objective

Doing a thorough organizational review is essential to understanding the current operations and strategies of Yellow by Beximco. Since that this group is working in Bangladesh for 53 years, this is crucial to comprehend both its benefits and drawbacks. to examine the principles and convictions that have helped Bangladesh develop such a successful fashion industry. Also, it helps me look at organizational strategies to lessen modifications and problems, such a high rate of employee turnover, compliance with labor laws, etc.

Methodology

I reached out to staff employees and department heads to conduct this round of the inquiry because of having a comprehensive knowledge of the business. In order to get the perspectives of interns who are now working for the organization, I have also interviewed them. In addition to conducting direct research, I have also used secondary and primary sources, including online databases, Yellow by Beximco's own website, business publications, and the Annual Report. Several brokerage websites maintain historical information about Yellow by Beximco because it is a publicly traded business with shares available on the DSE and CSE.

Scope

A summary of Yellow by Beximco, including information on its administration procedures, marketing strategies, activities, distribution network, information technology system, and financial achievements, is included in the document. It also looks into the extraordinary power of its retail network.

Limitations

Confidentiality was the main difficulty encountered when completing this report. Due to a change in management, Yellow by Beximco is currently going through a transitional period. To increase the organization's operations, the retail and planning section is putting numerous strategies into place. As a result, it was difficult to get precise information about production and information management systems.

Significance

Understanding the nature of the entities functioning in Bangladesh's readymade garment business can be greatly helped by this document. It also makes it possible to comprehend the Yellow by

Beximco's commercial environment. As a result, this analysis made it easier to evaluate the ready-made clothing industry's future opportunities and obstacles.

2.3 Introduction to the Group

2.3.1 Classification

The initial basis for the textile industry was set in the 1960s of the nineteenth century. Initially, the industry exported shirts (Mercury shirts) created in Karachi to the European market in 1965–1966. Following that, nine exporting industries were founded in 1977–1978. (Kiron, 2015)

The Readymade industry is significantly boosted the country's finances. Throughout the previous decade, this has been clear that the Readymade industry significantly assists more value to GNP. Readymade industries accounted for about seventy six percent of total trade earnings. Research says that, the Readymade industry in Bangladesh generated 5782.07 mm were spent during fiscal years 2008–2009, 7158.01 mm in the 2004–2005, 8800 mm in the 2005–2006, 1032 mm during 2006–2007, 11698.30 mm in the 2007–2008 fiscal years, 13.24 billions in the fiscal year 2010–11, and ultimately 25.96 mm during fiscal year 2015–2016. (Kiron, 2015)



Figure: Yellow Logo

With teams working in Bangladesh and Canada, BEXIMCO has upgraded its internal overall potentials over time. For access to brilliant designers, it has also formed relationships to the well-known fashion institutes globally, such as FIT, UK, BUFT.

The group and its primary clients have developed solid working ties through frequent communication. Among the Beximco Group's technology partners are Disney, Marvel, CHT, Rudolf, and CK, H&M, JC Penney, Polo, TH, Warnaco, and Zara are some of the retailers in the Catalina Corporation. are just a few of the company's notable clientele. The Group intends to grow its capacity while expanding its textile industry. The yearly production of woven textile is anticipated as

rise as 90 mm pounds from 20mm pounds at present, also yearly production of garment woven will rise as 145 mm, before was, 30mm at present, following the development. Retail clothes are offered through BEXIMCO-owned locations under the Group's "Yellow" brand, which is a young brand. To emphasize a cheerful and upbeat attitude on life through a high-quality product, the fashion oriented brand Yellow emphasizes original and new change. A laid-back attitude conveys a comfortable and self-assured quality, while yellow offers a modern take on fashion. The history of the company connected to evaluation and fashion style filled with dedication and close to innovation are the foundation for the apparel line's representation of the spirit of adventure. Customers drive Yellow, an unorthodox but high-quality company. (Amin, 2016)

2.3.2 Ownership

The BEXIMCO Group, the oldest outside company in Bangladesh was founded by Ahmad Sohail Fasiur Rahman and Salman Fazlur Rahman during the late sixties. The firm's diverse industries include clothing, commerce, sea meals, building design, hotels, technology and telecommunication technology, the press, porcelain, air travel, medicines, banking and insurance, and power has expanded into industry sectors that make up close to 75% of Gross Domestic Product of the country. Group's main goal is to "Take Bengal to the Outside International." In Bangladesh, it is a well-known brand name that is connected to innovation, reliability, and quality. The Group's market capitalization as a whole is roughly \$617.34 million and it includes with 4 public limited firms and 17 private limited firms held businesses. The year ended December 31, 2010, and its total revenues were \$834 million.

With over 60,000 employees worldwide, BEXIMCO is Bangladesh's largest private employer. It includes the biggest clothing businesses in Asian Sub-continent, with a massive production facility for cotton and polyester blend clothing for male, female, and teenager. BEXIMCO, which has operations in 46 nations including the USA, is also Bangladesh's top pharmaceutical exporter. The Company is in a good position to benefit from robust industry expansion in both country and international industry. Each Group company is led by a distinct, experienced management team that is independent and competent, and they have developed their special strategy solidify. In the future, the company plans that taking use of their current business status and universal reach, on the other hand its business is extremely lucrative industries, seize the chance for domestic growth, and explore overseas chances with caution.



Figure: Yellow Flagship Store

The BEXIMCO Group has made significant contributions to Bangladeshi society in addition to about achieving profitability as well as producing wealth for shareholders. Examples include funding institutions like "Proyash" promoting "Help Desk for all " as well as the complete upbringing of youngsters to specific academic challenges.for education for the underprivileged. The Company also served as the FIFA's systematic corporate partner friendlies 2011 International Cricket Council Twenty International Championship involvement by the National Cricket team and the match in 2011 between Argentine and Nigerian.

2.4 Vision Mission and Objectives

A company's ability to endure depends on having a clear mission and a shared vision. In order to be successful, Yellow by Beximco has recognized the value of having a common vision and mission. Since the organization has been operating in the area since the time of the liberation war, it has a distinct sense of purpose and direction, which allows it to advance resolutely.

2.4.1 Vision Statement

- Achieve industry dominance in the America and Canada for elevated clothes.
- Make "Evaluation" & "dedication" as the main focus, none other cloth & low budget workers.
- Rule RMG with standard service:
 - Male, female & teenager
 - Woven Top

- Ethnic Top
- Party wear
- Household



Figure: Yellow Eid Offer

2.4.2 Mission Statement

BEXTEX Ltd. stands out from the majority of South Asian vendors excellent internal integration in manufacturing, creativity, and reasoning capacities, and a broad range of services.

2.4.3 Objectives

- To take the lead position in the market segment and product line we serve.
- Objective Provide our consumers an unmatched shopping and service experience.
- Provide the newest fashion merchandise to our customers.
- Nurture our staff members to help them reach their full potential.
- Objective Provide our investors with steady asset growth and returns that are higher than average for the sector.
- Accelerate the growth of our sales and earnings beyond the industry standard.

2.4.4 Environmental ethic

The business has been strongly concerned to upholding unique clean and healthy nature. A unique system for collecting and getting rid of waste maintains by the company.

By using the exhaust gas from engine generators to generate steam for a chilling unit, it has an expensive plant to reduce air pollution. The aforementioned actions not only maintain clean water and air but also lower the cost of water treatment and air conditioning. By utilizing exclusively modulization policy, the company is committed to maintaining a standard and environmentally balanced atmosphere.



Figure: Yellow Green Store Opening

The Group is the largest producer and exporter of jute in the world. The largest carpet and rug producers in the world, located in Europe and the US, receive their yarn from this company. The Company also manufactures Tatami mats and various floor coverings for home and gardening usage in addition to carpet yarn and twine.

2.5 Organization Structure

With 18 retail locations—14 in Dhaka and 4 outside the city—and more than 1600 employees, Yellow by Beximco is a big company in Bangladesh with a strong presence across the entire nation. Top, medium, and lower levels of management, as well as production workers, are all included in the workforce.

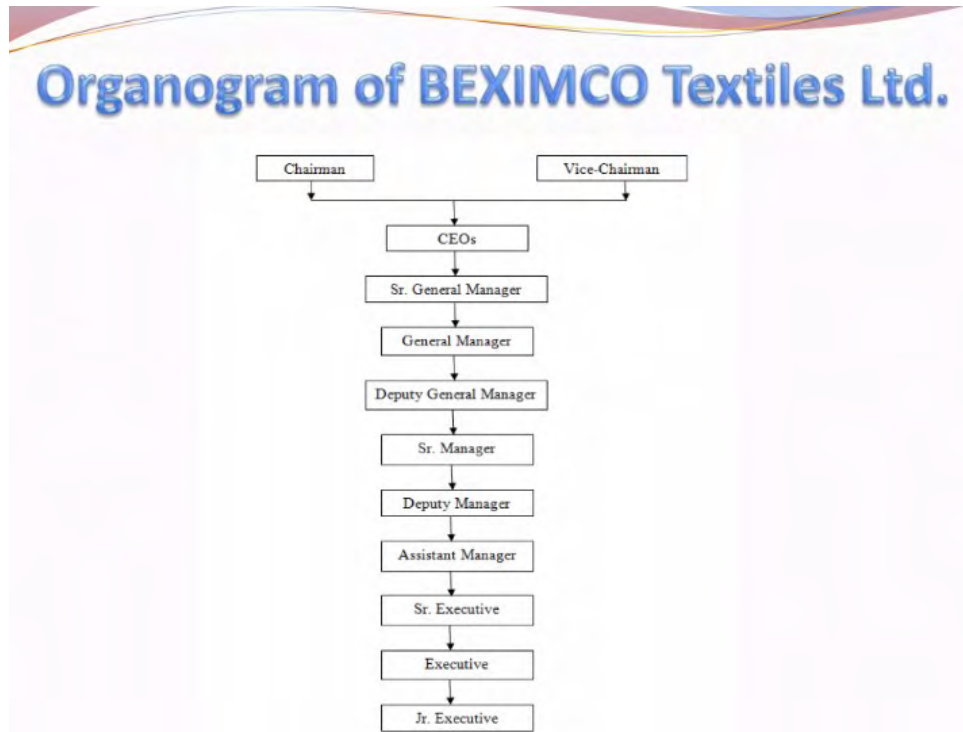


Figure: Yellow Organogram.

The graphic below, which only shows the top management hierarchy, shows the organizational structure of Yellow by Beximco's corporate office. The business is organized functionally, with middle management like senior managers, assistant managers, and executives reporting to each department head who in turn reports to the CEO. This kind of functional separation encourages the precise definition of roles and tasks, boosts productivity, and offers chances to acquire specialized skills. However, functional division can sometimes lead to inter-departmental disputes, hindering collaboration and innovation.

2.6 Managing Techniques

2.6.1 Creating Decisions

At Yellow, senior management and departmental managers are the first to discuss any business decision before it is made. The department head will then need to approve the choice. The CEO's consent could also be required when making important decisions, such adding a new SKU to an existing category. Yet, many decisions are taken slowly at Yellow because of its hierarchical decision-making procedures, which hurts the company's operations. Yellow must enable its workers to make quick decisions in order to adjust to current business challenges.



Figure: Yellow Store Opening.

2.6.2 Employment Policy

Fairness, propriety, and impartiality are given first priority in the well-defined recruitment policy that Yellow by Beximco employs. The company's hiring procedure is focused on supporting diversity and recognising equality. Employees are chosen and kept on the sole basis of their performance, without regard to their height, hue, ethnicity, religion, and culture in society.

2.6.3 Recruitment Process

At Yellow by Beximco, the recruitment procedure is organized and systematic. The procedure starts when a department sends a requisition to the HR division with a job description and the minimal requirements needed. The HR division then conducts a job analysis and chooses whether to do an external selection or recruit from among current personnel.

The HR department contacts possible applicants for internal selection, and after one to two interviews, makes an offer. The job opening is advertised on various job boards including LinkedIn and Bdjobs.com for external sourcing. Potential applicants are contacted for a written test once their resumes have been reviewed. Only qualifying candidates are invited to a panel interview with three to four members. The candidate is finally hired for the position after receiving the CEO's approval. Regardless of height, hue, ethnicity, religion, and culture in society. Yellow by Beximco provides fairness, impartiality, and diversity during the hiring process and keeps employees based on their performance.

2.7. Marketing 7P

2.7.1. Product

There are different product categories of Yellow. The product categories are mentioned below:

Style Description		
CFS - M Formal Shirt	WEF - W Woven Top	MFT - M Casual Pants
UFT - M Formal Shirt	WFT - W Woven Top	YMST - M Casual Pants
RF - M Formal Shirt	WLD - W Knit Top	YMBTT - M Casual Pants
AFS - M Formal Shirt	WKFT - W Knit Top	YBS - M Underwear
UF - M Formal Shirt	WKT - W Knit Top	YMU - M Underwear
CLS - M Casual Shirt	WTT - W Tank Top	CNDL - MA Accessories
CMP - M Punjabi	WDT - W Denim Bottom	SGL - MA Accessories
YMP - M Punjabi	YWT - W Casual Bottom	YMS - MA Accessories
YMK - M Punjabi	YLS - W Casual Bottom	TIEPM - MA Accessories
PJM - M Pajama	WKL - W Legging	MP - MA Accessories
DFT - M Denim	WAS - W Shoe	BRACELET - MA Accessories
YKP - M Polo Shirt	WSND - W Shoe	WTCH - MA Accessories
YKT - M Tee Shirt	FLAT - W Shoe	YMV - M Vest
MTT - M Tee Shirt	PUMP - W Shoe	ROX- SCARF - W Woven Top
MCFT - M Blazer	YERING - WA Accessories	WBT - W Woven Top
SUIT - M Blazer	NECKLACE - WA Accessories	WET - W Woven Top
YFT - M Formal Pants	YWS - WA Accessories	ROX EVENING - W Woven Top
	SCARF - WA Accessories	ROX DAY - W Woven Top
	WP - WA Accessories	WETH - W Woven Top
	LINGERIE - WA Accessories	WEVT - W Woven Top
		WCS - W Woven Top

Figure: Product Category

2.7.2 Price

In order to make its products more accessible to clients, Yellow has adopted a pricing strategy that places its prices lower than those of well-known worldwide brands like Zara, Gucci, and Polo. However, Yellow's price approach mostly compares itself to regional rivals like Sailor, Le Reve, and Aarong, allowing it to compete in the neighborhood market.

The cost of Yellow's products vary according to the product's models and variety. This enables Yellow to serve several consumer segments with a range of tastes and spending levels. Yellow is able to draw in more customers and keep its position as the top garment store in Bangladesh and Pakistan by maintaining competitive pricing (Das, 2016).



Figure: Yellow deal with Marvel, Disney and Star Wars

2.7.3 Place

Yellow sells its goods in both physical and online stores. They currently have enough stores in the market, including Gulshan, Banani, and Dhanmondi, to attract the target consumer.

2.7.3.1 Stores and online

Yellow has the following two main categories of locations within the sales store.

- Yellow Store
- Yellow Flagship Store

Yellow Flagship Stores are larger compared to Yellow Stores. Several stores sell goods out of a variety of companies.

2.7.3.2 Online Channel

Yellow has two online channels.

1. Yellow Website
2. Yellow Facebook Page

2.7.4 Promotion

Yellow's direct-connection promotional strategy with customers is the Loyal Customer Card. Yellow, on the other hand, has TVC advertising. Yellow always offers a discount at the conclusion of the season.

2.7.5 People

When 2022 rolled around, Yellow employed 1650 people. This large population is the organization's lifeblood. Every Yellow retail site has a competent salesperson on staff to help customers.

2.8 Financial Performance

Yellow by Beximco is a publicly traded company, as previously mentioned, and its sell stocks to two stock exchange Dhaka and Chottogram. Audit can be accessed to understand the organization's financial success as a result. These are a few of the crucial financial ratios that demonstrate how the company is doing.

2.8.1 Current ratio

The current ratio gauges a organization's capacity to use its current assets to cover its short-term obligations. Standard ratio that is current typically thought to be advantageous for a business. It's crucial to keep in mind, though, that a high current ratio could also be a sign of a higher inventory, which could be bad news for the business. This is due to the possibility that the company is having trouble moving its products and the possibility that a sizable amount of its assets are held in cash or non-returning receivables known as current assets.

Year	2021	2022
Current Ratio	1.05	1.50

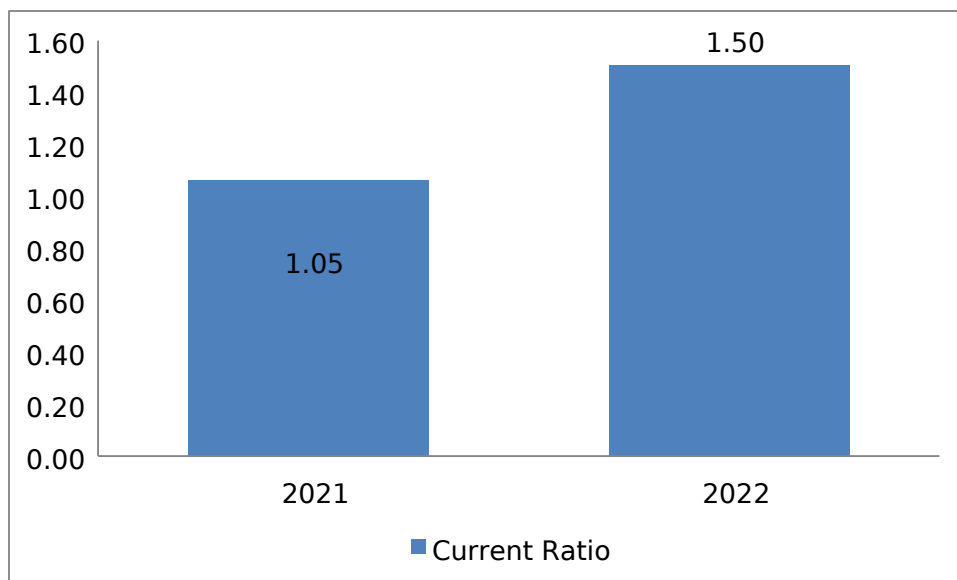


Figure: Current Ratio

A vital financial indicator, the current ratio demonstrates a company's capacity to settle its short-term debts with its current assets. Yellow's current ratio in 2021 was 1.05, meaning that it had only taken 1.05 in current assets for every taka 1 in current debt. For the corporation, this position was concerning because it implied that it might have trouble covering its current obligations.

Yellow's current ratio, on the other hand, increased to 1.50 in 2022, indicating that the company got one and half taka in currently property for every one taka in currently liabilities. This was good news for the business, but it also raised the possibility that some of its current assets might have been constrained. Yet fundamentally, things looked better than they had in 2021, showing that Yellow was headed in the right path.

2.8.2 Quick Ratio

The quick ratio, which is a more cautious method, is another way to assess liquidity. Only assets that can be readily turned into cash, including marketable securities and accounts receivable, are taken into consideration by this ratio. This could indicate that the business has a lot of unsold inventory or significant prepaid expenses that are eating up the company's available cash.

Year	2021	2022

Quick Ratio	0.36	0.78
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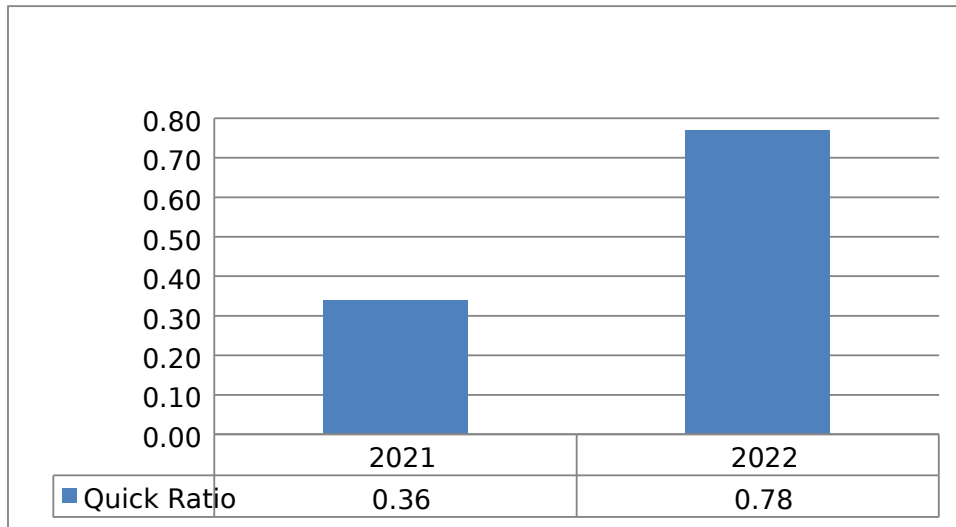


Figure: quick-ratio

There is a slight difference between 2021 and 2022. This shows that compared to the prior year, the corporation produced enough money during 2022. Yet, the decline in the quick ratio also suggests that the company's inventory was bigger in 2022 than it was in 2021.

2.8.3 Gross Margin

A valuable financial indicator known as the gross margin ratio assesses a company's profitability by comparing its manufacturing or marketing expenses to its sales. A larger gross margin ratio shows that a business is making more money while paying less in revenue costs, which is good for the business' overall profitability.

Year	2021	2022
Gross Margin	28%	68%

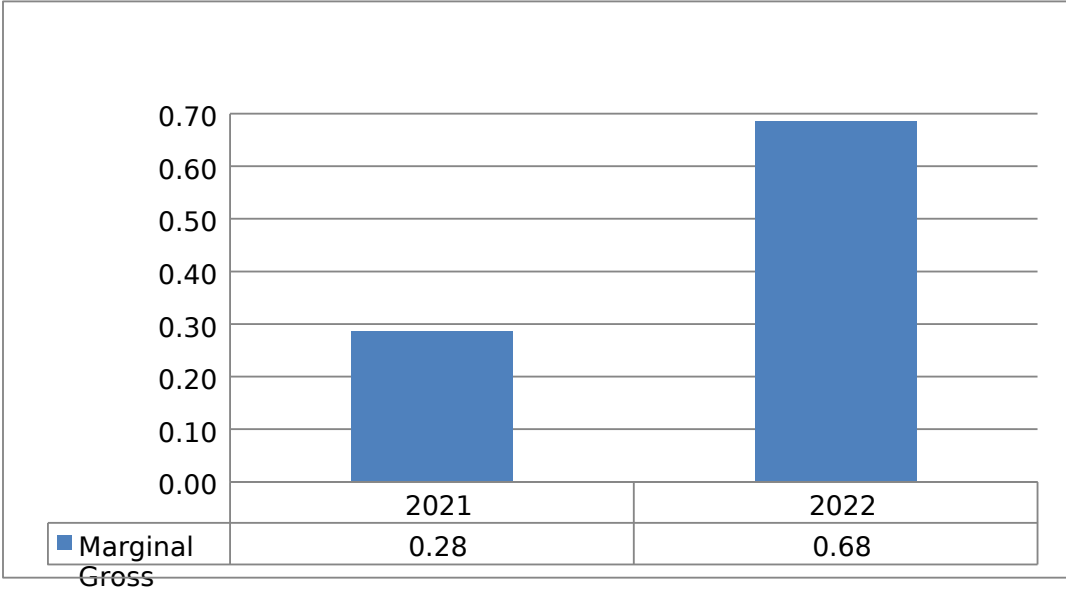


Figure: Gross Margin

The Gross Margin Ratio for Yellow in 2021 was 28%, which denotes an average income. The ratio increased to 68% in 2022, which is thought to be excellent for equity holders. But, it means that Yellow will need to work very hard in the coming years to continue to have such a strong Gross Margin.

2.8.4 Net profit margin

An important financial indicator called net profit margin is derived by subtracting all costs, including operational and non-operating, from total revenue. This ratio is thought to be a reliable predictor of a business's profitability. A bigger net profit margin denotes a higher net income and is typically thought to be advantageous for the business. A corporation with higher profit margins will be producing more profit for its stockholders, which is good news for investors.

Year	2021	2022
Profit Margin	-10.5%	42.3%

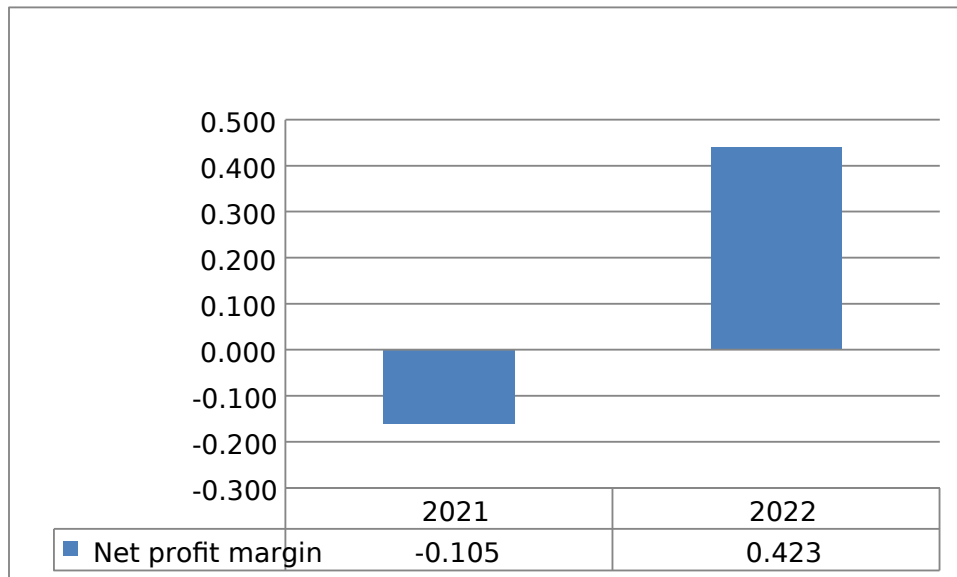


Figure: Net marginal profit

The company pays its taxes through Beximco Textile Ltd. because it is a Beximco Textile subsidiary. As a result, Yellow's Pre-Tax Margin and Net Profit Margin are equal. Pre-tax income divided by total revenue yields the pre-tax margin, which measures profitability. This percentage shows how much money the business has made before taxes. Similar to this, the net profit margin of a business is determined by dividing net income after taxes by total revenue. Higher profitability, which is advantageous to the company, is shown by a bigger net profit margin.

2.9 SWOT Analysis of Yellow by Beximco

SWOT analysis is the best policy to find out strengths, weakness, opportunity and threats for any company. By the method, organizations like Yellow are able to identify crucial elements of their operations and make the necessary corrections.

Strengths of Yellow:

1. One of the popular brand in the coutry is Yellow because it is a component of the reputable BEXIMCO brand. Since the nation's independence, BEXIMCO has operated, and its textiles section has attained international prominence in terms of import and export. This reputation and competitive edge are advantageous to Yellow.
2. Yellow has the benefit of in-house production, which is managed by BEXTEX, a well-known part of BEXIMCO Ltd., and is carried out in their own facilities. By doing this, quality assurance and uniform manufacturing standards are guaranteed.

3. Yellow is renowned for being a quick fashion designer clothing line, and all of its items are created by renowned international and domestic designers. Yellow now has an upper hand in the market due to this.

Weaknesses of Yellow:

1. Yellow's marketing efforts are restricted to Facebook interactions with customers and digital marketing. This limits their avenues for communication, therefore they ought to think about developing more strategies for interacting with both potential and current clients.
2. Yellow frequently has a limited supply of in-demand items, which can cause shoppers to leave the store empty-handed. Yellow needs to produce more quick-moving goods in order to keep customers happy.

Opportunities of Yellow:

1. With the developing e-commerce industry in Bangladesh, Yellow can increase its contracts with well-known e-commerce sites. This will enable them to access potential clients across the nation.
2. Yellow can access developing international markets with a worldwide business plan and strategy thanks to BEXIMCO's global exposure and network. Being already involved in international export and import through BEXTEX, Yellow can easily take advantage of the significant growth potential that emerging markets present.
3. Yellow may take advantage of the growing market for stylish clothing in Bangladesh by offering this inventory at competitive prices.

Threats of Yellow:

1. The brand has no external campaigns, that pose risk to their ability to build brand awareness since rivals like Ecstasy, Aarong, and Infinity rely on this strategy to do so.
2. The company's good prices are greater than those of similar businesses, that could be dangerous given how price-sensitive Bangladesh's economy and lifestyle are right now.
3. While adjusting to these developments necessitates considerable adjustments to their design and manufacturing processes, ongoing shifts in consumer expectations and global fashion trends could be a danger to Yellow.

Section 03

3.1 Project Part: An overview of retail analysis and planning of Yellow by Beximco Limited

The company Beximco started their journey with the name of New Dacca Industries Ltd in 1972. The company was established by Late Faz-lur Rahman. The company is one of the leading company in the country right now. The company is contributing in the GDP and GNP of Bangladesh directly. There are more than 60000 workers currently working here. Yellow is now one of the most attractive fashion oriented brand in the country. The strategy of their marketing policy is way to high than any other companies in this sector. The company is expanding their business in a dynamic way so that they can lead the market efficiently.

3.2 Literature Review

Retail analysis and planning is the core part to maintain return on investment (ROI) for any company. Retail analysis and planning play a vital role to run the inventory, manage the supply chain and execute marketing activities. The ultimate profit-making decisions are dependent on retail planning as well. The other name of retail analysis and planning is merchandise management or merchandise planning. Retail is a multi-actor excellent platform that has had a time of rapid invention and development, succeeded by retaliatory and adaptable phases (Barata et al, 2014). Retail analysis and planning ensure the proper implementation of statistics and provide the right product at the right time to the right customer. It helps the organization to understand the market demand in the specific time spans which is very important for any organization to achieve its profit (Guy and Bennison, 2002). Customer experience shows the service of any company which is connected with the aspects of advertising, product quality, packaging, and sustainability of the product. Moreover, Customer care is the most dynamic part of customer experience for any company as well. Sometimes company tries to influence customers' choices which can change their experience with customers (Meyer and Schwager, 2007). Retail analysis and planning intend to maximize the profitability of the company by understanding the ways to secure the best possible customer experience. The efficiency and effectiveness of the company increase when retail planning is perfectly utilized by the company.

Customer demand is the main key to understanding the market which only can provide profit to the company. Yellow always focuses on customer demand which is making them unique in the market. At every festival in our countries like Eid-ul-fitr, Eid-ul-Azha, Pohela Boishak, Independence day, victory day, and mother language day, Yellow lunches, are different types of products according to customer demand. Yellow provides the customer best products with the best quality in different time

spans. The planning for new products starts at least 3 months ago which assists Yellow to fulfill customer demand effectively.

Hypothesis (01): The planning for different festival fulfill the customer demand.

The company always tries to provide the right product to the right customer at right time. Moreover, it says the process of meeting target customers with their desirable product (Li et al, 2011). Yellow has 18 branches which are physical stores in Bangladesh. 14 outlets are inside Dhaka and 4 outlets are outside Dhaka. Yellow supplies their product to their branches according to the fashion style of the customers. For example, The fashion styles of Mirpur and Gulshan are totally different, also, the fashion sense of the customer who lives in Dhaka and the customer who lives outside Dhaka is not the same. Similarly, in different time spans the choices of customers do change also.

Hypothesis (02): Yellow maintains the customer with their desirable product at a suitable time.

The loyal customer of any company is known that they will have the best product from the company at a reasonable price (Larson, 1998). The company always tries to grab the target market by providing fair prices which is a key indicator of profit maximization. Yellow has a special store that contains expensive products and it is called the flagship store. In our country, there are different kinds of people like the middle class, lower middle class, and elite class. Yellow has different price levels for all types of customers which is a dynamic strategy of this company. The company proposes an affordable price to meet the customer. Yellow follows the pricing strategy matrix to set the pricing for any product.

Hypothesis (03): Yellow follows the pricing strategy matrix to set the pricing for any product to meet the customer.

3. 3 Broad Objective

Understanding ways to ensure the best possible customer experience, thereby maximizing the profitability of the business.

3. 3. 1 Specific Objective

- To explore the planning that fulfills customer demand at different time spans.

- To find out how Yellow reaches the right customer with the right product at the right time.
- To explore the strategy that Yellow uses for their pricing to meet customer demand.

3.4 Yellow's sales tactics and branding techniques

Clothing merchants must understand the need of "Newness" in today's fiercely competitive fashion business if they want to remain profitable and relevant. Every facet of the retail fashion industry, from customer service to sales tactics, now revolves around the idea of "Newness." In the fashion industry, being able to continually provide customers new and distinctive products has emerged as a key differentiator, increasing foot traffic to the retailer's physical location and online store. Leading clothing shop Yellow recognizes the value of "Newness" and works hard to provide it to its clients.

In order to provide clients with a distinctive and current wardrobe, Yellow defines "newness" as the introduction of new product styles throughout the year. Yellow frequently releases goods in a variety of hues, patterns, and aesthetics to appeal to customers who are style-conscious and enjoy keeping up with the newest fashion trends. Yellow utilizes Zara's business practices as inspiration so that it can continue to compete and provide superior customer service in Bangladesh and Pakistan (Das, 2016).

To maintain client happiness, Yellow adheres to certain sales techniques but also changes as local and international fashion trends. We shall go into more detail on Yellow Bangladesh's branding and sales tactics in this essay.

3.5 Selling Techniques for Yellow

Selling technique: Selling technique, which include the transfer of products and services for monetary gain, are the lifeblood of any firm. Even the most cutting-edge production facilities, cutting-edge technology, shrewd financial strategies, and futuristic management approaches would be useless to a firm without a strong and effective sales plan. Yellow views sales planning and strategy as the most important part of its business operations since it gives the company insights into the demands and preferences of its customers.

Yellow's sales team concentrates on assessing the needs, issues, and opportunities of the consumers in addition to keeping up with the most recent fashion trends in order to be successful.

With this strategy, the client is prioritized over the product and the success of the business. Yellow's approach of changing its emphasis from being product-centric to being customer-centric has helped it be more successful in attracting and keeping devoted clients, which is essential in the very competitive fashion retail business. (Das, 2016)

3.5.1 Define Target Customers

A key element of establishing sales success is comprehending the target market. In the garment sector, it is impracticable to cater to a wide spectrum of customers because doing so raises concerns about quality assurance and authenticity. Yellow, a respected brand, has solved this issue by concentrating on Bangladesh's upper middle- and upper-class populations. The company has a stringent price policy in place because of its unwavering dedication to provide high-quality, stylish goods (Das, 2016).

Younger people who are drawn to modern clothes and lifestyles are the main target audience for Yellow. The brand, however, recently expanded its market by selling sarees and children's clothing. The sales analysis team intends to create a variety of styles within each category and customize them with age-appropriate colors in order to draw in customers above the age of 45. Their seasonal magazine, which mostly highlights the younger generation, demonstrates this effort (Das, 2016).

3.5.2 Knowing Customers' Requirements

The ability of Yellow to precisely understand and satisfy the needs of their target consumers is one of the major variables influencing their sales success. Yellow is able to determine precisely what kinds of products will resonate with each of their segmented consumer groups thanks to a staff of top-notch designers and knowledgeable sales analysts. In order to meet the specific preferences and age groups of their clients, they carefully modify elements like color, pattern, and design and even launch completely new product categories.

For instance, Yellow's Top Neck Embroidered Ladies Woven Top proved to be extremely popular during the previous summer season, inspiring the firm to include a similar style in their woven top category for the Eid season. By using such strategies, Yellow successfully attracts customers to their businesses, increasing sales and overall success. (Das, 2016)

3.5.3 Observer

The emphasis Yellow places on sales observation is one of the key characteristics that distinguish it from its rivals. Daily evaluation of overall sales performance is essential for Yellow to stay powerful and prosperous in the fiercely competitive market. In order to identify which goods are functioning well and which are not, Yellow carefully monitors and analyzes its sales performance on a daily basis, broken down by product. This method also offers a summary of each shop's performance.

The business holds marketing conference to review sales analysis and make any required managerial choices or changes in order to make sure Yellow stays on course. The Sales Analysis Team is in charge of keeping track of and examining sales data in order to produce summary reports for daily,

category, and store-level performance. The sales team's daily sales report, which identifies the top-performing stores in terms of sales, offers information on slow-moving and fast-moving products.

In addition to the sales report, the analytical team also produces other reports to maintain sales. With this all-encompassing strategy, Yellow can regularly track and sustain its sales success and adjust to market changes.

3.5.4 Production Assessments

Yellow has taken the deliberate choice to keep a small portion of production in-house, allowing them to be more flexible in terms of the volume, consistency, and variety of fresh items they produce. Yellow also aims to debut new product categories every season. For instance, they tested the market this year's Eid season with modest clothing, which will eventually become a regular product category. Yellow can thoughtfully and deliberately adopt contemporary trends by delaying design reviews. Yellow is also equipped with its own mill, which enables them to make goods as needed. This implies that they can quickly design and produce a product if it becomes popular while the fad is still at its height. (Das, 2016)

3.5.5 Improved intellectual skills

The company has invested a lot in building up its own technological skills for Yellow, which is essential for quick lead times. BEXTEX's cutting-edge technology enables Yellow to instantly adjust to unforeseen output changes. In addition to using electronic devices for order checking, sales service providers and showroom managers also send order statistics to Yellow's headquarters in Gazipur. This data flow makes sure that the company is always updated.



Yellow by Beximco



Figure: Yellow Catalogue.

Yellow has access to the newest technology thanks to Beximco Ltd.'s assistance, allowing it to optimize production, cut down on lead times, and react fast to market developments. By making

these efforts, Yellow has been able to increase its productivity and competitiveness while giving clients the newest fashions in the shortest amount of time (Das, 2016).

3.5.6. Real-Time Communications

Yellow uses powerful relationships with in-store sales staff as part of its communication methods to keep clients. Store managers are entrusted with bringing in new customers and fostering strong relationships with existing, devoted clients each quarter. Store managers can learn important information about client preferences using this strategy, which enables Yellow to quickly modify its collection to reflect new fashion trends. Yellow fosters customer loyalty by carefully observing the purchasing patterns of clients who frequently use the brand, regard it as reliable, and suggest it to others.

3.5.7. Emails and Mobile Advertising

The company works hard to create cutting-edge tactics to improve their client interactions. Their efforts include using email and mobile marketing to stay in touch with their customers. Yellow carefully manages a database of the contact details of their devoted clients, in particular their email addresses, allowing them to distribute promotional activities only to these people. For instance, Yellow delightedly surprised its loyal clients by giving them vouchers worth 2500 Taka during the recent Eid-Ul-Fitre celebration, even though these customers already had Yellow's loyalty card. In order to let their consumers know about this development and allow them to pick up their gift certificates from the store in a timely manner, Yellow used their email and mobile marketing tools. (Smith,2016)

3.5.8. Online Shopping Option

Due to the introduction of the internet, the economy has experienced a considerable transition in modern times, significantly altering traditional business practices. This change is particularly noticeable in Bangladesh, where internet commerce is quickly gaining ground and enabling businesses to improve client interactions, cut costs, personalize items, and provide more convenience. Therefore, it is crucial for well-known service providers to embrace digital platforms in order to improve client outreach, increase market share, and strengthen their brand reputation. A reputable brand in Bangladesh called Yellow has realized the potential of online shopping and has developed a 24/7 digital platform to serve its clientele.

The platform aims to increase brand trust and client loyalty as well as sales across the country. Also, Yellow provides free home delivery services for every online transaction made anywhere in the nation as an incentive for users to use the site. Yellow has created a Customized Shirt Solution App

that allows users to create their own shirts in order to increase customer interaction. This app increases interest in the brand and increases its appeal. (Das, 2016)

3.5.9. Deal with BKash and e-commerce websites

Yellow has implemented a number of initiatives to boost its overall sales and reach clients around the nation, such as collaborating with the well-known e-commerce platform Daraz.com for online sales. This decision was made in response to shifting consumer preferences and the rise in online shopping. Yellow can reach customers outside of Dhaka, where it is not physically present, and send its branded goods to their doorsteps through a partnership with Daraz.

In addition, Daraz.com. During Eid, BKash account members who buy Yellow's items on the BKash platform will receive a 10% cashback. By forming these strategic alliances, Yellow has been able to grow its clientele and sales while giving customers easy and safe payment methods (Das, 2016).

3.5.10 Other Sales Strategies

Yellow uses a variety of unique tactics to maintain their sales goals. These are some additional techniques they employ:

1. Yellow operates throughout the every time spans like all over the year. The goal of Yellow is to dominate the "Fast Fashion Apparel Retailer" market in Bangladesh. They are able to routinely update their collections and stock a minimal amount of goods thanks to this tactic. Their seasonal offerings are frequently changed, which helps to enhance sales in two ways. First, it keeps customers interested since they are interested in learning about new products or trends that are offered.
2. This consistent rotation encourages buyers to buy goods before they run out. Yellow only keeps two seasons' worth of merchandise in each store to give customers a diversity of styles and newness. For instance, Yellow only carries Eid and Autumn merchandise at its stores during the Fall season. Products from the Spring and Summer seasons have been discontinued.
3. Yellow uses discount sales as another well-liked sales tactic. They run a once-a-year 50% or 70% off sale in addition to twice-yearly 30% off sales on particular categories.
4. In order to improve overall sales performance and the percentage of product categories contributing, Yellow has implemented an innovative technique that involves rearranging inventories.

5. Yellow offers three different sorts of loyalty cards: Admire, Impressive, and Premium, in an effort to motivate devoted customers to make more purchases.

3.6 Using the 22 Branding Immutable Laws to Analyze Yellow's Branding Practices

Yellow, a branded fast fashion clothes retailer, is acutely mindful of its brand reputation in the present fashion industry boom in Bangladesh. Following specialty marketing, Yellow uses particular branding strategies to develop a favorable brand perception in the eyes of its target audience. The intention is for "Yellow" to instantly conjure images of a trendy clothes business. (Ries, 1998)

3.6.1 The Law of Publicity

It is one of the 22 Immutable Rules of Branding that Yellow abides by. Yellow uses print media, digital marketing, and promotional activities as its primary methods of publicity rather than more conventional forms of advertising like radio or TV advertisements.

3.6.1.1 The First Bangladeshi Retail Congress

On February 6, 2016, Yellow and Apex presented this conference under the heading "Transforming to Sustainable Retail Company." The conference examined current trends, difficulties, growth potential, and how a supportive ecosystem may guarantee sustained growth. 2016 (The Independent).

3.6.1.2 Guns N Roses was brought to Dhaka by Yellow

In 2015, Yellow was pleased to support the Sounds of Guns N Roses, which included guest vocalist and rhythm guitarist Gilby Clarke. 100 of the lucky winners took part in an unique session with the Tales of Gilby Clarke. 200 lucky winners (1 winner + 1 buddy) were given seats to the event. This musical delight was only available to YELLOW Admire Card holders because Yellow feels that they should be rewarded.

3.6.1.3 Yellow brought the "International Love" tour of Edward Maya to Dhaka

Yellow enthusiastically sponsored the EDWARD MAYA "UNIVERSAL LOVE" musical event in Bangladesh. Edward Maya will be present at the evening fiesta, and ten lucky consumers shall get the opportunity to meet him and take pictures. Only winners could obtain tickets, and only holders of the YELLOW Appreciate Card may attend the event. (Edward Maya - Live in Bangladesh, 2015, as part of the Universal Love Tour)

3.6.1.4 Partner in Wardrobe for Dhaka Dynamite

Yellow served as Dhaka Dynamite's official clothing partner during the 2015 Bangladesh Premier League. On November 18, 2015, Yellow debuted the official DD Garments Collection, along with additional products that could be bought by customers. (Yellow, 2015)

3.6.1.5 Symphony Orchestra of Arijit Singh Driven by Yellow

On March 10, 2016, the Shadhin Bangla Betarer Gaan event, powered by Yellow, featured Indian vocalist Arijit Singh.

Yellow has preserved its trademarked fast fashion image in customers' thoughts through these recent and big promotional activities. Pictures from these occasions demonstrate how diligently Yellow works to improve brand publicity. (Das, 2016)

3.7 The "Rule of Speech," the fifth concept

The "Rule of Speech," the fifth concept is ingrained in Yellow, a successful quick fashion company. The word "Yellow" alone conjures images of fashion or a well-known brand. The brand has consistently focused on providing its customers with a fashionable lifestyle. (Das, 2016)

3.8 The sixth law, the "Law of Credentials,"

The company launched the fashion oriented style business in Bangladesh, has given it a competitive advantage and allows it to keep one step ahead of its rivals. Customers have come to regard the brand as a reliable source for quick fashion thanks to its distinctive designs, high-quality products, longevity, and great customer service. (Das, 2016)

3.9 The "Law of Quality," the eighth law

Although being predominantly associated with fast fashion, Yellow does not skimp on the quality of its goods. The "Law of Quality," the eighth law, states that Yellow must provide its customers with high-quality goods. The company is recognized as a quick fashion apparel retailer, nevertheless. Yellow is a specialized brand that has established a solid reputation beyond merely the caliber of its goods. (Das, 2016)

3.10 The "Rule of Class" is the 8th rule.

According to the 8th rule, the "Rule of Class," Yellow constantly works on developing new product categories to increase brand attractiveness and recognition among consumers. Luxury lawn for parties, modest apparel for women who wear the hijab or admire Arabian fashion, and the distinctive Satya Paul Saree to catch new fashion trends are all introduced by Yellow. Yellow intends to introduce Men's Fatuwa on Pohela Boisakh in the next year. (Das, 2016)

3.11 The ninth law, the "Law of Name,"

According to the eighth law, the "Law of Name," Yellow's distinctive brand name has helped it preserve its standing clothes industry. The company name "Yellow" has a specific brand image in the market. The best service and product quality have provided them best customer experience.

3.12 "Law of Fellowship" the eleventh law

Sailor and Ecstasy, the other fashion labels, provide a fierce and healthy competition, therefore Yellow views the "Law of Fellowship" or the eleventh law as a matter of fact. Yellow exploits this competition to streamline its administrative procedures and dominate the cutthroat fashion industry. (Das, 2016)

3.13 The thirteenth law, the "Law of Company,"

In accordance with the thirteenth law, the "Law of Company," Yellow has effectively created its identity as a fashion brand distinct from its parental company, BEXIMCO. Yellow was initially motivated by the firm name when it first started, but that has since changed. (Das, 2016)

3.14 The fifteenth law, the "Law of Siblings,"

The law of siblings provides the idea of the unique value of Yellow in the market. The verified designers are assigned here to fix the market quality. There are three sister brands of Yellow in the global market. They are: Saree, Modest apparel and Luxury Lawn.

3.15 The sixteenth law, "Law of Form,"

According to the sixteenth law, sometimes known as the "Law of Form," Yellow's logo design and shape indicate class, refinement, lifestyle, and current trends in fashion. The logo's design has been successful in portraying the look of a branded lifestyle and the most upscale retailer of fast fashion items among those who love fashion. (Das, 2016)

3.16 The "Law of Color," the seventeenth law

According to the "Law of Color," the seventeenth law, Yellow's logo color changes with each particular season. Customers can learn about the forthcoming season by doing this. Yellow develops a theme to symbolize and honor each season by using a different hue for each one. (Das, 2016)

3.17 The consistency principle is the nineteenth Law

From its establishment, Yellow brand has constantly committed to its core operations and product offerings, embracing the Quick Fashion Retailer ethos. The company has consistently upheld its brand identity and adhered to its customary procedures. Yellow has succeeded in large part due to its continuous commitment to becoming a consistent brand. (Das, 2016)

3.19 The Principle of Singularity is the final tenet

In order to express a specific philosophy, Yellow Brand has consistently concentrated on being a Fast Fashion Retailer brand. The company has done an excellent job of maintaining its exclusivity, working relentlessly to serve the buyers as goods that ooze a conventional lifestyle and tasteful fashion. (Das, 2016)

The Quick Fashion Retailer theme has remained constant over the whole history of the Yellow brand, and its products have done the same.

Investigation of twenty two Unchangeable marketing Rules violates

3.20 The Rule of Growth, the first rule

The Rule of Growth, the first rule, emphasizes that brands shouldn't diversify from their primary good or service. But Yellow, which functions as a branded house, is actually a BEXIMCO brand extension. Several department names, including Pharmaceutical, Ceramics, Interaction, and Petroleum, among others, are included within the BEXIMCO umbrella. (Das, 2016)

3.21 2nd rule: the Rule of Recession

The rule of recession means Contraction, the second law, counsels brands to focus more narrowly on specific aspects of their operations. Although Yellow has shifted its emphasis, especially within the fashion sector, its product categories have not changed. Although survival in the fashion industry is tough, Yellow constantly strives to introduce new categories each year to remain relevant. (Das, 2016)

3.22 Rule of promotion, the fourth rule

Rule of Advertising, the fourth law, recommends that businesses use a variety of channels to advertise. Nevertheless, rather than paying for advertising through radio or television advertisements, Yellow chooses digital marketing using social media tools, including press coverage, promotions, and branding via print media. (Das, 2016)

3.23 Rule of Attachments, the ninth rule

Rule of attachments, the ninth law, suggests that businesses expand their product portfolios to provide clients with fashionable lifestyles. Yellow has created a number of product expansions to stay competitive in the fashion business, including Male collections, female collections and Modest Clothes. They also provide ordinary wear lawn and luxury lawn, with the latter being an upgrade to the former. (Das, 2016)

3.24 The 12th rule, or the Rule of Diversity

Rule of Diversity, the twelfth law, advises brands to refrain from utilizing generic names. As the first fast fashion shop in Bangladesh, Yellow has a distinctive and recognizable moniker that distinguishes it from other brands. (Das, 2016)

3.25 The Law of Subbrands, the fourteenth law

The Law of Subbrands, the fourteenth law, suggests that companies create subbrands to narrow their attention even further on particular goods or services. Yellow, on the other hand, has remained committed to providing products that are stylish, and as a result, no sub-brands have been created. (Das, 2016)

3.26 The 18th rule is The Rule of Boundaries.

Rule of Boundaries, the eighteenth law, recommends that businesses go international. While Yellow isn't yet a household name, one of the company's recent additions was fashionable modest clothes. This is because one of the company's goals is to open a new showroom in Saudi Arabia. Additionally, they plan to introduce showrooms in India and France to grab the world market.

3.27 The rule of modify, 20th rule

The Law of Change, the 20th law, says that brands shouldn't alter their operational procedures until absolutely necessary. In Bangladesh's fashion industry, Yellow has built a solid reputation as a reliable brand, thus they have no plans to alter their business model or turn into a convenience brand. They instead want to keep their reputation as a specialty brand. (Das, 2016)

3. 28 Recommendation

My analysis of Yellow's marketing and sales tactics led me to the conclusion that they had a tight emphasis on a particular market segment. Yet after linking Yellow's operations to numerous ideas, I've come to the conclusion that there are still some unexplored territories. If they are able to do so, Yellow will undoubtedly gain a competitive advantage over other fashion brands in the market, making it difficult for them to even stand next to Yellow.

I advise Yellow to concentrate on the following in terms of sales:

- Inventory Control: Fast-moving items frequently sell out rapidly during significant events like Eid or Puja, leaving shoppers unhappy. When the products have entered the store, Yellow presently only has 20% of the product in its possession. They should raise that proportion in order to meet the pressure caused by the sudden surge in demand. Instead of waiting for the fresh manufacturing slot, which takes a long time to arrive to the store, they may easily solve the situation with the in-hand inventory by doing this.
- Yellow needs to implement an in-time production strategy. Currently, in the midst of a new season, the brand launches cloths for the customer which is needed to be modified.

- Yellow is currently more focused on young people and children as part of its segmentation strategy. To attract the interest of various age groups and boost sales, they should segment their items based on age and psychographics.

In terms of branding, I suggest the following:

- Instead of "The Independent," the company needs to be more active in TVC and other medias. They will be able to connect with sophisticated, style-conscious individuals who are not necessarily young by doing this. If they are successful in implementing this plan, Yellow will gain more devoted and content customers and will project a favorable brand image in the eyes of the consumers in this market.
- Yellow should extend beyond boundaries. Yellow now operates a store in Pakistan and sells various product categories. Different nation has a Yellow location. Being a well-known quick fashion brand in Bangladesh with a mother company that has already had an effect on the world,

3.29 Data Gathering, Analysis, and Findings

I carried out both online and offline primary studies to gather knowledge about Yellow by Beximco's customer experiences and profitability. There are several industries in the market today that are increasing client demand, which is driving up competitiveness in the ready-to-wear industry.

The results of the analysis and findings are as follows:

- Yellow's customers are festival-focused and prefer to shop during the appropriate season.
- Consumers have access to Yellow's top-notch goods.
- Yellow successfully satisfies the unique, time-sensitive needs of its consumers.
- Yellow provides enticing goods at an affordable price.
- Yellow places a high focus on customer service.
- Customer satisfaction is a top priority for Yellow at all times.

Online Analysis

Do you purchase from Yellow regularly?

50 responses

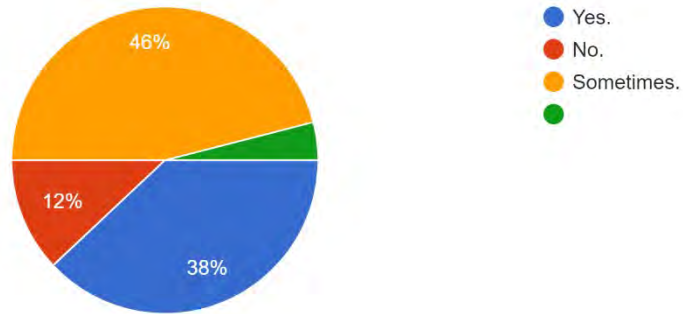


Figure 01: Online analysis of regular customers.

Explanation: Through an online survey, 38% of respondents report that they purchase from yellow regularly and 12% of them said they do not purchase and another 46% of respondents said that they purchase from yellow sometimes.

What do you shop in Yellow?

50 responses

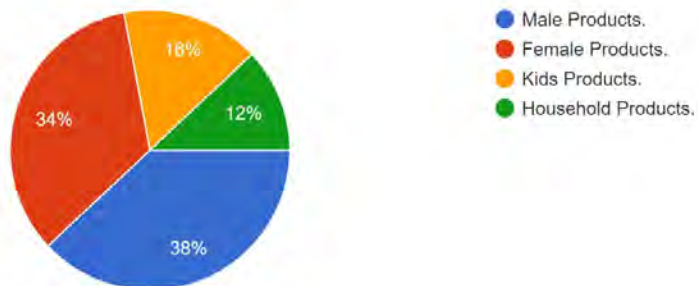


Figure 02: Online analysis of individual customers.

Explanation: 12% of respondents report that they shop for male products and 38% shop for female products. 34% of people shop for kids' products and the other 16% shop for household products. Here it shows that a large number of people shop for female and male products from Yellow.

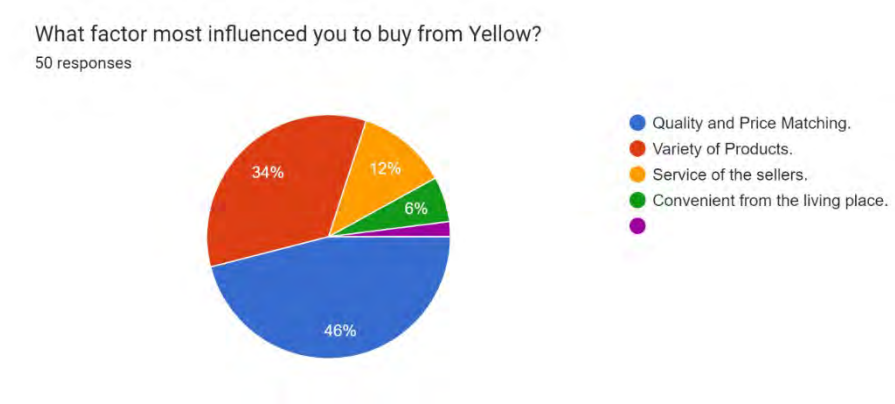


Figure 03: Online analysis of customer influence.

Explanation: 46% of respondents report that the Quality and price matching influenced them to buy from Yellow.34% were influenced because of the variety of products and 12% were service of the sellers and the other 6% were influenced because of convenience from the living place. That Yellow provide Quality products and services to their customers.



Figure 04: Online analysis of Loyal customers.

Explanation: 50% of responses reported customers are the loyal member card holder and 50% said No. It means they have an average loyal customer who has a loyalty card.

What is the best product did you purchase from Yellow?
50 responses

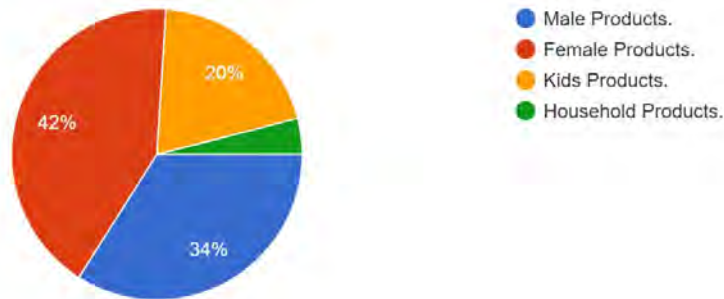


Figure 05: Online analysis of best product choice.

Explanation: 34% of respondents report that the best product they purchase from yellow is male products, 42% were female products and 20% were kids' products and a small number of people report that household products is the best products they purchase from yellow.

What types of products do you need more in the yellow store?
50 responses

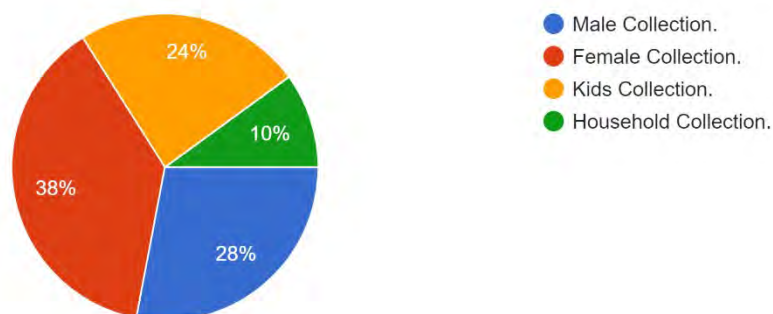


Figure 06: Online analysis of regular customer demand.

Explanation: 28% of people said that they need a Male collection and 38% of people said they need a female collection in the yellow store. 24% were kids' collections and 10% were household collections.

Do you satisfy with the shop environment of Yellow?

50 responses

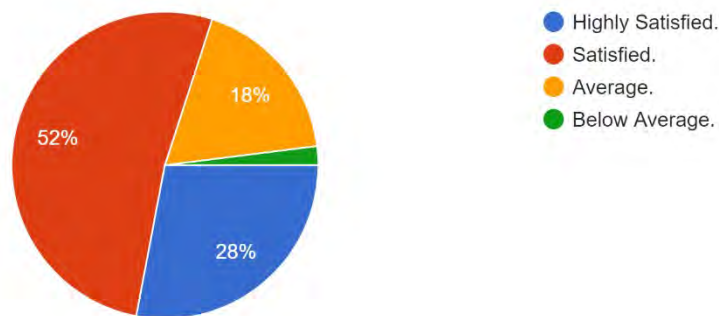


Figure 07: Online analysis of shop environment.

Explanation: People were asked about the shop environment, here 28% of respondents said they are highly satisfied with the shop environment, 52% said satisfied and 18% said average, and a small amount of people said below average. That means more than 50% of customers are satisfied with the shop environment.

Do you satisfy with the customer service of Yellow?

50 responses

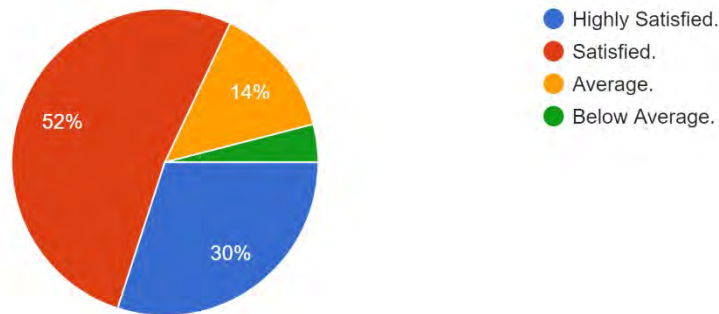


Figure 08: Online analysis of regular customer service.

Explanation: 30% of respondents report that they are highly satisfied with the customer service and 52% response satisfied and 14% of respondents said average. So, we can say that they provide good customer service.

Are you satisfied with the products of Yellow at different time spans?

50 responses

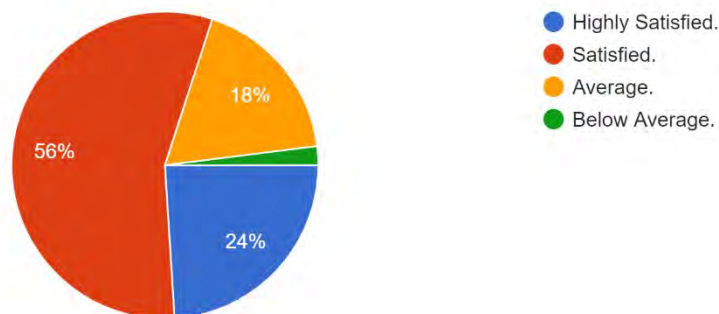


Figure 09: Online analysis of the timing of products.

Explanation: The next question was are they satisfied with the products of Yellow at different time spans here 24% said highly satisfied, 52% said satisfied and 18% said average.

Where do you most prefer shopping except Yellow?

49 responses

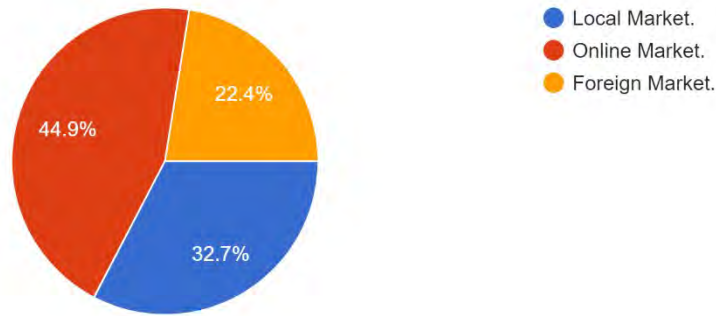


Figure 10: Online analysis of other market choices.

Explanation: 32.7% of respondents report that they prefer shopping from the local market except for yellow and 44.9% said online market and 22.4 % said foreign market.so here we can say that a lot of group shop online nowadays.

Do you ever suggest anyone buy from Yellow?

49 responses

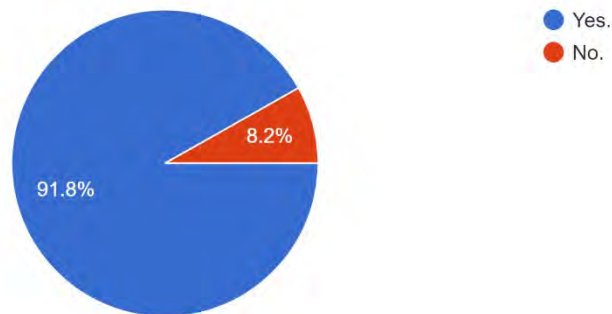


Figure 11: Online analysis of spoke person.

Explanation: 91.8% of respondents responded positively that they suggest people buy from yellow and other 8.2% are not suggest people buy from yellow.

Do you think that Yellow does provide you right product at the right time?

50 responses

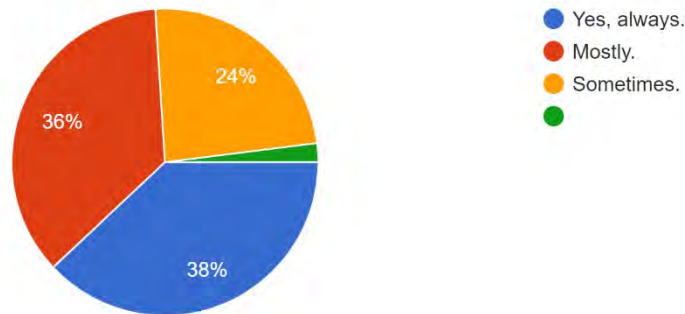


Figure 12: Online analysis of the right product production.

Explanation: In this chart we can say that 38% of respondents report that Yellow provide the right products at the right time, 36% said mostly and other respondents report sometimes they provide the right products at the right time. Here, we can say that the respondents responded positively that they provide the right products at the right time

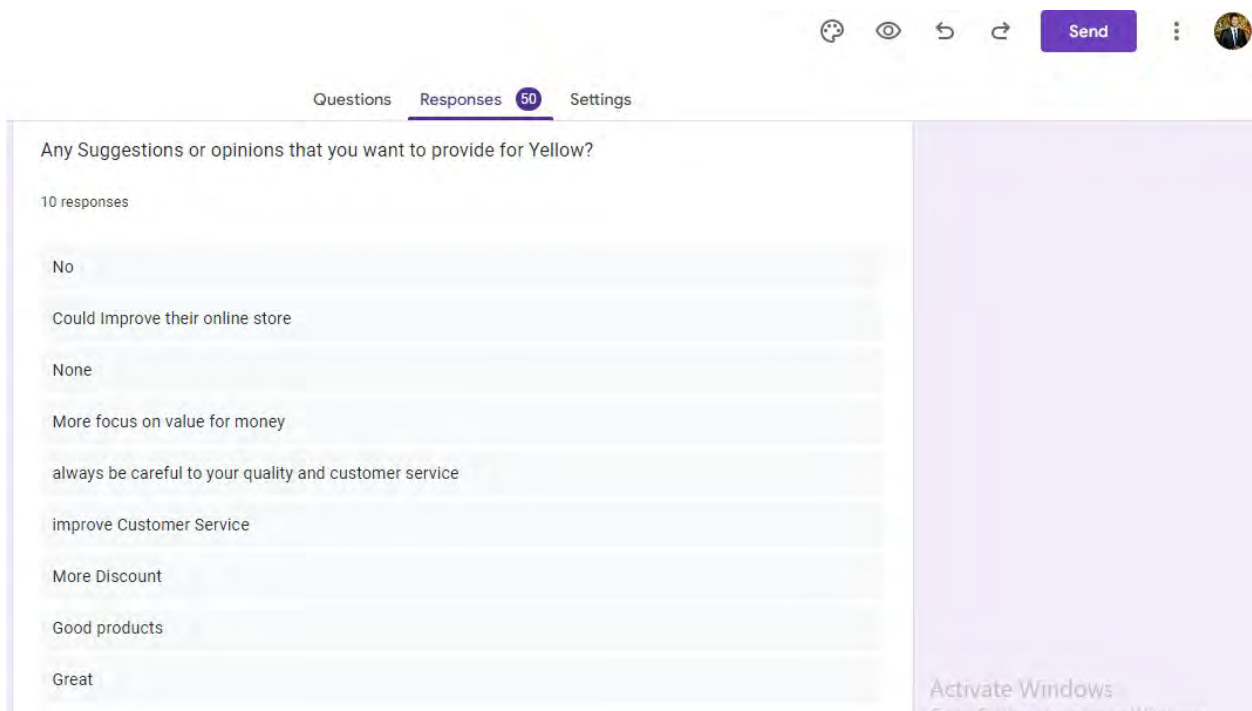


Figure 13: Online analysis of customers' comments.

Offline analysis

I have gone to the stores of Yellow and asked questions to the customers. To find out the best way that how Yellow grab the market and fulfill the expectations of the customer, I have taken 50 responses through offline primary analysis. The analysis and explanation have been given below:

1. Do you purchase from Yellow regularly?

- Yes.
- No.
- Sometimes.
- Other:

Here, the first question was asked the customer whether they purchase from Yellow regularly or not.

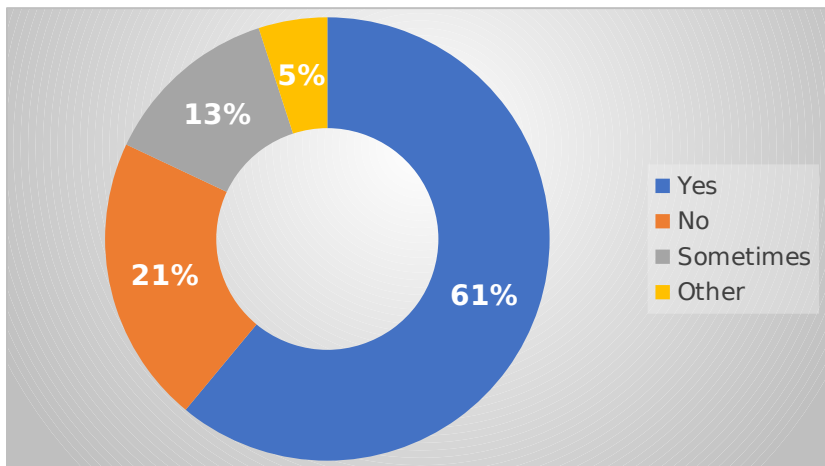


Figure 01: Offline analysis of regular customers.

Explanation: In the pie chart, it says that 60% of respondents do purchase regularly and 21 % of respondents said No and 13% of them said that they purchase from Yellow sometimes and the other 5% of people gave a different opinion they choose the other option. So, here the analysis says that a lot of people purchase from Yellow on a regular basis.

2. Are you a 'Loyal Card' holder?

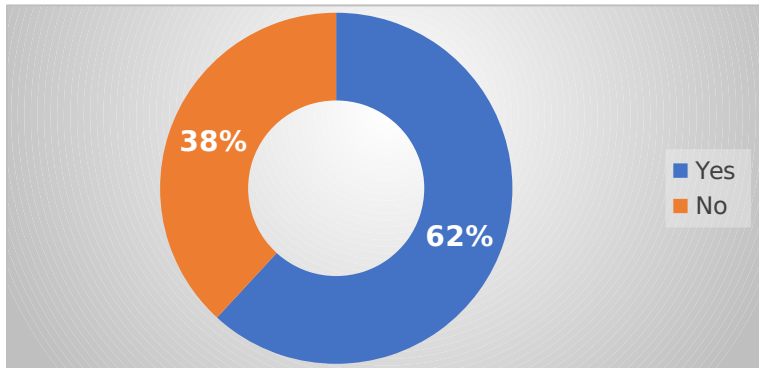


Figure 02: Offline analysis of loyal customers.

Explanation: Here, the above chart shows that 62% of respondents have loyal member cards, and other respondents which are 38% they do not have a loyal member card. It shows that Yellow has a standard number of loyal customers.

3. What do you shop in Yellow?

- Male Products.
- Female Products.
- Kids Products.

- Household Products

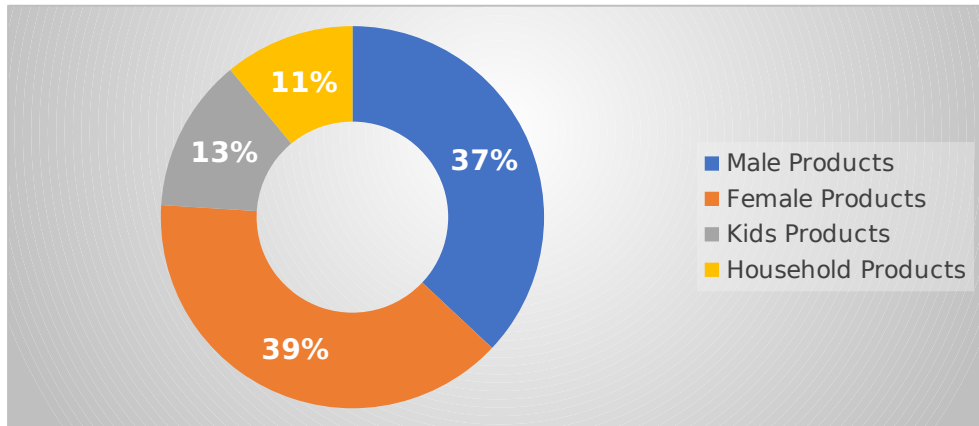


Figure 03: Offline analysis of individual customers.

Explanation: 37% of respondents reported that they shop for male products and 39% for female products. Also, 13% of Kids' products, and the other respondents which are 11% shop for household products. This means a large number of the respondents shop for female products and male products from Yellow and a small group of people shop for kids and household products.

4. What factor most influenced you to buy from Yellow?

- Quality and Price Matching.
- Variety of Products.
- Service of the sellers.
- Convenient from the living place.
- Other:

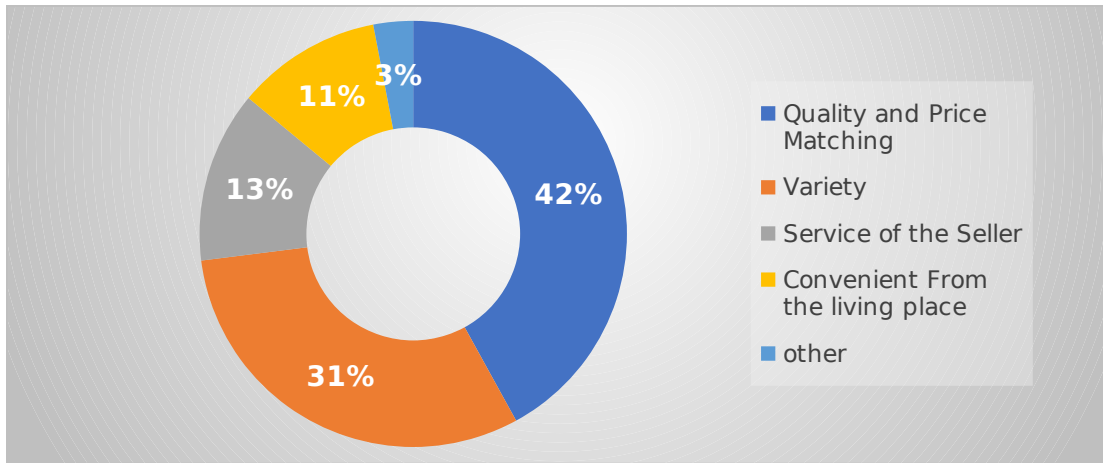


Figure 04: Offline analysis of influenced customers.

Explanation: Here, 42% of respondents report that they are influenced by quality and price Matching. 31 of the respondents said that they were influenced because they have a variety of products and some of the respondents 13% of them mentioned the service of the seller, also 11% of respondents were influenced because Yellow is convenient to their living place and the other 3% gave their opinion as other. From this, it can be said that Yellow has a quality product and a variety of their product.

5. What is the best product did you purchase from Yellow?

- Male Products.
- Female Products.
- Kids Products.
- Household Products.

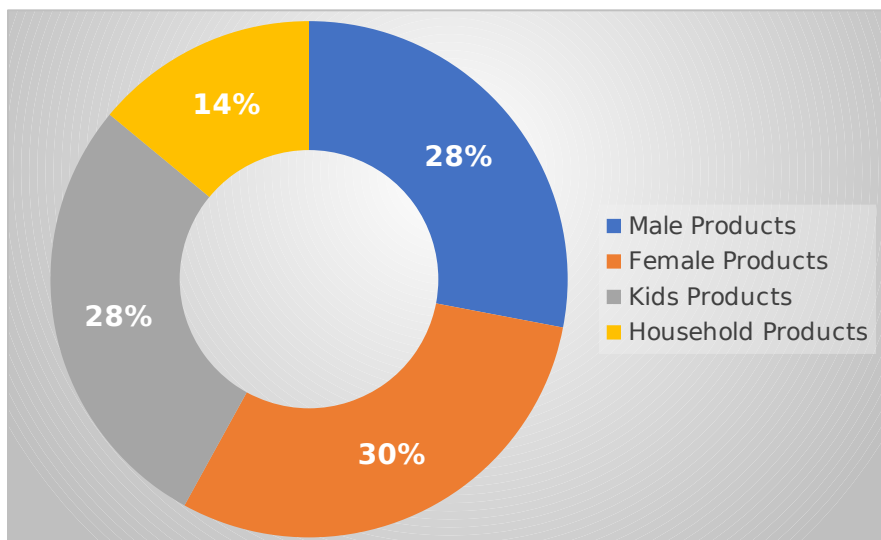


Figure 05: Offline analysis of best product choice.

Explanation: The respondents report that 28% said that male products are the best they purchase and 30% of female products and 28 % of respondents mentioned that kids products are best they purchase from yellow and the other 14% said household products. That means different customers have different opinions but they are happy with the products of yellow.

6. What types of products do you need more in the yellow store?

- Male Collection.
- Female Collection.
- Kids Collection.
- Household Collection.
- Other:

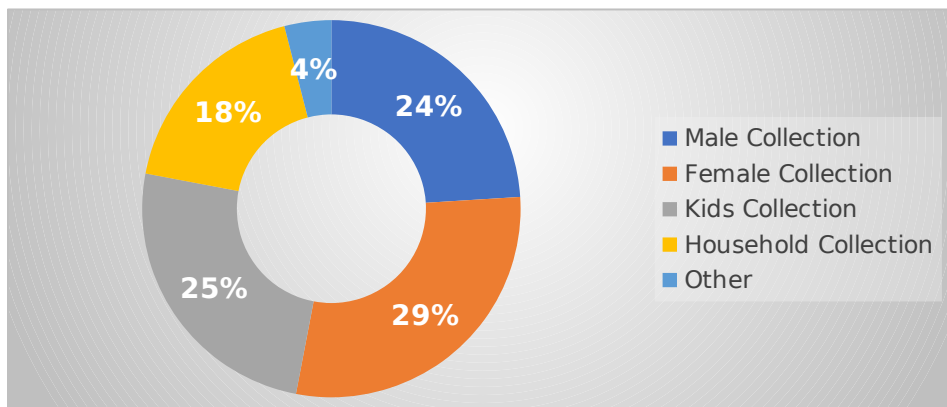


Figure 06: Offline analysis of regular customer demand.

Explanation: For future betterment, this question asked that what types of products they need more in yellow and the respondents report that 24% were male products, 29% were female products, and 25 kids products. Also, a standard number of customers 18% report that they need household products in the store and 5% choose other. It means the demands for all kinds of products are almost the same.

7. Do you satisfy with the shop environment of Yellow?

- Highly Satisfied.
- Satisfied.
- Average.
- Below Average
- Other

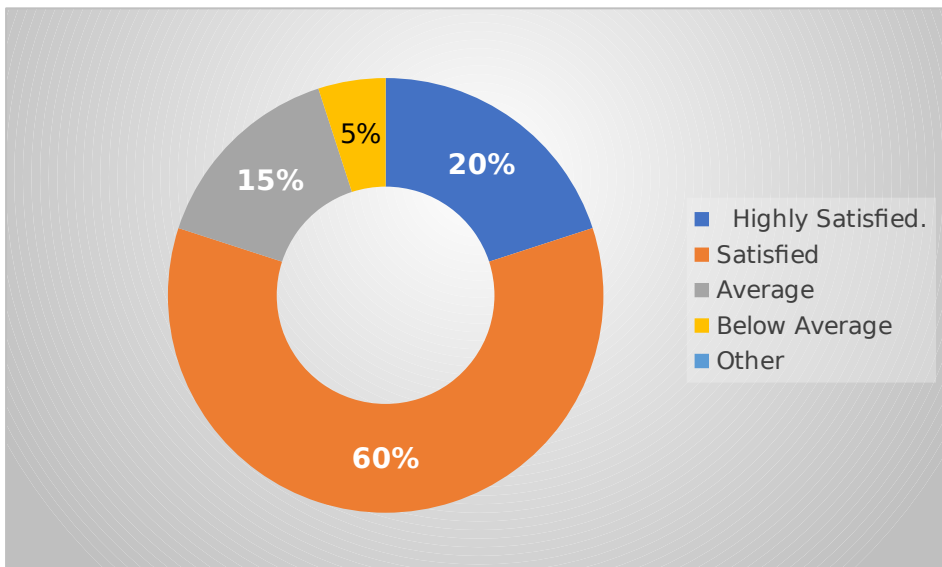


Figure 07: Offline analysis of shop environment.

Explanation: 20% of respondents report that they are highly satisfied with the shop environment of Yellow and 60% of their report that they are satisfied. 15% of them are average and 5% of them choose below average. From this, we can say that more than 50% of respondents are satisfied with the shop environment of Yellow.

8. Do you satisfy with the customer service of Yellow?

- Highly Satisfied.

- Satisfied.
- Average.
- Below Average.
- Other:

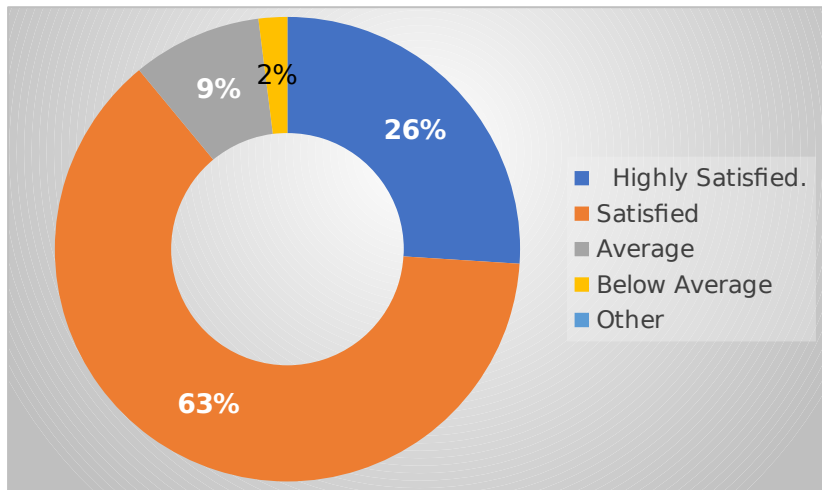


Figure 08: Offline analysis of regular customer service.

Explanation: People were asked about the customer service of Yellow and 26 % of respondents said highly satisfied with the service. 63 % of respondents report that they are satisfied and 9% were average, 2 % were below average. From this, we can say that more than 60% of customers are satisfied with the customer service of Yellow.

9. Are you satisfied with the products of Yellow at different time spans?

- Highly Satisfied.
- Satisfied.
- Average.
- Below Average.

- Other:

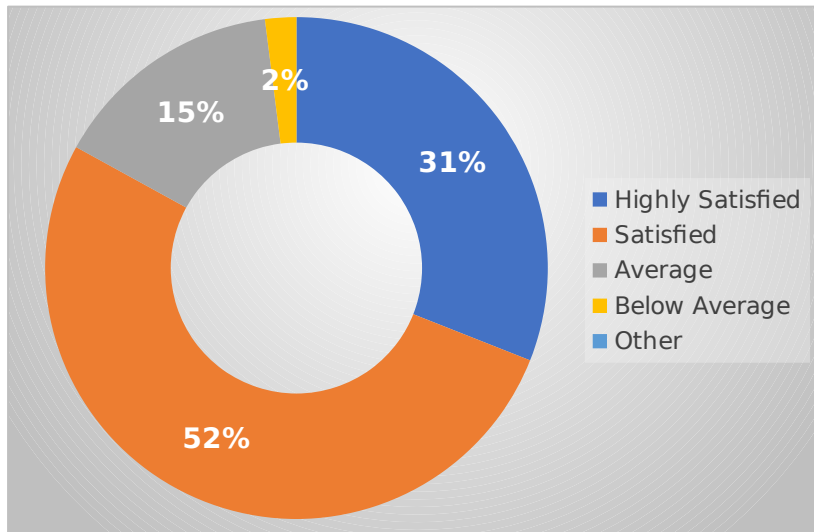


Figure 09: Offline analysis of the timing of products.

Explanation: Here, 31% of respondents report that they are highly satisfied with the products of Yellow at different time spans, 52% were satisfied and 15% were average.

10. Where do you most prefer shopping except Yellow?

- Local Market.
- Online Market.
- Foreign Market.

- Other:

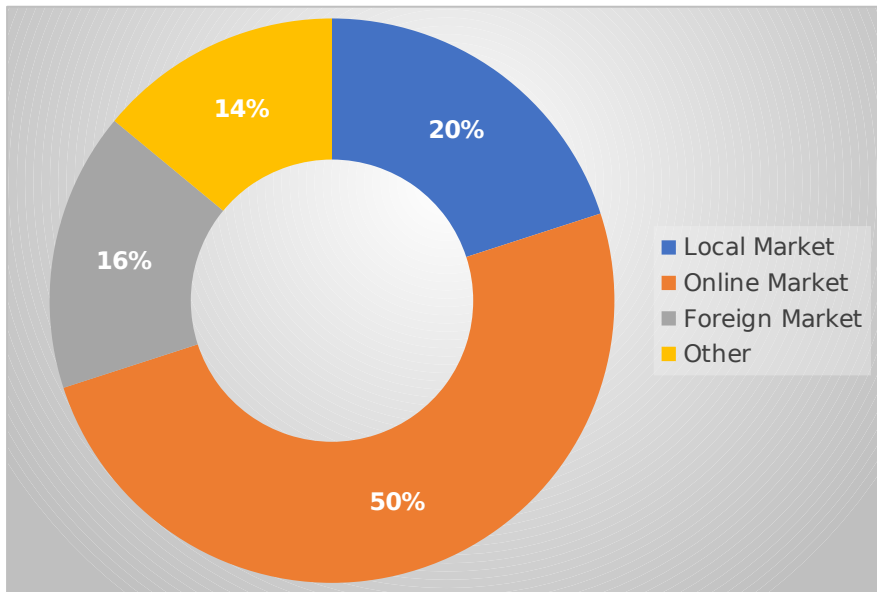


Figure 10: Offline analysis of other market choices.

Explanation: Nowadays there are a lot of competitors in the market. So people were asked about their most preferred shopping except Yellow. So, here 20% of respondents report that they shop from the local market, 50% were online market, 16% were foreign market and 14% choose other. It means a lot of people prefer shopping from the online market except Yellow.

11. Do you ever suggest anyone buy from Yellow?

- Yes.
- No.

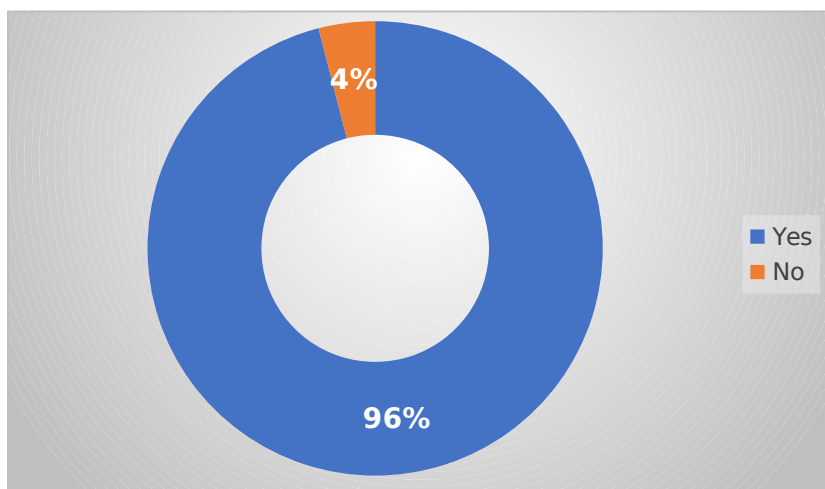


Figure 11: Offline analysis of spoke person.

Explanation: Here, 96% of respondents suggest to buy from yellow and a small number of people were not suggest Yellow for shopping.

12. Do you think that Yellow does provide you right product at the right time?

- Yes, always.
- Mostly.
- Sometimes.
- Other

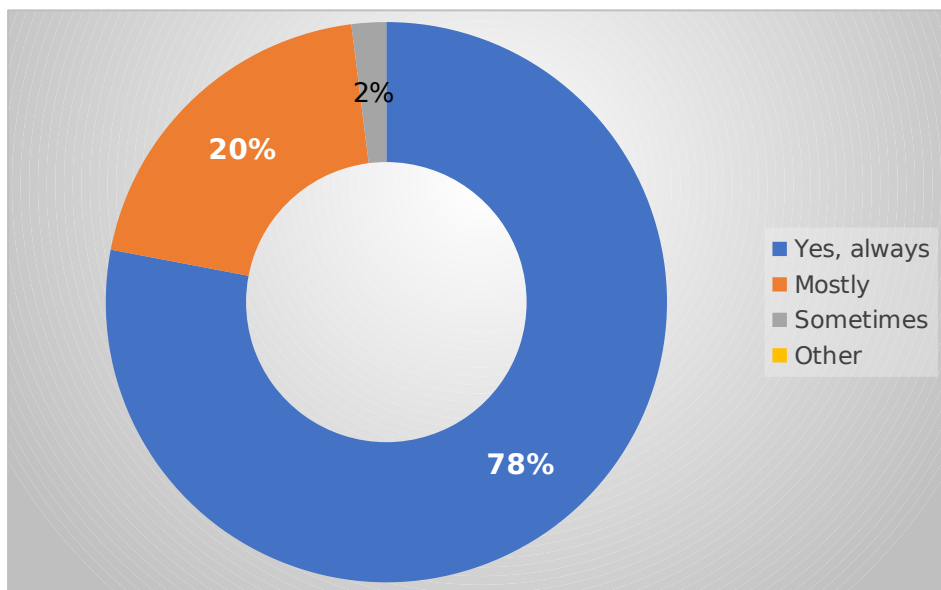


Figure 12: Offline analysis of the right product production.

Explanation: There are many brands that are not giving the right products to their customers. So, here people were asked whether Yellow provides the right products at right time. 78% of respondents report " Yes, always", 20% were mostly and 2% were sometimes. From this, we can say that Yellow provides the right products at right the time.

Section 04

Conclusion

Yellow needs to broaden its product offering and provide its clients a chic lifestyle. Yellow currently just sells clothing, but they should include more product categories like cosmetics, bags, home items, etc. to establish Yellow as a stylish lifestyle brand.

In conclusion, Yellow has successfully transformed the fashion business in Bangladesh and ushered in a new way of life for those who enjoy living stylishly. There is still a long way to go, though. Yellow could soon represent Bangladesh as a worldwide fast fashion brand with the help of its parent firm, BEXIMCO. In preparing this study, I learned more about Bangladesh's RMG sector and fashion business overall. The paper includes both primary and secondary data. The readymade factories will be increased in the country in near future according to a secondary data analysis.

Finally, I'd must to mention that my professional path has been great thanks to Yellow and BEXIMCO Textiles. I've done several fault in my tasks, the colleagues supported me a lot, every one of them has taught me something new. Because in my opinion, learning from the experience is the main purpose of the internship term.

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