

Report on  
Marketing Activities of “A Plus Group Ltd.” and Overview of RMG Sector  
of Bangladesh

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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

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## Letter of Transmittal

To

Ms. Tania Akter,

Lecturer,

BRAC Business School.

Subject: Submission of Internship Report.

Dear Maam:

I have the honor to submit the internship report based on the topic of "Marketing activities of A plus group ltd and overview of RMG sector of Bangladesh." I have put my utmost effort to gather relevant information for making a complete as mentioned above. I would like to express my profound gratitude for your kind and conscious mind for reading my report. I therefore, hope that you would be kind enough to accept my internship report and oblige me thereby.

Sincerely yours,

Tazreean Tamiz Nadeea,

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BRAC Business School,

BRAC University.

## Acknowledgement

I would like to thank my internship supervisor Ms. Tania Akter, Lecturer of BRAC Business School, for helping me choose my topic and guiding me through the report from the very beginning till the end. I am also thankful for her patience she has shown throughout the time of writing this report. Secondly, I would like to thank Mr. Ishak Titu- Merchandising Line Manager of A plus Group Limited, who was my supervisor during my tenure as an intern in A plus Group Limited. His instructions and guidelines have accelerated me bring out the necessary information that adds value to the necessary operations. Lastly, I would like to thank the other senior employees, field agents, distributor officials for helping me collect necessary information during my internship period in A Plus Group Limited.

## Executive Summary

A plus group is one of the largest industry in Bangladesh. It is one of the leading manufacturer company in the textile industry. This is great opportunity for me to complete my internship from here. They have large factories with all the facilities and machineries. Here the production process runs from making woven fabric to finished garment. At present, Bangladesh is flourished with RMG sector where this division has its immense contribution.

As a leading textile industry A plus group has large numbers of employees (approximately 8 thousand) but the productivity is getting slow day by day due to Covid 19. So, it is a matter of concern that this huge industry is doing stagnant profit for last few months. In the whole procedure of exporting garments to the retailer of abroad and to communicate with them, merchandisers have a great influence and responsibilities. When the order is taken from buyer the duty comes to the floor of merchandisers and before going to production they do almost everything to make the business operation smooth. So, the work starts with the order taking and making business relationship. Then sample making, planning, booking of every single material for samples and getting approval are all the key responsibilities of merchandisers. In case of production, sample goes in bulk so, the responsibilities become huge and it comes to the relation with operation also.

In this report I tried to cover a short profile of A plus group and major customers of them. It also includes responsibilities of a merchandiser, my activity, their marketing policy and the problems I faced and some recommendation.

I also covered marketing mix and (4p's) of A plus group. This report also contain objectives, values, business strategies, Infrastructural Development, segmentation, recruitment, & SWOT analysis of A plus group.

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## Chapter 1

### **Introduction**

#### **1.1 Origin of the report**

As a student of Business Administration, I had to complete a 6 weeks attachment with the organization and in that period, I collected information regarding preparing a report on Marketing activities of Textile Industry in Bangladesh.

#### **1.2 Main Objectives**

The objective of this report is specific, I have decided three objectives. These are:

1. To give brief description and work progress on the Marketing Mix (Product, price, place and promotion) and other elements of 4p's of A plus group.
2. Highlighting how they are maintaining their whole process of marketing distribution.
3. Idea about their clients and target market.
4. Focusing on market segmentation
5. How A Plus Ltd has established their market (positioning)
6. Marketing activities and present scenarios of Textile Industry in Bangladesh
7. I will also try to show how the total activities works in RMG sector.
8. Enlighten about the struggles through findings of A plus group.
9. Pointing out the problems and suggestions on how to overcome or reduce them via recommendation
10. Concluding the report by giving the overall idea of Textile sector.

#### **1.3 Scope**

- To know about the marketing mix of A plus group.
- To know what kind of activities are done in the garments sector.

## **1.4 Methodology**

For my report I have collected information from both primary data and secondary data.

**Primary Data:** I got the data or information directly from the officials. For getting the major competitors information I took help from office employees too.

**Secondary Data:** I also used secondary data by getting the help of A plus group's office and their website.

([www.aplus.bd.com](http://www.aplus.bd.com))

## **1.5 Limitations**

I tried my level best to enrich and complete this report although there are some limitations:

- ✓ Unfortunately, due to the company's limitations (business secrecy and confidentiality), I was unable to acquire sufficient information.
- ✓ As this is my first report about garments sector so I had to face some difficulties to preparing the report.
- ✓ Time was also a limitation. Gathering information only within 5-6 weeks during working was a very tough job.

## **Chapter 2**

### **Organizational overview**

#### **2.1 About A plus group**

A Plus Group is a trusted enterprise by society, we have set up management principles: respecting humanity, creating new values, and contributing to the lives and cultures of different countries around the world. At the same time, we operate our business under a management vision in which we aim to make adequate profit and sustainable growth and to bring our customers comfort and joy through the professional expertise and actions of each of our personnel and the collective efforts of our people.



Each of the directors, and employees of A Plus Group should comply with the SOC and strive to operate a sound and high quality business as a part of a global enterprise which emphasizes a balance between the environment, human rights and local communities under the principle of giving the highest priority to life, safety and compliance with laws, regulations, social standards and ethics. A Plus Group is one of the largest private sector group in Bangladesh. A Plus group is well known for innovation, trust and quality. A Plus group has operations and investments across wide range of industries including Garments, Industry, Agro and Builders.

At present there are two sister concerns of this group, each specializing in different areas of production. The Sister concerns of A Plus Group are,

(1) A Plus Industries Limited

(2) A Plus Sweater Limited

## **2.2 History at a glance:**

>Initially started fabric supply business by 2006.

>Started manufacturing unit at Narshingdi by 2010

>Additional business exporting fabric & Jute/ Fabric bags by 2012 which became a very prominent part of our business.

## **2.3 Short profile of Aplus group**

A plus group is one of the leading oriented woven fabrics manufacturer. They are serving their product to top leading garments in our country.

## **2.4 Production Capacity:**

Product capacity per day Minimum 20000 Yds.

Customer service is another aspect they have put most importance on. They don't have to cross different management barriers to get their jobs done in A plus group. Just give them a call and leave every responsibility on their shoulder.

Shortest delivery lead time is one of the ways they assist their clients. Since execution of woven fabric orders are a bit complicated and as well as time consuming they want to facilitate their respected clients with quicker delivery so that plenty of time remains available to handle any contingency. For this, they don't pile up orders; rather take orders on weekly basis.

■ \* 20,000 yds/ Day = Average Production Capacity

### **2.5 Strategic Vision:**

A plus group will be universally recognized for innovation and excellence in sourcing fabrics to the apparel and readymade garments industries. They will be their customers' trusted partner and their preferred solution provider. They will conduct operations in an *incident-free* workplace, all the time, everywhere.

Their *people's* passion and commitment to overcoming challenges will be their trademark. They will deliver outstanding *value* to their customers, their employees, and their shareholders.

### **2.6 Mission:**

To maximize profit while creating an environment in which they can provide the best value and the best services to their customers, while developing ourselves to their maximum potential in a pleasant, clean and professional atmosphere

### **2.7 Products Range Locally (BD) produce:**

They are with them along with their strength in any kind of sheeting [cotton/TC/TR] and canvas, solid & YD poplin's fabric. Moreover any kinds of printed fabric is available to produce along with AOP.

### **2.8 Products Range Imported (China,India,Pakistan,Egypt) produce:**

They are selling imported any kind of fabric from China, India, Pakistan, Egypt or any country to support customers in vast range of fabrication in terms of non availability & price as well.

They are also selling all kinds of Denim. Not local but all are Imported Denim. Denim like Coated, CTN , ctn/poly, CTN/ poly / sole Lycra, Print Denim ,Regular Denim , Less weight Denim , Chambray , Tensile, Nippy Denim, Jacquard , Stretch , Power Stretch , Knit Denim Kashmiri Denim & Ammonia Finishing Denim.

**Special Note:** They can supply almost all kinds of woven fabrics from available local or imported ventures. Also they can provide Solid Reactive Dyed, Solid Pigment Dyed, All Over Print. Also they can manage any kind of fabrics as per customer's requirement.



Figure 1.1 : Different Fabrics

## **2.9 Their service partner and products at a glance**



Figure 1.2: Their\_yarns



Figure 1.3: Manufacturing setup

Figure 1.4: Quality checking space



Figure 1.5: Dyeing and printing process





Figure 1.6: Buyer's inspection space

**Their clients:**

1. Target
2. J'c penny
3. H&M
4. Zaara
5. Super dry
6. Kick
7. Piazza
8. SMYK
9. Marks and Spencer
10. Alocot and Newcot
11. Pool and Bear
12. American Eagle

**2.10 New voyage :** From 2015 they entered to the world of Home textile in initial range. Reason of choosing this sector is especially due to our strength on AOP fabric & yarn market.



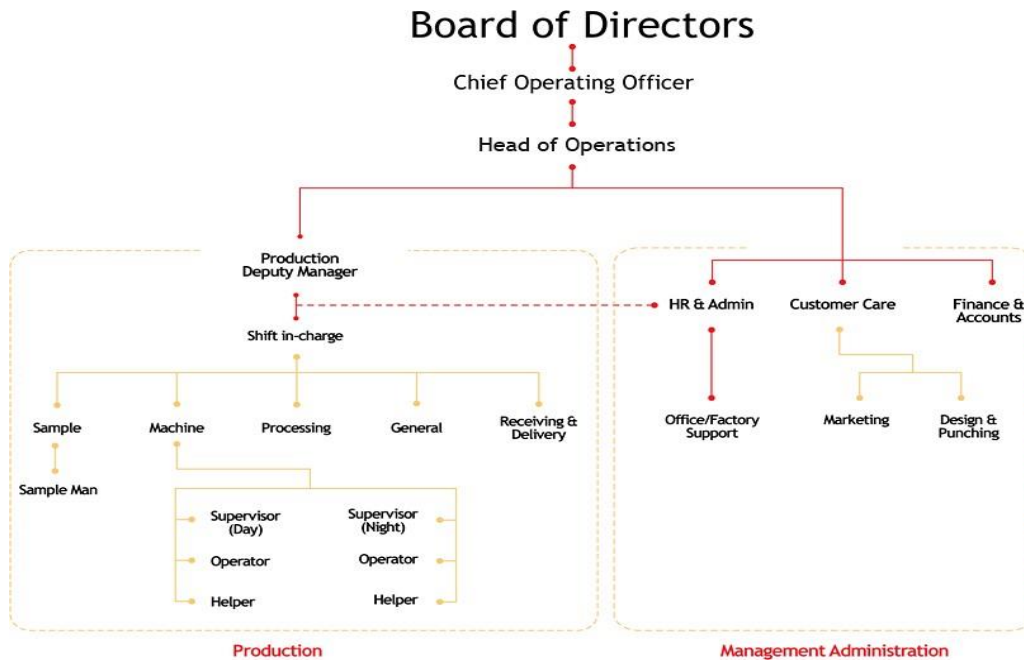
**Transport:**

Covered Van- 15 Vehicles

**2.11 Quality Assurance:**

Here quality planning considers clients, their needs, product features, process development to be able to produce the product features and transformation the resulting plan to operating forces. Quality control in A plus group is concerned with the process and operational techniques to achieves and sustain the planned quality criteria. Quality improvement is aimed to attain level of performance which is significantly better than any past level. They never compromise with quality.

**2.12 Organogram**



### Chapter 3

#### Topic

#### **3.1 Specific Internship Position and Duties:**

During my internship till now I have been assigned with several tasks which are to benefit launching a new online female clothing line. I have used my own business page which happens to be quiet popular with same target group.

As we can easily witness in social medias like Facebook or Instagram that female clothing pages are very active and popular among ladies of Bangladesh. They find it more convenient to explore through their smart phones or laptop computers to find their desired dresses rather than visiting shops physically. Especially during this pandemic the online dress sellers been remarkably successful to attract and engage the customers to their business. Hence A+ group of industries, keeping pace with modern transformations, wants to launch their own female clothing online page now and later in offline too where they are well capable even to serve designer dress demands for each customer.



I was tasked to gather TG opinion through few sample selling posts through Facebook and Instagram. As I had my own popular online platform with similar target group, I posted few samples to sell with options of unique customization as a survey to record customer responses.

Responses were beyond my expectation. Trending dresses like long maxi, tops, blazers are in trend and these have high demand. In terms of pants, the high waist pants and bell bottom pants are getting very trendy and demanded.

Also beside establishing this clothing line I was assigned to help in documentation unit by providing various necessary data and also in preparing database of their order amount and production amount.

### **3.2 Major Learning Points:**

During the time of internship program in the A plus group, I assemble many learning things, which inspire me.

The learning things are pointed in the following-

- In the time of my internship period I learnt how to make a document for the buyer order. I summarized how many order collect in a month and how many Yarn sale in a month.
- Time management. Before working in A plus group I have always worked with flexible work hours. However I had to maintain strict working hours in their head office along with visiting their factories located in and outside Dhaka twice a week. After working here I have a clear conception about time management practices of an organization..
- I choose to work in textile industry because I wanted to learn about cloths, their making process, production and so on. I had no idea about how a bulk production works, how the cost get minimizes when the quantity is huge, what immense pressure the workers go through during a order.
- After working here I know what is swatch, sample, count of the yarn and fabrics these are very familiar to me now.

- In the time of my internship I learnt about how a person can develop his career and maintain his subordinate. I learnt about the corporate culture, which is strictly maintained by the organization.

## Chapter 4

### The Project

#### Literature Review

A Plus group of Industries has its different wings based on producing different clothing lines. This report will show the marketing mix- 4ps- Product, Price, Place and Promotion and other elements of the organization. In this report the marketing activities of A Plus group of Industries will be highlighted in context of textile industry. The activities are discussed based on the current situation, trend and demand curve of products in the market. The business environment of the organization is discussed to highlight the current measurements and procedures it is going through in the industry. CRM, Global segments and overall scenario if the overall industry is discussed here a well.

#### Findings and Analysis

##### 4.1 Marketing:

There are a lot of marketing definitions available but the right ones are focused upon the key to marketing success i.e. **customers**. Following are some of the marketing definitions:

**Marketing is simply a potential buyer and seller.**

**Philip Kotler defines marketing as:**

“Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.”

**Dennis Adcock defines marketing as:**

“**The right product, in the right place, at the right time, at the right price.**”

Dennis Adcock, defines marketing in a short but realistic way by using McCarthy's Four Ps.

Marketing cannot take place unless some sort of exchange occurs. One party must exchange a product or service with another party for some form of payment

#### **4.2 Marketing Process:**

The marketing concept is the philosophy that motivate organization to focus on their customers' needs. Analyzing their needs and bring to market products that satisfy those needs in a better way than competitors. The Process of doing so can be modeled in a sequence of steps:

- The main focal point in marketing is Customer Needs
- Marketing Strategy
- Marketing Mix Decision
- In order to maintain long-term relations with customers, future needs have to be identified and predicted.
- Implementation and Control
- Marketing is not the duty of marketing department only but the everyone in the organization.

**Marketing activities starts from Needs, Wants and Demands, so here is the short details about these three.**

**Needs:** Human needs are the basic requirements and include food, clothing and shelter. Without these humans cannot survive. An extended part of needs today has become education and healthcare. Generally, the products which fall under the **needs category** of products do not require a push. Instead the customer buys it themselves. But in today's tough and competitive world, so many brands have come up with the same offering satisfying the needs of the customer, that even the "needs category product" has to be pushed in the customers mind.

**Wants:** Wants are a step ahead of needs and are largely dependent on the needs of humans themselves. For example, i need to take a bath. But i am sure you take baths with the best soaps. Thus Wants are not mandatory part of life. You DONT need a good smelling soap. But you will

definitely use it because it is your want. In the above image, the baby needs milk but it WANTS candy.

**Demands:** When an individual wants something which is premium, but he also has the ability to buy it, then these wants are converted to demands. The basic difference between wants and demands is **desire**. A customer may desire something but he may not be able to fulfill his desire.

### **4.3 About Marketing Mix:**

In deciding on marketing program, a company must decide how much to adapt its marketing mix i.e. 4p's (Product, Price, Promotion and Place) to local conditions, at the two ends of the spectrum are standardized and adapted marketing mixes, with many steps in between. At the product level, firms can pursue a strategy or striate extension, product adaptation, or product invention, at the promotional level, firm may choose communication, adaptation or dual adaptation. At the price level firms may encounter price escalation and grey market and it may be very difficult to set standard, prices. At distribution level firm needs to take a whole- channel view at the challenge of distributing its product to the final users. In creating all elements of the marketing mix firm must be aware of the cultural, social, political, environmental, technological and legal limitations they face in other countries.

Now here they will examine potential adaptations that A plus group might make to their product, promotion, price, and distribution as they enter foreign market. The marketing mix is the set of controllable tactical marketing tools – Product, Price, Place and Promotion; that the organization blends to produce the response it wants in the market. The marketing mix is consisting of everything the organization can do to influence the demand for its product or services. A plus group is a textile industry. For any organization that provides service- it is important that all the 4 Ps' of marketing mix are implemented properly.



Figure: The Four 'P' component of the marketing mix

**4.4 Marketing Mix:**

The marketing mix comprises of the 4 Ps. These include:

- 1. Product
- 2. Price
- 3. Place
- 4. Promotion



**Marketing Mix of A Plus group:**

**4.4.1 Product:** Product means the goods-and-services combination the company offers to the target market. In simplest word, Product is that satisfy customer’s needs. A plus group produces

local and imported woven fabrics for RMG (Ready Made Garments) in Bangladeshi garments industry who exports RMG abroad. They ensure the best quality of the products. A plus group manufactures not only conventional woven fabrics but also produces fancy woven fabrics that can satisfy customer's needs locally and globally. Besides this in local and imported woven fabrics they have 4 categories like TWILL, SHEETING, CANVAS and POPLIN.

### **LOCAL WOVEN FABRICS DETAILS**

**Poplin, 100% Pima Cotton:** Easy Care poplin fabric. Made from the finest pima cotton, it is very comfortable to wear all day.

**Herringbone, 100% Cotton:** Hugely popular herringbone pattern woven from the finest two-ply yarns. Drapes very well and has a subtle 21 ranch that makes you look exquisite. Great under a suit.

**French Oxford, 100% Cotton:** A fine 21 ranch oxford weave that goes well with a suit. A subtle sheen makes this fabric look very exclusive at great value!

### **IMPORTED WOVEN FABRICS DETAILS**

Oxford

#### **100% Cotton**

Very soft and durable Oxford fabric at a great price. Use for casual or more relaxed office wear.

#### **Pinpoint Oxford**

#### **100% Cotton**

A beautiful pinpoint Oxford weave that is finer than a regular Oxford. The weave is dense and opaque, drapes nicely and is very comfortable to wear.

#### **Poplin**

#### **100% Cotton**

Poplin, 100% Cotton.

Our premium poplin that comes with our best wrinkle-free treatment. A must have for your base wardrobe.

#### **4.4.2 Price:**

The amount company charges for a product or service, or the sum of the value that customer exchange for the benefits of having or using the product or service called price. The price of the product is determined by the accounts section of A plus group. The account section determines demand by analyzing its previous sales volume. The company market estimates are helpful in establishing the relationship between its product price and the quality. As the company has an objective to stay in the market along possible with this business, it has adopted the market based price policy.

#### **4.4.3 Promotion:**

Promotion, the marketing tools, standards for the various activities the company under take to communicate its product's benefits and to pursued target customer by it. In A plus group, they do not have to take much promotional activities. Because of their reputation that they never compromise with quality, that is their main promotional tools. In the overseas market the company promotes its product by-Provide Sample, Brochure, Collection, Attending international fair and Participation in auction over internet, E-mail, Fax, Various Journal, Cortex, Magazine etc.

#### **4.4.4 Distribution/Place:**

The strategy structure used to transfer product and service foreman organization to its market. Generally the company is issued direct channel.GMS Composite Knitting Ind. Ltd gives the order directly to A plus group. At first the companies try to fulfill the buyer demand. If 5% lower or over production from the order then it will be acceptable by the buyer in according to contract schedule. On the other hand when tile quality of tile product is not as good as there requirement or expectation then they canceled it.

#### 4.5 Customer Relationship Management (CRM):



Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth. CRM systems are designed to compile information on customers across different channels -- or points of contact between the customer and the company -- which could include the company's website, telephone, live chat, direct mail, marketing materials and social media. CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns.



## **4.6 Environment of A Plus Tex Ltd:**

### **4.6.1 Marketing Environment:**

Marketing environment of A plus group are the actors and forces outside marketing that affect marketing manager's ability to build and maintain successful relationships with targeted customers. Marketing environment is divided into two parts microenvironment and macro environment of the company.

### **4.6.2 Micro Environment:**

Marketing micro environment contains suppliers, marketing intermediary's customers, competitors and public. In the case of A plus group the component "Company" itself almost works well with its departments. A plus group's suppliers of raw materials policy and cost of raw materials or inflation directly affect the macro environment of A plus. So quality ensuring is a big concern here. In the case of marketing intermediaries; company fame, managers' strong liaison/ network with business buyers are the main strategy of Believe to sell products.

### **4.6.3 Macro Environment:**

Macro environments major forces of A plus group's are discussed below.

**Demographic factor-** South Asian region is suitable for textile industry. Big working population and raw materials outsourcing facility, supports the industrial growth of Bangladesh.

**Economic factor-** Low production cost, energy availability, workers availability and suitable government policy is the economic factor for A plus group.

**Technological factor-**China machineries are available and cost efficient for A plus group.

**Political factors-** Unstable political situation and various types of strikes plays negative roll on A plus group

## **4.7 Market Segmentation:**

### **4.7.1 The Global Segment:**

In RMG sector it is a huge market for global market. Rise of China as economic power is an issue in textile sector, because China has a great market of textile industry. Rising global trade and WTO can open doors for doing trade globally in smooth ways. Intellectual property protection is a big issue for doing business and keeps business safe from competitors. Important political events like war can put some impact on this sector, but overall clothing is very necessary for people and it'll never be abolished. On the other hand low cost suppliers can be potential for marketers.

### **4.7.2 Economic Segment:**

Size and change in gross domestic product, Per capita income levels, Inflation rate, Interest rates, foreign trade deficit or surplus, Unemployment and Rates of saving and investment all together makes mass impact on textile industry. Per capita income level can increase or decrease the purchase level and it can be good for the textile industry. But after all clothing's can be considering as a basic need of human being. That's why it'll never lose its value if the price and quality can be in controlled.

### **4.7.3 Demographic Segment:**

Size of population and growth rate is pretty good in this industry. Age distribution of population also related and can make good impact. Cause target market of this industry can be the any aged group. Education levels and income distribution also effected with life style. Income distribution and Ethnic diversity can be potential for this industry. Geographic distribution may potential for this industry.

#### **4.7.4 Socio-Cultural Segment:**

Socio-cultural segment is also very important for any industry. It can control the purchase behavior of the buyer group. Family relationships can put impact on purchase behavior of an individual or group as a whole. Attitude about work and living arrangements also a fact for purchase behavior. Lower living arrangement cannot be the high purchase condition. Developed countries are the main importer of RGM products, and it is also the great opportunities for Bangladesh. Styles of entertainment and changing life style also makes variation for purchasing habits and creates new position for this sector. Attitudes toward health make impact in both ways positively and negatively in this sector. Companies need to rethink about health care as well as they can also introduce new organic clothing in the potential market.

#### **4.7.5 Technological Segment:**

Technologies make the world closer and easier for everybody. Telecommunications and Internet is the biggest issue for better communication. It also reduces cost of communication and the list time consuming process. Online training is also the latest concept of trade in globally. R&D can be very rich with new and innovative product and process become easier to innovations.

#### **4.7.6 Market segmentation:**

Dividing a market into distinct groups of buyers who have distinct needs, characteristics, or behavior and who might require separate services or marketing programs is called market segmentation. A market segment consists of customers who respond in a similar way to given set or marketing efforts.

#### **4.8 Target Marketing:**

The process of evaluating each market segments attractiveness and selecting one or more segments to enter. A company should target segments in which it can profitability generate the greatest customer value and sustain it over time.

#### **4.9 Market positioning:**

A product's position is the place the product occupies relative to competitors in consumers' minds. A plus group. wants to develop unique market positions for their products. In positioning its product, A plus group. first identifies possible competitive advantages upon which to build the position. To gain competitive advantage, the company offer greater value to target consumers by charging lower prices and offering more benefits than competitors. As offering greater value, the bank also promises to deliver that greater value. Once the Aplus group. has chosen a desired

position, it takes strong steps to deliver and communicate that position to target consumers. The company's entire marketing program also supports the chosen positioning strategy.

#### **4.10 Present Scenario of the Textile Industries:**

Industrialization is a major reason for the economic development of a country. It plays a significant role in transforming the monetary structure of developing nations. Textile industry of Bangladesh is more than 500 years old. It is one of the oldest and most successful industries with its rich history. Moreover, in recent years there has been a substantial development in yarn and fabric production.

There is a significant effect of globalization on international textile and apparel trade. Today, the developed countries are hugely dependent on the developing nations for textile and garment manufacturing. At present, Bangladesh ranks second in the world as the largest apparel producers with a \$20 billion business in which 80% is earned by exporting goods.

There are three fundamental factors which have boosted the growth of textile in Bangladesh. The country has plenty of resources, opportunities, and beneficial government policies. In Bangladesh large number of workers can be found. Also, natural gas and cost of energy are cheap. With huge population, labor is abundant, and Bangladesh has an advantage in producing labor intensive products.

The main reason for the development of the textile industry in Bangladesh is the hardworking workers force. They put in more working hours to complete the target. Therefore, in recent times the per capita income of the country and the standards of living of the people have improved. Secondly, the country acquired an advantageous opportunity to trade with America and the European countries in readymade garments segment.

These opportunities were supported by the government policies which sustained the growth of textile in Bangladesh. The liberal government policies promoted investments from foreign countries. The garment industry of Bangladesh is renowned and holds a major place in the world market today. The textile industry of the country has specialized textile goods, knitwear, and woven apparels. These products top in grabbing the export income for the country.

Moreover, the quota-free textile rule which has been introduced since 2005 has substantially improved the textile industry of Bangladesh. The government policies that supported textile included monetary advantages and institutional help. As mentioned earlier, labor and power are cheap and easily available here compared to India, Pakistan or China. This gives them a competitive advantage against their competitors.

The new textile policies which have been introduced almost have no tariffs for the spinning sector. However, the imported yarns and materials have high tax rates so as to encourage the use of local fabrics and yarn production. All these factors worked together in favor of the textile development in Bangladesh. Nevertheless, in the past ten years the country has witnessed the growth of spinning industry.

The spinning capacity has increased four times in ten years which is a commendable job. In current scenario, the textile industry employs almost 4 million people in Bangladesh. 45% of the industrial employment is the result of textile industry. According to the latest reports, Bangladesh exports apparels worth \$5 billion annually to the US, European countries, Canada and other nations.

Majority of its exports include polyester fabrics, fabrics made from man-made fibers, PV fabrics, viscose thread fabrics etc. Apparel exports mainly consist of knitted or woven shirts, tops, trousers, skirts, shorts, sweaters and sportswear garments. The handloom industry provides employment for large number of people and also produces fabrics required by the domestic market. In spite of being one of the growing and largest industries of Bangladesh, it faces some challenges.

It is a known fact the Bangladesh has a great future in textile and garment industries. In fact a major chunk of national income is earned from the foreign currency received from textile and readymade garment exports. The textile and garment sector contributes to 81.43% of the total exports of Bangladesh. In this situation, it is easy to understand what will happen if there is any exhaustion or problem in this sector.

Availability of abundant natural gas, cheap labor and energy has been the core reason due to which the textile industry has sustained in Bangladesh over the years. However, in the recent years all the abundant resources which have been the backbone of the textile industry have turned hostile. The basic raw materials needed in the spinning sector are raw cotton and synthetic fibers. Sadly, none of these are produced in Bangladesh.

The energy which was available in abundance has become insufficient. Water which was in ample quantity has become scarce as it is being used quickly and made dirty. Also the huge population which was available for the labor intensive industries have not being employed and looked upon properly. Hence, the core strengths of the textile industry are becoming a major setback for the industry. However, the government is looking forward to find solution to these problems.

In this situation, Bangladesh cannot afford to waste these valuable resources or it cannot compete in the international textile and garment market. The main agenda of the 2<sup>nd</sup> International conference on textile & apparel is proper and efficient use of the resources. In this conference, the actual scenario of the textile industry will be discussed. The main priority is to come up with apt solutions to tackle the sensitive issues, and implement strategies that will enhance the growth of textile industry in Bangladesh.

The recent collapse of the factory building near Dhaka; has questioned the safety standards in the factories of Bangladesh at a global platform. As per the reports more than 300 factories have been shut down in Ashulia after this fatal incident. Nearly 80% of the factory workers have demanded increase in the salary and safety measures to be followed.

In response to this deadly accident, Bangladesh has requested European Union not to take strict steps against them in this critical situation. If the EU or other buyers enforce any tough measures on trade with Bangladesh it will badly affect the economy of the country. Also, millions of workers will lose their jobs.

In conclusion, one can say that if Bangladesh is able to maintain its current growth in textile and readymade garment industry, it can reach the target of \$40 US dollar export by 2020. To achieve

this position, it needs significant development in this sector and reasonable access to the US and the EU market.

#### **4.11 Labor cost & its competitors**

Country	Labor cost per hour	Country	Labor cost per hour
Thailand	\$ 1.00/Hour	Indonesia	\$ 0.40/Hour
India	\$ 0.60/Hour	Pakistan	\$ 0.40/Hour
Sri Lanka	\$ 0.45/Hour	China	\$ 0.35/Hour
Vietnam	\$ 0.40/Hour	Bangladesh	\$ 0.25/Hour

#### **4.12 Energy cost and its competitors:**

Country	Cost/KwH
India	\$ 0.095/KwH
Pakistan	\$ 0.08/KwH
Bangladesh	\$ 0.07/KwH

## **Chapter 5**

### **Recommendations and Conclusion:**

#### **5.1 SWOT Analysis:**

##### **5.1.1 Strengths:**

- Very experienced management officials
- Usage of modern equipment and machineries
- Sufficient production capacity
- No outsourcing for printing, embroidery and washing plant

A plus group is a rapidly expanding company. After starting its journey in 2008 it has already doubled the net turnover by the year of 2013. All the units of the factory enjoy higher use of machinery that is imported from Japan, Korea and Italy. As a result, it can maintain a smooth rate of production. Well trained human resources are strengths of the company. They train up their key personnel within the country and in abroad. In this way the company can get some competitive advantages over the competitions. The HRM practice is also remarkable in Aplus group.

### **5.1.2 Weakness:**

- Delayed delivery of sample
- Lack of automated and modern equipment
- They are not preparing sample designs

A plus group is highly dependent on Cotton. And raw materials of cotton are becoming expensive. Sometimes transaction time at Ports and transportation time create many problems there. And the higher taxes, power and interest rates are also included in weaknesses of this textile company.

### **5.1.3 Opportunities:**

- Now some foreign countries are really interested about A plus group
- Competitors are not that much strong like A plus group
- As this a compliance factory and quality management system so there is huge potential for business growth

There are bright opportunities for the Company in the overseas market. If it can communicate well and capture a significant market portion in the Europe and USA market, it can be the leader in textiles fields. Growth rate of Domestic Textile Industry is increasing. Besides this, Product development and Diversification are also happening to cater global needs.



#### **5.1.4 Threats:**

- Emerging market of china and India
- Increased competition with local garments
- Lack of electricity can make problem for the business.

For A plus group, Competition level is increasing both in local and abroad market. And the competition will be stiffer among the other foreign competitors like Sri-lanka, Thailand, Vietnam and India are prominent. To balance between demand & supply and price & quality are also included in threats this company.

#### **5.2 Findings:**

##### **5.2.1 Lack of software system:**

At present A plus group is using their own software for operating the organizational task, but it is not online basis software.

##### **5.2.2 Shortage of backup:**

Because of the software not online basis so the backup of the files is very important.

##### **5.2.3 Lees experienced employees:**

Lees experienced employees performing the marketing sector. They are not well-experienced to satisfied customers.

##### **5.2.4 Less number of employees:**

Again, at front desk there is less number of employees for the account opening task as well as dispatch related works. So, it takes a bit longer time to finish off his or her job.

## **Recommendations:**

### **6.1 Creating online basis software:**

At present A plus group is using their own software for operating the organizational task, but it is not online basis software. If any occurrence happens then the whole department has to suffer for this problem. So if they upgrade the system then that could be more effective for operating the task in organization.

### **6.2 Ensuring the backup:**

Because of the software, its not online basis so the backup of the files is very important. Using of software reduces environmental pollution like less using of paper but company's important documents can be under risk. So the company should more aware of the backup and ensure that they have the documents backup.

### **6.3 Export directly in abroad:**

A plus group not only competes with local textiles industry within our country but also in global market. As we know that A plus group is able to manufacture almost all kind of fabrics, so they can export yarn in India, China and also other country.

### **6.4 Appointing more Peoples:**

A plus group has a huge number of customers, suppose 200 but a group of six members is not sufficient to handle them properly. So if they appoint more skilled people that can make it easy to cope up with regarding task that can make more customers, because of more customers the demand of product will be increased. So A Plus group can make more profit.

### **6.5 Adding Research and Development team with Sales and Marketing Department:**

Although A plus group has Research and Development department but if they add an open R&D team with Sales and Marketing department so that customers can easily consult with them and then they come to marketing department. Now it's a lengthy process because firstly marketing department consult with R&D then they discuss with customers. So if they do that it will reduce more time like 24 office hours.

## **6.6 Conclusion**

A plus group already established a brand name in Garments and Textile industry. Now they have lots of foreign customers are demanding and its increasing day by day. A plus group is providing a lot of fabrics and sometimes accessories for garments industries which make production much easier. So if it can maintain its quality and standard it can have a huge business potential.

Lots of new textiles industries have been established in last few years and these industries have made this sector very competitive. So, now textiles industries have to organize their operation and do their operations according to the need of the market. A Plus Industries is facing some hardships because of Covid-19 however they still have new orders till end of this year (2020). They are worried about what will happen in 2021. Textiles industries no more depend on a traditional method. For that A plus industries in trying to go online by launching their own clothing brand. In this competitive world this sector has trenched its wings wide enough to cover any kind of financial services anywhere in this world. The major task for textiles industries, to survive in this competitive environment is by managing its assets and liabilities in an efficient way. Business line of this company in manufacturing and marketing of high quality Woven fabrics, which have large, yet share in textile sector in Bangladesh. The shortcomings A Plus Industries may hamper their business in the long run if it's not fixed soon. They need more experienced marketing team to spread its wings to border horizon of business. If they can manage and work on their marketing sector they can compete with world class textile industries as they already have a very promising and hardworking team. They must analyze thoroughly about marketing distribution channel, how to margin price and maintain them and the promotional activities given to traders etc. In order to know the current marketing management of textile sector they must have to do deep market research. Also they are planning to export local made yarns and woven fabrics. This new wing can add more revenue in their company. Very few garment factory in Bangladesh has their own individual unit of print and wash. A plus Group of Industries excels in this sector as they are already enrich in this section. Their strength can boost up their market share if they implement everything accordingly. More than 20+ foreign companies are working with A plus Group. This is a very big and Great opportunity to widen their service to more companies like this. Because in garments industry positive word of

mouth works better than any campaign. Lastly, China, India and Vietnam these three countries are a threat for our textile industry. A large portion of amount is contributed to our economy by textile industries of Bangladesh. If these countries try to grab our market our industry will face a big loss. If they don't start to fight now then the day is not far when this industry will face a collapse.

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