

**Report On**  
**Exploring The Challenges In The Marketing Departments**  
**Of Bangladesh Textile Industry**

Report By  
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An internship report submitted to the [BBS] in partial fulfillment of the requirements for the  
degree of  
[Bachelor's Degree]

[BRAC Business School]  
BRAC University  
[October] [2023]

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# Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Student Full Name**  
Student ID

**Supervisor's Full Name & Signature:**

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**Supervisor Full Name**  
Designation, Department  
Institution

# Letter of Transmittal

Letter of Transmittal

Date:

To,

Larry Sau K Leung, PhD

Assistant Professor

BRAC Business School

Subject: Internship report submission.

Dear Sir,

It is a great pleasure for me to present my internship report, "Exploring the challenges in the marketing departments of Bangladesh textile industry" that I have made based on my experience as an intern in Etacol Bangladesh Ltd (Chargeurs PCC) marketing division. From 14th May 2023 to 31st August 2023.

Through this internship I have gained significant experiences. Furthermore, I have tried to follow every instruction of my supervisor.

I want to express my appreciation for your help in addressing all of my concerns regarding the internship. I made an effort to write the report as precisely and meaningfully as I could. I gave all the information and analysis that was required.

So, I therefore hope that this report will satisfy all the requirements.

Sincerely Yours

Fahim Shariyer Haque Spinoza

ID: 19304037

Brac Business School

Brac University

# **Non-Disclosure Agreement**

This agreement is made and entered into by and between Etacol Bangladesh Ltd (Chargeurs PCC) and the understanding is signed by a student at Brac University.

As a former intern of Etacol Bangladesh Ltd (Chargeurs PCC) I Fahim Shariyer Haque Spinoza hereby confirms that this report will not contain any confidential, harmful or critical information about the company. Moreover, I am aware that I am required to protect the privacy of the information at all times and am not allowed to talk, divulge, or share any of it with anyone.

# Acknowledgement

I want to start by thanking Almighty Allah for this opportunity.

I want to sincerely show my gratitude to Dr. Larry Sau K Leung, Assistant Professor of BRAC business school for his support and guidance for completing the report. Without the expertise and mentorship of Dr. Larry Sau K Leung it would be impossible for me to complete this report on time.

Moreover, I want to thank my on-site supervisor and other senior employees of Etacol Bangladesh Ltd for their support and guidance through my internship.

# Executive Summary

Etacol Bangladesh Ltd (Chargeurs PCC) is a multinational manufacturing and service providing company. It is one of the best garment interlining manufacturers and sellers in the world.

This report is about the challenges in the marketing departments of the textile industry in Bangladesh. Bangladesh is the home of more than four thousand garment factories. Nearly 82% of the export is textile based. Marketing plays a vital role in this industry. Because to locate and enter international markets, maintain competitiveness, and obtain orders from international buyers, effective marketing strategies are necessary. Additionally, marketers face many challenges in their job. This report is to identify those challenges and analyze them. This report was done by data collection. To obtain proper information interviews were done.

**Keywords:** Chargeurs PCC, Etacol, BGMEA, EPZ, BEPZ, Challenges, Marketing.

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# Chapter 1: Overview of Internship

## 1.1 Student Information:

Name: Fahim Shariyer Haque Spinoza

ID: 19304037

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Minor: Computer Information Management (CIM)

## 1.2 Internship Information:

### 1.2.1 Internship Company Information:

Period: 3 months (14th May 2023 to 13th August 2023)

Company Name: Etacol Bangladesh Ltd ( Chargeurs PCC)

Department: Sales & Marketing

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

### 1.2.2 Internship Company Supervisor's Information:

Name: Muhammad Abdul Mazid

Position: Sr. Manager, Marketing

### 1.2.3 Job Scope:

Job Title : Marketing Intern

Duties and Responsibilities:

- Administrative Assistance: Provide the marketing team general administrative support.
- Communication and Collaboration: Work very closely with the marketing team members to contribute to the success of marketing initiatives.
- Flexibility and Adaptability: Be willing to take on new responsibilities and adjust to the changing demands of the marketing division.
- Reporting and Analysis: Obtain information and compile it to produce marketing performance reports that highlight important metrics and trends.



## **1.3 Internship Outcomes:**

### **1.3.1 Students Contribution To The Company:**

I was given a wide range of responsibilities during my internship at Etacol Bangladesh Ltd (Chargeurs PCC), which provided me with a ton of extremely helpful practical experience. My knowledge gained from my university courses was effectively integrated into this experience, which greatly aided my professional development. The daily collection of sample requisitions was one of my primary responsibilities during the internship. To make sure that the necessary samples were gathered quickly and effectively, I worked closely with the sales team and the clients. These samples represent our product and these are very important for obtaining new customers and growing our business. I used to collect them and deliver them to the factory. In addition to sample requisitions, test reports were another aspect of my job. I diligently gathered these laboratory reports to ensure the dependability and quality of our products. These reports go through various kinds of tests to produce 100% accurate results, which help us to earn customers' trust. I had the responsibility of sending these reports to our clients. Customer service and maintaining good relationships was another aspect of my duty. During my internship I realized that it is very important to keep a good relationship with customers for business progress. I was playing a very important role in developing good relationships by communicating constantly with the customers, quick responses and a sincere desire to help them. To run the business smoothly it is mandatory to maintain a proper connection between the marketing team and the factory. So, from time to time I had to visit the factory to maintain that connection. My goal was to pass on important documents that I got from the marketing team to the factory during these visits, for bridging the gap between strategic planning and execution. Furthermore, I was responsible for resolving order-related issues and guaranteeing prompt product delivery. These obligations frequently required my presence at the factory. When senior sales representatives went to clients, I had the honor of going along. This experience was invaluable because it taught me how to build and maintain good client relationships. By working in this company and watching professionals at the job, I was able to understand how difficult it is to interact with the customers and fulfill their expectations. This experience helped me to get ready for my future career in sales and customer service.

### **1.3.2 Benefits To The Student:**

Etacol Bangladesh Ltd (Chargeurs PCC) provides an environment where a person can develop his/her professional skills while working smoothly with other departments to achieve the goals of the organization. I learned important lessons from this company about how to always act professionally when addressing clients. I've gained the capacity to communicate effectively and swiftly with both my coworkers and the range of clients we serve as a result. This ability goes beyond everyday communication and includes the ability to respond skillfully under pressure. Additionally, during my time at this textile company, I had the chance to interact with numerous customers, made possible by a variety of communication methods like phone calls, texts, and emails. This broad exposure served as a testing ground for my interpersonal and communication skills.

As a team member, I've also improved my ability to collaborate closely with others. I now have a better understanding of how to contribute in a professional setting without creating any problems. I've improved my ability to handle various circumstances and my comprehension of how a business is structured.

During my internship I have come across circumstances where I had to manage multiple tasks at once. This experience significantly improved my capacity for effective multitasking. Due to the fact that each of these tasks had a set deadline, I had the chance to hone my time management abilities. I eventually developed my multitasking and time management skills as a result of having to balance multiple tasks while meeting deadlines.

The work done by interns is appreciated by Chargeurs PCC (Fashion Technologies). Because of this, they show their appreciation by giving interns like me a monthly payment, assistance with transportation costs, and other beneficial bonuses.

### **1.3.3 Challenges To The Student:**

I faced and overcame a number of obstacles as a new intern, which ultimately aided in my integration into my position at Etacol Bangladesh Ltd (Chargeurs PCC). At first, adjusting to the distinctive company culture presented a significant challenge. Employees must become familiar with the distinct cultures and dynamics of each organization in order to work effectively. Since Etacol Bangladesh Ltd. is a multinational company, it has a unique culture that I had to quickly understand and adopt in order to contribute to the team.

The wide range of tasks that were given to me during my internship presented another difficulty for me. At first, the sheer variety of tasks, each requiring a different skill set, was overwhelming. I had to quickly adapt and pick up new skills in order to meet the various demands of my role. Another significant challenge that has emerged is effective client communication. At first, getting in touch with clients and providing information in an appropriate way proved to be a difficult task. The complex nature of client interactions included a number of complications that I needed to master. Fortunately, I was able to improve my communication abilities and create a seamless connection with clients over time with the help and encouragement of my supervisor. Additionally, there were times when I came across ideas and methods that I had never heard of before. But I was able to get past these obstacles because of the mentoring that my superior gave me. Their knowledge and willingness to offer advice were crucial in helping me quickly understand and get over these obstacles.

#### **1.3.4 Recommendation:**

- Effective office administration. Enhancing the effectiveness of office management is necessary.
- Increase Professionalism among employees. Encouraging staff to act in a more professional and businesslike manner is also mandatory.
- Improve information accessibility.

# Chapter 2: Company Overview

## 2.1 Company Information:

**Chargeurs PCC** is a multinational manufacturing and service providing company. It is one of the best garment interlining manufacturers in the world. In all the aspects of technical product Chargeurs interlining is proficient, that lies between the fabric and the inner surface to keep the garments maintaining its shape and flexibility. Chargeurs Interlining, one of the top interlining producers in the world, has the expertise, products, and knowledge to apply interlining in any area of a garment. Products from Chargeurs PCC include nonwoven, woven women's clothing, shirts, bottoms, wool, and bi-elastic, among others. Chargeurs PCC is a totally foreign owned company that makes significant contributions to Bangladesh by investing directly. The interlining market in Bangladesh is estimated to be worth around 1.2 billion dollars annually by BGMEA. Nearly a quarter of the market share is owned by Chargeurs.

Including **Etacol Bangladesh Ltd.** at the DEPZ, Chargeurs has eight manufacturing facilities, three innovation studios and twenty eight subsidiaries all over the world. Chargeurs Interlining produces and sells products that are eco-friendly and reliable for customers. In order to uphold Oeko Tex and Reach standards, Chargeurs Interlining has put these principles into action by implementing quality control procedures. Chargeurs Interlining's products are Oeko Tex class 1 certified in the vast majority of cases. Chargeurs has ISO 9001 certification.

<p><b>Mission</b></p> <p>Chargeurs PCC wants to grow its business while also providing excellent customer service.</p>	<p><b>Vision</b></p> <p>Chargeurs PCC wants to dominate the whole global market.</p>
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Top interlining brands of Chargeurs:

- ❖ **Etacol:** Etacol is a privileged partner to major retailers operating in Bangladesh thanks to ongoing investments and social compliance. And also one of the best interlining producers of Bangladesh.
- ❖ **PCC:** Pcc is the top brand of Chargeurs. Chargeurs is mostly known as Chargeurs-Pcc to most of the clients. Nonwoven and tricot are PCC's areas of expertise.
- ❖ **DHJ:** DHJ is a widely recognized manufacturer of shirt interlinings. The leading technical experts in shirt interlinings, DHJ offer everything from conventional single layer non-fusible cotton to intricate poly cotton constructions.
- ❖ **YAK:** YAK is one of the leading brands in China.

These brands make a wider range of interlinings that is more accessible and satisfactory to the customers worldwide.

Chargeurs is honored to serve more than 7000 clients globally. The brands M&S, C&A, Target, Walmart, GAP, Next, Tesco, George, Belk, PVH, David Howard, JCPenney, Kohl's, Tommy Hilfiger, Centric Brand, Baspo, Express, Costco, Nautica, American Eagle, Hugo Boss, A&F, Sainsbury, Levies, and others have chosen Chargeurs as their preferred supplier.

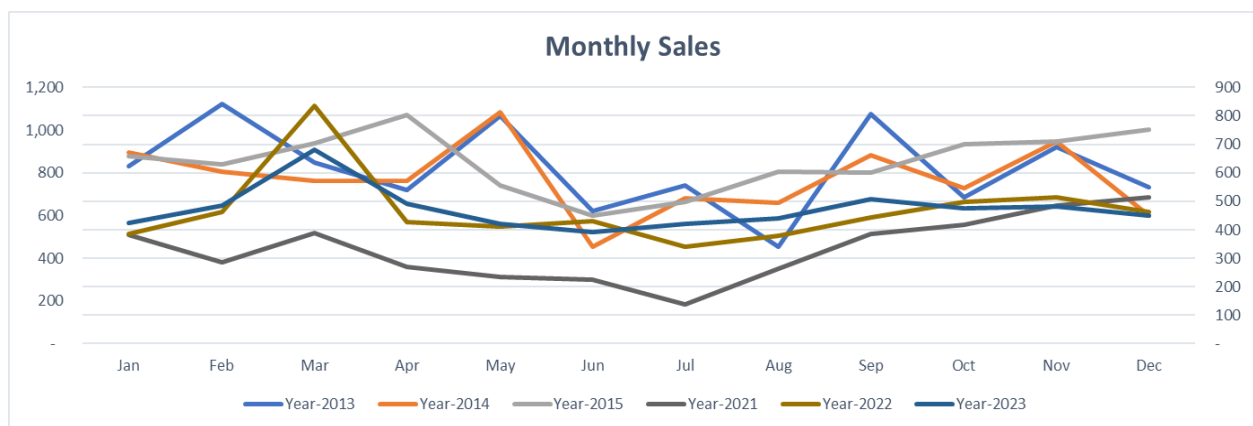
## **2.2 Company Management:**

On June 28, 2003, Etacol Bangladesh was established in the Dhaka Export Processing Zones (DEPZ) as a sole proprietorship company. The owner of Etacol Bangladesh was Bernard Frey. In January 2008, Bernard Frey sold Etacol to the Chargeurs. Chargeurs made Etacol one of its brands. Because Chargeurs has a factory in the Dhaka EPZ (Export Processing Zone), it is proficient to sell its product to all the domestic export garments industry. The business was established based on this. Chargeurs Singapore is the primary source of support for Etacol's logistics, accounting, purchasing and finances. Due to the ownership changes in 2015, Chargeurs Entoilage sold its ownership to Fitexin. A new market development can be seen in the management's bold decision to combine PCC and CFT. This action undoubtedly had a significant impact on the market. Bringing together PCC and CFT is a triangle market attack, similar to those used in Bangladesh, Singapore, and Hong Kong. No matter where they want to transport their goods, they can serve clients from anywhere in the world under a single banner. At the

Chargeurs headquarters in Singapore, which is also in charge of managing all of the Asian brands under its umbrella, management decisions are made. The company's chairman, Peter Seah, has sway over several brands with operations in Bangladesh, India, Sri Lanka, Vietnam, Ethiopia, and Cambodia.

### 2.3 Sales & Marketing Department:

Etacol Bangladesh Ltd (Chargeurs PCC) is aware of the crucial part their sales and marketing team has played in developing trusting relationships with customers and direct buyers. The sales & marketing team is largely responsible for Chargeurs PCC's success, particularly when it comes to convincing clients and emphasizing the advantages of their interlining brands. The sales and marketing division is essential for securing orders as well as for introducing the brand to new customers and maintaining the interdependence between the marketing team and other departments. The sales and marketing team handles a wide range of duties within this complex role. Setting realistic sales goals is one of these, and it is of utmost importance. Chargeurs PCC carefully craft monthly sales goals that are each supported by a thoughtful synthesis of past sales data and carefully calculated forecasts. With this tactical approach, objectives are maintained and in line with market realities. Chargeurs' sales and marketing team essentially acts as the link connecting the company with its customers and buyers. Strategic planning, Customer relationship and market responsiveness is also part of the sales & marketing team. The sales & marketing team has established Chargeurs PCC as an important player in the interlining sector by handling every part of their job properly.





## **2.5 Accounts And Finance Department**

The office activity for this development is primarily divided into two sections. The commercial division and the sales division. The commercial department has oversight over the accounting and finance divisions. The accounting for all corporate expenses, cash flow, and inventory calculations is managed by the accounts department. The mother account is closely monitored by the company's financial manager, Mr. Abir Ahmed. The master LC number is verified with the foreign bank using the sales agreement as the basis for processing the LC. All tasks involving banking fall under the responsibility of the financial department. This section prepares the clients' official commercial paperwork. The accounting and finance division frequently engages in research and development to uncover strategies for lowering the company's costs while increasing yearly revenue. The Deputy Country Manager has overall management responsibility for the division. He continuously exhorts staff members to coordinate the activities of all departments so that the company can preserve its organizational structure and lay solid groundwork for it. Despite the fact that the company's headquarters are primarily located in China, Singapore, and France, all departments are required to frequently report to the senior officials. To sum up, the accounts and finance departments work together to keep track of all financial transactions.



## 2.6 Marketing Mix:

Marketing mix is also known as 4Ps of marketing. Marketing mix is fundamental for businesses and marketers to plan and execute their marketing strategies. There are four elements in the marketing mix: product, price, promotion and place. Each one of them is crucial for marketers and businesses.

- **Product:** Garment interlining is the product of Etacol Bangladesh Ltd (Chargeurs PCC). Etacol Bangladesh Ltd is known for its top quality products. Etacol Bangladesh Ltd supply's the best quality interlining in Bangladesh. For its best quality product brands across the world have given their nomination to Etacol Bangladesh Ltd. Etacol Bangladesh Ltd has a variety of interlining that perfectly matches customers' needs. Customers even can have customized products according to their needs. The packaging of the product is also top notch.
- **Price:** Most of the products of Etacol Bangladesh Ltd are imported. Etacol Bangladesh Ltd ensures their products' quality. For these reasons the price of their product is also little higher than other companies. Which is totally justified. Because there is no other interlining company in Bangladesh that provides better quality products than Etacol Bangladesh Ltd.
- **Promotion:** Etacol Bangladesh Ltd is an interlining company and the garment factories or RMG are the customers. So, all the promotional activities consist of one to one marketing and business fairs. All the salesperson and marketer talked to the potential and actual buyers face to face. The marketers and salesperson maintain a continuous relationship with their customers. And provides the best service they can.
- **Place:** Etacol Bangladesh Ltd is a part of Chargeurs PCC. Chargeurs PCC has their operations all over the world. So customers can access the product from wherever they want. In Bangladesh Etacol Bangladesh Ltd has its operations in Dhaka and Chittagong. So, the customer from Bangladesh can easily access the service of Etacol Bangladesh Ltd. Moreover, the distribution channel of Etacol Bangladesh Ltd is very good. They always ensure the timely delivery of the goods.

## **2.7 SWOT Analysis:**

SWOT analysis can be used in a company's strategic planning process to evaluate the macro and micro environments. The internal and external strategy factors are also summarized in the SWOT analysis. Accordingly, a company's strengths and weaknesses are the factors that either enable or constrain the organization's ability to achieve its goal. Threats and opportunities are viewed as external factors that either aid or hinder an organization's capacity to accomplish its goals. Chargeurs PCC's SWOT (strengths, weaknesses, opportunities, and threats) analysis is presented in the sections below.

### **Strength:**

The main factor in Chargeurs PCC's success is the strong supplier nomination from a wide range of international brands from across the globe. As a result of nomination Chargeurs PCC was able to beat out numerous local rivals. This company is well known for upholding strict standards for both the quality of its products and its level of customer service. The creative R&D team at this business regularly creates a wide range of items while keeping the needs of its customers in mind. Customers can select the ideal interlining for their clothing from a larger selection of products thanks to this company's over a thousand product line. They also handle their company in accordance with government laws and regulations, which ensures that they never encounter legal issues.

### **Weakness:**

Like every other firm, Chargeurs PCC has a number of flaws. They are lagging behind due to their inflexible pricing when compared to their competitors. Vendors are refusing to pay the higher pricing, even if product prices are rising to reflect the greater cost of raw materials. This company has a significant weakness, which needs to be addressed to prevent them from losing a significant quantity of business.

Furthermore, longer cycle durations are a result of the long lead times for raw materials. Due to the increased lead time for deliveries, there are issues with customers. Another flaw of this company is the absence of a warehouse, which makes it difficult to import extra raw materials to prepare items and to pre-produce goods to deliver in accordance with customer demand due to their restricted storage capacity. Given the heightened rivalry in the market, quick product delivery and service are essential to remain competitive.

The Singapore headquarters, on the other hand, has influence over decision-making, which occasionally causes a communication chasm between management and the authorities. It can be difficult to understand the viewpoint of the host country due to the cultural diversity of other regions. Decision-making should come from the operating unit in order to perceive and respond to a situation in line with the perspective and values of the host country. By fostering a sense of independence at work, this may also help to boost employee satisfaction and productivity.

## **Opportunity:**

The future is bright for Chargeurs PCC since it continuously improves its products in response to customer expectations. To achieve their corporate responsibility goals, the majority of textile firms are working to create a sustainable product line and environment. To do this, they must consider recyclable and sustainable alternative product lines. To satisfy their corporate responsibility goals, the majority of textile firms are working to create a sustainable product line and environment. To do this, they must examine recyclable and sustainable alternative product lines. Chargeurs has created a wide selection of sustainable products for its consumers as well as its "Sustainable 360 degree" program, which is the company's approach to corporate social responsibility, in response to this initiative. This is a chance for the business to get in touch with other firms looking for recyclable items.

A variety of fusible and non-fusible elastic has been added to Chargeurs PCC's product line. It will enable them to break into the lingerie and sportswear markets, which have substantial global markets. It would be simpler to gain market share from the customers who currently purchase goods in the sportswear and lingerie sectors.

Chargeurs has created a wide selection of sustainable products for its consumers as well as its "Sustainable 360 degree" program, which is the company's approach to corporate social

responsibility, in response to this initiative. This is a chance for the business to get in touch with other firms looking for recyclable items.

### **Threat:**

Due to inflation and declining customer orders, the global recession is currently the largest threat to the organization. If the problem is not under control, the company's sales would suffer greatly. The entire manufacturing costs are being negatively impacted by the costs' constant rise. Furthermore, there is a fair amount of competition in this industry, and local businesses control a sizable portion of the market. Additionally, they lower their prices in an effort to attract more customers, but they do so at the expense of the quality and level of service provided by the product. Chargeurs may now face a threat as a result of this since they risk losing clients.

### **2.8 Porter's Five Forces:**

Porter's Five Forces model is a useful framework for examining the profitability and external attractiveness of the business. The validity of Porter's Five Forces cannot be contested. The fundamental idea that every business operates in a network of customers, suppliers, competitors, alternative products, and new entrants is still applicable today.

- ★ **Threat of New Entrants:** As Etacol Bangladesh Ltd (Chargeurs PCC) sells other garment companies interlining. They sell their product B2B. There are more than ten local and international interlining companies actively working in Bangladesh. They have the nomination of most of the company. Compared to RMG in this sector people are not very interested in entering. Because this sector is more complicated and it requires a huge amount of capital to start the business. The threat of new entrants is very low .
- ★ **Bargaining Power of Buyers:** The bargaining power of buyers for interlining is very high. There are several national and international interlining companies in Bangladesh. And most of them have nominations from various brands as a result buyers can buy from whomever they like. And on top of that the price of Etacol Bangladesh Ltd (Chargeurs PCC) is higher than other local companies which put The company in big disadvantage.

- ★ **Bargaining Power of Suppliers:** The bargaining power of suppliers is low for Etacol Bangladesh Ltd. Because there are many suppliers and Etacol (Chargeurs PCC) pays high prices for good quality products.
- ★ **Threats of Substitute Products:** Threats of substitute products are low. Because there is no substitute product of interlining. Interlining is the soul of RMG.
- ★ **Rivalry of Competitor:** There are many interlining companies in Bangladesh. So, The rivalry among these companies is also very high. Even Chargeurs PCC has nominations from every foreign brand. Chargeurs PCC still has to face very tough competition in the market.

# Chapter 3: Project Part

## 3.1 Introduction:

The fast-growing economy of Bangladesh greatly benefits from the apparel and textile sectors. The main source of export revenue for textiles and clothing is foreign currency. In the present, 82% of Bangladesh's total exports of goods were textiles, clothing, and ready-made garments (RMG). The Third-largest exporter of international clothes manufacturers is Bangladesh. Bangladesh is the home of more than four thousand garment factories. Bangladesh's textile industry has come a long way in the last ten years in tackling development's problems. Despite being one of the largest textile manufacturers Bangladesh still faces numerous challenges. Primarily because the country lacks sufficient supplies of the necessary raw materials, unfavorable trade policies, energy crisis, rising production costs, global recession.

Bangladesh's textile sector has a great chance to maintain its position as one of the biggest producers of apparel and to carry on with its impressive growth and development. But in order to succeed, the country's apparel industry has to overcome all the challenges. The government is taking many steps to develop the textile industry and bring foreign investments. Establishing hundred EPZ in all over the country is one of the biggest examples of that.

## 3.2 Literature Review:

The garment industry in Bangladesh is facing significant challenges as a result of pandemic pressure and changes in global markets. The industry will need to advance, modernize, and diversify, investing in infrastructure, flexibility, sustainability, worker welfare (McKinsey & company, 2021). In recent years, the rate of the dollar has increased by up to 14% when compared to the major world currencies. Which also had a huge impact on Bangladesh textile industry. The owners of Bangladeshi RMGs demanded that the government fix the rate in the export processing sector at up to BDT 110.70 for every US dollar under the current circumstances. (News-Desk & News-Desk, 2022)

The total number of factories and buying houses in Bangladesh is over ten thousand. More than 95% of those businesses, with the exception of a few foreign enterprises, are locally owned (Gonzales, 2014). Bangladesh has a large workforce and low labor costs. Many of the top

international retail brands have been drawn to Bangladesh by advances in technology and high-quality goods. With USD 38.73 billion annual revenue, Bangladesh leads the world in textile exports. The vertical capacities of Bangladesh are another factor that aids international brands in ensuring greater coordination and transparency throughout their supply chains. (Fibre2Fashion, 2019)

### **3.3 Objective And significance Of This Study:**

#### **3.3.1 Broad Objective:**

The broad objective of this study is to explore the challenges marketers face in The Bangladesh textile industry.

#### **3.3.2 Specific objectives:**

- ❖ To find out the textile market conditions prior to COVID-19 and following COVID-19.
- ❖ To find out the textile market conditions prior to the Ukraine Russia war and after.
- ❖ To find out the competitive situation of the textile market .

#### **3.3.3 Significance:**

Textile industry contributes most to the Bangladesh Economy. Bangladesh is one of the top garment exporters in the world. A large population of the country works in the textile industry. In the textile industry the role of markers is very crucial. The job of a marketer goes beyond promoting products; it also contains strategic planning, brand building, and fostering connections that will take the business to another level. Especially in the textile industry of Bangladesh where the competition is so intense. There are thousands of factories and buying houses. A marketer needs to outcompete every one of them, not to mention the competition outside of the country. Without the crucial job of marketers the industry will not progress any further. The marketers face numerous challenges in their job that they need to overcome to obtain success. The aim of my study is to know about the challenges that marketers face in the market. It is important to know about these challenges because to take the textile industry even further ahead these challenges must be dealt with. Businesses all around the world are facing numerous challenges, particularly in following the events of COVID-19 and the conflict between Russia and Ukraine. And Bangladesh is no different.

### **3.4 Methodology :**

This report is concerned about the challenges in the marketing departments of the Bangladesh textile industry. The scope of this report is established from the perspective of employees who work in the marketing sector of the textile industry. This study is based on qualitative research. The research was done by collecting data from various organizations. The main source of data for this study is interviews with individuals who are actively involved in Bangladesh's textile industry. This study has followed the thematic analysis. Secondary data has also been collected from previous studies and the internet.

#### **In person Interview:**

For this report the main source of data collection was in person interviews. People who are working in the marketing department of the textile industry were interviewed. The respondents were from three different companies. Etacol Bangladesh Ltd, XpertSolution and Massfit Collection Ltd. Total number of the respondents were fifteen. Each one of them was part of the marketing and sales department of their company. Each one of the respondents has a lot of experience in the textile industry. Every respondent shared their knowledge and opinion for this research. The data collection process was tough and time consuming but very fruitful. For the interview I had to use my connections from my office. With the reference of my colleagues I had the opportunity to meet these wonderful people. They are very busy people. So, I had to make an appointment before. Then I went to their office and conducted the interview briefly. I learned a lot about the industry by just talking to them.



## **Thematic Analysis:**

Thematic analysis is a method of qualitative research. By exploring and analyzing data to identify themes, patterns and trends within the data set this analysis is done. It is a commonly used method to conduct research on market and social science. This analysis consists of six steps.

- **Become familiar with the data:** This analysis begins with data collection. Data can be collected in many ways like, interviews, focus groups, surveys, observations, documents, or existing literature. Then after collecting the data researcher must read and understand the data for next steps of the analysis. For the analysis comprehensive understanding of the content is crucial. For this research I have collected data by conducting interviews. I have taken interviews of people who work in the marketing departments of the textile industry. Then I read the data carefully to gain comprehensive understanding.
- **Generate initial codes:** this step begins with the process of coding the data. Coding consists of tagging or labeling segments of the data that represent specific concepts, ideas, or themes. Initial codes aim to summarize the data. They are produced by underlining significant phrases, sentences, or paragraphs.
- **Search for themes:** After generating the codes the next step is to search for broader themes within the data. The coding segments produce themes, which are broad patterns or frequent ideas. To accomplish this researcher needs to compare and compile related codes into draft themes. The similarities in the data are represented by these themes.
- **Review themes:** After identifying the preliminary themes it is important to review and improve the themes. Each theme must be carefully examined to guarantee that it both accurately represents the data and stands out from other themes.
- **Define themes:** In this step researchers define the themes more clearly. Detailed information and explanations are provided to represent the themes. This step ensures that the themes are clear and can be applied to the data in a trustworthy manner.
- **Write-up:** This is the final step. In this step the researcher presents the identified themes with supporting evidence. These steps often contain quotations and examples also to support the themes.

### **3. 5 Finding And Analysis:**

#### **Challenges:**

The job of marketing itself is a challenge. Marketers face numerous challenges in their job. To successfully address all of the challenges it will require a combination of industry insights and consumer understanding. From my interviews that I have conducted, I have analyzed all the collected data and found out the similar points that each one of them have made. Based on that primary data and some secondary data I collected from the internet, these are some of the major challenges marketers face in the Bangladesh textile industry.

#### **Difficulties of setting appropriate Price:**

Most of the respondents have mentioned that, “ Setting an appropriate price is the biggest challenge for the marketer”. They also said, “ There are many factors involved in this challenge like, making sure the price accurately reflects the value of the goods, the price also has to be competitive to the market, The price has to be in a similar range to other competitors.” They again added that, “ Due to the inability to come to mutually acceptable terms, particularly with regard to pricing, many clients are lost”.

#### **The Market is More Competitive:**

Some of the respondents have mentioned that, “ The textile market has become a fiercely competitive space”. They have said, “ The marketers are struggling even for a small order because of overwhelming competition in the market”. They also added that, “Factories and buying houses are growing like a swarm of maggots”. The respondents have also added that, “Even for a small order hundreds of companies are competing with each other”. “ To gain a competitive edge many companies drop their products' price dramatically, this brings new clients but the profit margin also drops dramatically and many companies can not cope up with this financial loss and ends up closing the company”. Surviving in this market condition where the competition is so intense is a great challenge for the marketers.

**The Decline of Global Order:**

Some respondents have mentioned that, “ Last few years the whole world has suffered from covid-19 and the textile industry has also suffered. Many garment companies were completely shut during covid-19”. They also said, “ The number of the clients has dropped dramatically after the covid-19”. “ During the covid-19 in Bangladesh seventy two percent of the foreign buyers had canceled their orders”. Some respondents have even added, “ Russia and Ukraine war has also affected the textile industry because Europe is the biggest customer of Bangladesh textile”. When global orders decrease overall, it becomes a significant challenge for marketers to attract more customers.

**The Unethical Practices Of Bangladesh Export Processing Zone (BEPZ) Management:**

Most of the respondents have mentioned that, “ There are some unethical practices conducted by the management of BEPZ. Which is causing problems for foreign investors.” “BEPZ management sometimes does not release the documents without a bribe. They even intentionally delay the simple process if a bribe is not given.” They even added that, “ This kind of unethical practice discourages foreign investors. Even local businesses are also being affected by it. To avoid problems many business firms provide bribes which encourage these types of practices more.” Overcoming these kinds of difficulties is another major challenge of a marketer.

### **3.6 Discussion:**

- **Difficulties of setting appropriate Price:**

First of all, All the people whom I have interviewed had mentioned one problem specifically that is the issue of pricing. Pricing is the biggest challenge marketers face in the market. It is very difficult to set a price that can maximize the profitability of the company as well as it resonates with consumers' perceptions of value. Some of the respondents even mentioned that there are many factors involved in the pricing challenge. First of all, making sure the price accurately reflects the value of the goods Which will encourage the consumers. If the price does not reflect the proper value of the goods, customers will not proceed any further. Moreover, the price also has to be competitive to the market. The price has to be in a similar range of other competitors. The fluctuation of the dollar rate plays a vital role here. Depending on the dollar rate the price of the raw materials shifts dramatically. As a result the price of the finished goods also changes. This makes it even harder for the marketers. The marketers always have to keep up with the competitors to ensure they can provide good pricing. One of the respondents said, most of the clients they lose because of improper pricing. He also mentioned that it takes a long time to build up relationships with the clients and it also requires some investments. To confirm an order a marketer has to communicate and bargain on a daily basis. It takes a while to reach a suitable price for both parties. Some companies, to gain order and meet the price they reduce their products quality as a result they can not maintain consistency in the business. For a short time achievement many companies lose long time sustainability.

- **The Market is More Competitive:**

Secondly, The total number of garment factories in Bangladesh is approximately over four thousand. And the number of green factories according to BGMEA is One hundred and eighty. On top of that there are over six thousand textile buying houses in Bangladesh. The market has evolved into a fiercely competitive space. The competition has become overwhelming. The marketers are struggling even for a small order or business because of that. The competition is so intense that one respondent even compared factories and buying houses to a swarm of maggots. He also said that even for a small order hundreds of companies compete with each other. Another respondent has raised an excellent point that most of these garments and buying houses lack the education and proper knowledge about the industry. He further said, proper education and knowledge about the industry is essential for the business. Lack of education and knowledge is

not only harming their businesses but also it is harming other businesses as well. Because when a factory or a buying house misbehaves or fails to complete their commitment then it harms the reputation of the whole textile industry of Bangladesh. He even mentioned that the Rana plaza incident in 2013 was a very big downfall of the Bangladesh Textile industry. Bangladesh has lost many foreign clients because of that incident. That was a big and noticeable incident that shocked the whole world but many minor incidents happen on a daily basis that are harming the reputation of the textile industry. Another respondent added that in a highly competitive market like Bangladesh's textile industry companies or businesses sometimes engage in the price war to gain a competitive edge. This action attracts customers rapidly but as the price drops and the profit margin gets decimated. In this intense competition many companies were shut down. Because they lacked the money to outcompete others. The intense competition sometimes leads the marketers to take complex pricing strategies. Which is very challenging for the marketers. The respondents also mentioned that BGMEA (Bangladesh Garment Manufacturers and Exporters Association) must take initiative about this problem and come out with a proper solution otherwise this will have a long term impact on the whole industry.

- **The Decline of Global Order:**

Last few years the whole world suffered from covid-19. Covid-19 had a very negative impact on every aspect of our life. Thousands of people have died because of covid-19 around the world. All kinds of businesses were affected by covid-19 including the textile industry all over the world. Many companies were completely shut down during the covid-19 and still could not recover from that. Many of these companies were clients of Bangladesh textile industries. As a result we lost many clients. The number of factories and buying houses still remain the same but the number of clients dropped. Due to travel restrictions and a shortage of raw materials, this outbreak has a global impact because of how interconnected the world's textile markets are. During the covid-19 seventy two percent of the buyers canceled their orders. They even refused to pay for the raw materials that were already purchased by the supplier. As a result fifty two percent of the garment factories had to shut down all kinds of operations during that time. Even now after the covid-19 the quantity of orders has increased but it is not as much as it was before covid-19. Because during the covid-19 many countries faced tremendous financial crises. It will take some more time to recover. On top of that, due to the increased price of raw materials the

price of finished goods has also increased. This situation has made the job of markets even harder than before.

Soon after the covid-19 Russia invaded Ukraine which led the whole world to another economical difficulties. This war impacted all kinds of businesses including the textile market. Europe's economy suffered more than any other country because of the world. Europe is the largest client or buyer of Bangladesh. As the business is connected the war also impacted the Bangladesh businesses. Especially the textile industry. Bangladesh lost many orders for that. Because of this war the dollar rate is also fluctuating. The rising gas rate and oil rate has increased the manufacturing cost as well. One of the respondents whom I have interviewed has said that “The number of home textile stores in major markets has shut down which is one of the main reasons for less orders in the Bangladesh textile industry.” The orders have dropped but the number of textile companies and buying houses in the Bangladesh textile industry is still the same. Which made the competition even harder. And the markers are the ones who are taking the full hit of this situation. Some of the respondents have clearly mentioned that no matter how hard they are trying because of these global situations the overall number of the orders has dropped and as a result they are unable to obtain more orders.

- **The Unethical Practices Of Bangladesh Export Processing Zone (BEPZ) Management:**

Lastly, Most of the respondents had mentioned unethical practices of BEPZ (Bangladesh Export Processing Zone) authorities. They had mentioned that the rules or the policies are not themselves the problem. The implementations of these rules are the problem. There are numerous textile companies in Bangladesh. The competition is huge. So, if some companies do not follow all the EPZ policies that work to their advantage. And this puts other businesses at a disadvantage. The government of Bangladesh has adopted a "Open Door Policy" to entice foreign investment in order to stimulate rapid economic growth of the nation, particularly through industrialization. The BEPZA is the designated government entity responsible for encouraging, luring, and facilitating foreign investment in EPZs. But the authority of the EPZ is

constantly practicing corruption and unethical practices. Some of the respondents mentioned that the EPZ holds their documents and products by saying there are some software issues. And until the bribe is given they do not release the documents or the products. They do release the documents and the products without bribe but then they delay the work intentionally. Which makes it very hard for the marketers to deliver the goods to the customers on time. Although the respondents had also mentioned about the brilliant initiative of the government of opening 100 EPZ in Bangladesh. The candidates had also mentioned that this has already started to attract more foreign investors. Only if the government can stop or reduce the unethical practices in BEPZ then it will be great for the textile industry in Bangladesh.

### **3.7 Conclusion:**

In conclusion, the textile industry has played a very vital role in pushing Bangladesh's fast growing economy onto the global stage. As the backbone of the nation's export revenue, This industry has created countless job opportunities and helped the economy grow at a remarkable rate. This report represents the marketing challenges of the Textile industry in Bangladesh. It's important to recognize that despite its remarkable growth, Pricing, Overwhelming competition in the market, Globally less order, Unethical practices of BEPZ management are the most common challenges a marketer has to follow in their daily work.

Nevertheless, despite these challenges, Bangladesh's textile industry has immense potential and opportunities to not only maintain the global position but also progress further. The government's commitment to create numerous EPZ across the country will draw more foreign investors and promote the industry.

At the rate the textile industry is growing, the determination to overcome these challenges remains unwavering. The combination of governmental support, industry innovation, and a dedicated workforce will make the future of Bangladesh's textile industry shine bright on both national and international level.

### **3.8 Recommendation:**

A significant amount of the nation's GDP is contributed by the textile industry, which also provides many people with a living. In order to keep progressing there are a few steps that must be taken to guarantee the industry's continued success.

- BGMEA must take initiatives against the garment factories and the buying houses who are ruining the reputation of Bangladesh textile industry.
- The government must stop the unethical code of conduct that has been practiced in the EPZ and other organizations.
- The garment factories must ensure a proper working environment so that an incident like the Rana Plaza incident never happens again.
- The organizations must ensure the workers are getting proper wages and other facilities that they deserve.
- The marketers need proper education about the textile industry so that they can do their job better and improve the overall textile sector.



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# Appendix

- How large is the Bangladesh interlining market?
- How much market share does your company hold?
- What are the future prospects of the Bangladesh textile industry?
- What facilities the government is providing?
- How many years have you been working in this industry?
- What challenges have you faced in your job?
- How can we overcome the challenges?