# Report On

# The Impact of Electronic Training on Employee Performance in the

Ready-Made Garments (RMG) Sector of Bangladesh in the Post-

# **COVID-Pandemic Period**

By

Ahamadul Islam Ananna ID: 19304077

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

> BRAC Business School BRAC University May 2024

© 2024. BRAC University All rights reserved.

# Declaration

It is hereby declared that

- 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 have acknowledged all main sources of help.

### Student's Full Name & Signature:

Ahamadul Islam Ananna Student ID: 19304077

Supervisor's Full Name & Signature:

Dr. Nusrat Hafiz Assistant Professor, BRAC Business School BRAC University

### Letter of Transmittal

Dr. Nusrat Hafiz Assistant Professor BRAC Business School BRAC University Kha-224 Merul Badda, Dhaka-1212

Subject: Submission of Internship Report on the "The Impact of Electronic Training on Employee Performance in the Ready-Made Garments (RMG) Sector of Bangladesh in the Post-COVID-Pandemic Period".

Dear Madam,

I am writing this letter to submit my internship report, titled "The Impact of Electronic Training on Employee Performance in Ready-Made Garments (RMG) Sector of Bangladesh in Post-COVID-Pandemic Period". This report is completed under your guidance and direction. Completing the report under your supervision was a great experience for me. I have completed 3month internship as a HR intern at Knit concern limited. I learned a lot about the practical world through this three-month working experience. I tried my best to present what I experienced and observed this 3 month. I will be delighted Share any kind of information on this internship report.

Sincerely yours,

Ahamadul Islam Ananna Student ID: 19304077 BRAC Business School BRAC University Date: May 15, 2024

# **Non-Disclosure Agreement**

This Contract is formed and made between knit concern limited and Ahamadul Islam Ananna, the undersigned student of BRAC University. I, Ahamadul Islam Ananna, assure that this report will not cover any confidential Information which can be harmful for knit concern limited.

### Acknowledgement

Firstly, I want to express my gratitude to the Almighty for allowing me the opportunity to successfully complete my internship term and as well as internship report in excellent physical condition. I also would like to express my thankfulness to my parents, who were very supportive throughout my internship journey.

I want to convey my gratitude to my academic supervisor, Dr. Nusrat Hafiz, ma'am. She has been helpful from the beginning of this semester. She has helped me by giving structure advice on the report and feedback on the writings, and she has also helped me in choosing the project topic, objectives, and questionnaire. She has spent her valuable time and effort helping me to finish my report on time. She has been super active throughout the semester. I also want to express my gratitude to my academic co-supervisor, Dr. Mizanur Rahman. I express my gratitude towards both.

I want to thank M.A. Awal Shohel, my organization supervisor at Knit Concern Limited. He has been very supportive and helpful since the beginning of my internship period. He helped me every time I needed important information for my internship report. I am very thankful Kawsar Ahmed & Mahmudul Hasan Ayon for their cooperation throughout my internship journey. I would like to thank the full team of HRD at Knit Concern Limited for their guidance and support.

#### **Executive Summary**

The first chapter mainly represents all information about company supervisors and interns, their job responsibilities, their job descriptions, interns contributing to the company, the benefits the intern receives from this internship, and what problems and difficulties the intern faces during the internship period. The last part is recommendations to the company regarding improvements for future interns. The second chapter is all about the organization's description. Knit Concern Limited's overview, vision, mission, and achievements, management practices, marketing practices, product development, financial performance, operation practices, IT practices, and industry analysis are broadly described there. Lastly, recommendations for the company's improvement. The third chapter is a project chapter. The project topic is the impact of electronic training on employee performance in the RMG sector of Bangladesh. There are two hypotheses about this project. A questionnaire to collect the opinions of currently working employees. Hypotheses are tested using SPSS. Lastly, there are recommendations to improve employee performance.

Keywords: Responsibility, Benefits, Difficulties, Management, RMG, E-training

# **Table of Contents**

Declaration II
Letter of Transmittal III
Non-Disclosure Agreement IV
AcknowledgementV
Executive Summary VI
Table of Contents   VII
List of TablesX
List of FiguresXI
List of AcronymsXII
Chapter 1: Overview of Internship1
1.1Student Information1
1.2 Internship Information1
1.2.1 Period, Company Name, Department, Address1
1.2.2 Internship Company Supervisor's Information1
1.2.3 Job Scope & Job Responsibilities2
1.3 Internship Outcome
1.3.1 Contribution to knit Concern Limited
1.3.2 Benefits to the student

1.3.3 Problems and difficulties faced during the internship
1.3.4 Recommendations
Chapter 2: Organization Part7
2.1 Introduction of knit Concern Limited7
2.1.1 Overview of the Company
2.1.2 Vision
2.1.3 Mission
2.1.4 Achievements and Certifications
2.1.5 List of major buyers10
2.2 Management practices12
2.2.1 Human Resource planning13
2.3 Marketing Practices17
2.3.1 Target customers and positioning strategy18
2.3.2 Marketing channels21
2.3.3 Product development
2.3.4 Branding activities / Advertising
2.3.5 Critical marketing issue and gap23
2.4 Financial Performance & Accounting Practice24
2.5 Operations Management and Information System Practices
2.5.1 Operation management
2.5.2 Information system practice
2.6 Industry and Competitive Analyses
2.6.1 SWOT ANALYSIS

2.6.2 Porters Five Forces Model Analyses	32
2.7 Conclusion	35
2.8 Recommendation	36
Chapter 3: Project Part	38
3.1 Introduction	38
3.1.1 Literature Review	39
3.1.2 Objectives of the study	42
3.1.3 Significance of the study	42
3.2 Methodology	43
3.2.1 Proposed Hypothesis	44
3.2.2 Conceptual Framework of the study	44
3.3 Findings and Analysis4	15
3.3.1 Demographic Information Analysis	45
3.3.2 Hypothesis 14	48
3.3.3 Hypothesis 2	52
3.4 Summary and Conclusion	56
3.5 Recommendations	57
References	59
Appendix	61

# List of Tables

Table 1: List of Major buyers of Knit Concern Limited		
Table 2: Financial Performance of Knit Concern Limited	24	
Table 3: SWOT Analysis of Knit Concern Limited	29	
Table 4: Regression Analysis of Hypothesis 1	51	
Table 5: Regression Analysis of Hypothesis 2	55	

# List of Figures

Figure 1: Logo of knit Concern Limited7
Figure 2: Achievement and Certification of knit Concern Limited9
Figure 3: Financial Performance of Knit Concern Limited24
Figure 4: Porters Five Forces Model Analyses
Figure 5: Conceptual Framework of the Study44
Figure 6: Frequency Distribution Based on Gender45
Figure 7: Frequency Distribution Based on Age45
Figure 8: Frequency Distribution Based on Education46
Figure 9: Frequency Distribution Based on Working Experience
Figure 10: Descriptive Analysis of Hypothesis 148
Figure 11: Correlations Analysis of Hypothesis 149
Figure 12: Model Summary of Hypothesis 150
Figure 13: ANOVAa of Hypothesis 150
Figure 14: CoeffcientsA of Hypothesis 150
Figure 15: Descriptive Analysis of Hypothesis 252
Figure 16: Correlations Analysis of Hypothesis 253
Figure 17: Model Summary of Hypothesis 254
Figure 18: ANOVAa of Hypothesis 254
Figure 19: CoeffcientsA of Hypothesis 254

# List of Acronyms

HR	Human Resources
RMG	Ready-Made Garment
NID	National Identity Card
BKMEA	Bangladesh Knitwear Manufacturers and Exporters Association
LTD	Limited
R&D	Research and Development
IE	Industrial Engineering
IT	Information Technology
HRD	Human Resources and Development
GM	General Manager
HRM	Human Resources Management
B2B	Business-to-Business
GDP	Gross Domestic Product
AOP	All Over Print

# **Chapter 1: Overview of Internship**

### **1.1 Student Information**

Name: Ahamadul Islam Ananna

ID: 19304077

Program: Bachelor of Businesses Administration (BBA)

Major: Human resources management (HRM)

Minor: Marketing

# **1.2 Internship Information**

## 1.2.1 Period, Company Name, Department, Address

Period: 5<sup>th</sup> February 2024 to 5<sup>th</sup> May 2024 Company Name: Knit concern Limited Department: HR and Compliance Address: 62, Water Works Road, Godnail Narayanganj – 1400, Bangladesh

## **1.2.2 Internship Company Supervisor's Information**

Name of supervisor: M.A. Awal Shohel

Position: Asst. General Manger (HR. Admin & Compliance)

#### **1.2.3 Job Scope & Job Responsibilities:**

I was assigned as a HR intern in the HRD unit of knit concern Ltd. My organization supervisor has assigned me an Organizational co supervisor and he was responsible to maintain a floor with around 800 workers. So, I had the advantage to work with the workers directly and also got the chance to work in the compliance sector of knit concern Ltd. Here are the job responsibilities:

- Organizing and maintaining the personal file of each employee. Upgrade the personal file according to the promotion and compensation. Like an employee is working as a general machine operator but after 1 year, he got promoted and became a junior machine operator. Here my responsibility was to upgrade the personal file of the employees according to the new designation and upgrade the service book according to the new salary.
- My duty was to help in the recruitment process. Here my responsibilities are to check the applicant's citizen certificate, birth certificate, NID, blood group, education certificates and other important papers. I used to check the authenticity of the main copy and maintain the applicant's information files with the photocopies. I have taken some the interviews of some applicants. In an interview my responsibility was to find the applicant's experience of working in the same field. If the applicant has experience than in which organization he worked, how much time he worked there and what was Salary there. This is the basic question I ask in an interview. Sometimes I also ask the applicants to read something in front of me, to ensure that the applicants can read.
- When the buyers send their audit team to supervise the floor, my work was to identify any Kind of problems in cleanliness, all over security, medical service and many more. If I

found any problem, my responsibility was to inform my co supervisor. Because if the audit team finds any Kind of problem, it may hamper the organization's reputation.

 If any worker dies while working for any RMG industry, BKMEA will give 2 lakh taka compensation to the worker's family. So, BKMEA has provided an application to all the organizations where we have to register every worker's personal information and do biometric registration. So, my duty was to register workers personal information from paper documents and do biometric registration by taking pictures and finger prints of the newly joined worker's.

#### **1.3 Internship Outcome**

### **1.3.1** Contribution to knit Concern Limited

I helped them in the monitoring and evaluating the compliance and welfare related works. My responsibility was evaluating the conditions of drinking water supply, monitoring the fire related matters, cleanliness and medical service. After evaluating these matters, I use to report to my co supervisor. This compliance and welfare are important for RMG industry's because the buyers first evaluate these matters than they place orders. So, I have supported them in maintaining and evaluating the compliance and welfare related matters.

Documentation is a very important part of an organization. I have supported them in documentation. Mostly I worked in HR related documentation. I support them in documenting workers personal information files. When a worker gets Promotion, the HR team needs to document that with all the important personal information and new salary and also have to maintain the worker's service book. I supported them in documenting these types of files. I have supported

the HR team in the recruitment process. At the beginning I used to support them by checking the authenticity of the applicant's citizen certificate, birth certificate, NID, blood group, education certificates and other important papers. After that I also supported them in taking interviews. So, I have supported them in the recruitment process of the Workers.

#### **1.3.2 Benefits to the student:**

I got the chance to work in a corporate environment under the guidance of experienced in my internship period. As RMG sector is a skill-based sector. I have got the experience of working under huge pressure. In knit concern limited, there is a huge pressure of achieving the target in time. So, when the product delivery is near, the production unit has to face pressure and as every unit is connected with each other it also affects us. This experience of Working in knit concern has helped me to keep myself calm in a pressure situation. Working here teaches me to work in high pressure situations. This experience helped me to become more self-discipline and it also helped me to increase my communication skill as I use to have the chance to communicate with the Workers and officials.

It helped me to increase my decision-making power. I got the chance to participate in the recruitment process of workers in knit concern limited. I got the chance to lead the recruitment process where my duty is to check all the necessary documents and take the interview. By taking the interview I have to make the decision of selecting the right candidate. I have done many interviews with the normal swing workers but I also have taken interviews of some important posts like quality control and time keeper. In those situations, I have Precisely checked the documents

and work experience and according to that I have made the decision to Select the right candidate. So, working here has increased my decision-making skill.

In knit concern limited I got the experience of working in a manufacturing related field. The manufacturing field is totally different from other sectors. In this sector the work pressure is very high but there is no room for any mistakes. So, I think this experience was very educative and challenging for me and I also believe that this internship experience will be helpful for me in future.

#### **1.3.3 Problems and difficulties faced during the internship:**

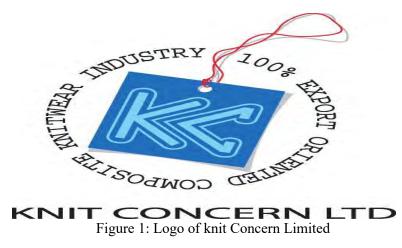
In the beginning of my internship in knit concern limited, I have to first adapt with the new environment of the garment sector. I also have to adapt to working under my organizational co supervisor. The garments sector follows a very complex import and export business process where it is very difficult to understand the basics of this business for the newcomers. I also faced difficulties while communicating with the workers because I think most of them are not comfortable. I also faced difficulty in understanding the terms and process of the garment sector as I have studied in business studies and doing my internship in the garment sector. This industry is totally new to me but my co-supervisor and other colleagues were very helpful. So, I didn't have to suffer that much. As a HR intern my responsibility was to work from 9 to 5. But sometimes because of the huge pressure, we have to work for extra hours some times.

## **1.3.4 Recommendations**

- In internship the intern should be guided properly by the organization supervisor. They should give some complex tasks where the intern can learn something. The experience of working here should be helpful for the intern in the future.
- Intern should have given more opportunities to visit in other department of the organization as well. By this they can collect more information about the industry which can be helpful for the Inter in future.
- Mostly the HR interns work with the HR team of the company but I think they should work directly with workers by supervising the manufacturing floor. By this the communication skill will increase which will be beneficial for interns in future.

### **Chapter 2: Organization Part**

### 2.1 Introduction of knit Concern Limited



The Knit concern Limited was founded in 1990 and started manufacturing and Exporting products in 1992. This company's main mission is to provide world class and high-quality knit apparel in the international market. This company has a full flagged knit project which is situated in a 20-acer area. Knit concern Ltd is one of the very few companies in Bangladesh who are doing business with international buyers with professionalism. At present, approximately 16000 people are working in the knit concern Ltd. Knit concern Ltd has become one of the biggest players in the international apparel market because of its huge production capacity, trained human resources and updated technology. The efficiency and credibility of quickly making changes in the products Design make this company unique from others. Knit concern can produce approximately 200000 pieces of apparel and approximately 100000 prices lingerie daily.

### 2.1.1 Overview of the Company

Knit concern Ltd is situated in Narayanganj. This city is one of the famous places for textile and garment business for ages. Famous muslin fabric producing factories were situated in Narayanganj. This tradition has continued and turned this city into a favor and vibrant place for the knitwear industry. Narayanganj is a perfect place for a knit concern Ltd because of its rich tradition, availability of skilled workers and other availability of possibilities and advantages. Knit concern Ltd started its journey in 1990 from a rented build. With the help of great entrepreneurship, importance to excellence, adoption of high-tech technology and giving importance to customer satisfaction, this company became a large business within 1998. Since then, this company never stopped growing in terms of quantity and quality of the product. Over the last few years this company has managed to double its capacity by using high tech machines and equipment of Swiss, USA, Japan, Italy, China, German and UK made. High skilled Human resources management and automation of machines has made the cost and production more effective and efficient.

Today, the knit concern Ltd has a full-fledged Campus in Godnail, Narayanganj which is about 20 acer area. Approximately, 16000 people working in the knit concern Ltd. This company has the capability of producing around 200000 pieces of high-quality knit apparel and around 100000 pieces of lingerie per day. This company produces every type of knit wear products for men, women and kids. They mainly produce the knit apparel according to the client's requirement and satisfaction. The Knit concern Ltd is a successful company. Their export amount has been increasing regularly. In 1992 they exported 1.03 million usd and in 2021 they export 138 million which shows their tremendous growth over time.

# 2.1.2 Vision

The Vision of knit concern Ltd is to become the biggest manufacturer and exporter of knitwear in the international market.

# 2.1.3 Mission

The mission of Knit Concern Ltd is to offer its customers the satisfaction and value for their money facilitating them with all round knitwear sourcing services.

# 2.1.4 Achievements and Certifications:

0	ACCORD	=
Ministry of Labour and Employment	Letter of Recognition	CERTIFICATE OF COMPLIANCE
Certificate	Knil Concern Ltd ( to se seen	
Occupational Health and Sciety Good Proctice Award 2017 Conferred to	And a series search in the second sec	
Knitt Concern Ltd.	An and the second secon	and the second sec
۲	the week	
	The second secon	
OEKO-TEX @	andre Bin	•
		CONTRACTOR OF CONTRACTOR
	amfori 🔘 BSCI	Mart Tatalan (Martine) Tatalan
Substances and a result of the second		Charles -
The surface and the state and and and and	The second state and state as	
	and part out out out and out has been been the out	B 🛸 🔘 💮
- addression		
18		CONTROLINE H

Figure 2: Achievement and Certification of knit Concern Limited

# 2.1.5 List of major buyers

La-halle	LA HALLE /
ΤΑΟ	TAO
H&M	Hz.M
Jules	JULES
CAMAIEU	CAMAÏEU
KLINGEL	KLINGEL
Carrefour	Carrefour

WE	we
Phildar	Thildar.
AMS International	INTERNATIONAL
Okaidi	okaïdi
K&L	

Table 1: List of Major buyers of Knit Concern Limited

### 2.2 Management practices:

In Autocratic leadership the leader gives clear instructions about when the work should be done, how the work should be done. In these leadership styles the leader independently takes all the decisions and mostly doesn't take any input from the rest of the group. The leader makes decisions about the work method and process. In these leadership styles the decision-making process is less creative. (Asno & Sary, 2023)

Democratic leadership is known as participation leadership, here the team members can take part in the decision-making process. According to researchers this is the most efficient leadership style because it will lead to high productivity of the employees. In these leadership styles the leader wants to know every group member opinion and point of view and then take the decision. By this the group members feel more engaged in the decision-making process because in this leadership styles their opinions are being heard and encouraged. (Gunawan et al., 2024)

In laissez-Faire leadership styles the leaders allow the team members to make the decision by themselves. They didn't give the full guidance about the work. The employees have full freedom to make decisions by themselves. Here the problem will be given, the team members have to solved that on their own. According to the researchers this is leadership styles that have the lowest productivity rate from other leadership styles. (Ahsan & Khalid, 2023)

According to my observation, the knit concern Ltd follows autocratic leadership styles. The leader makes decisions without consulting or taking feedback from the team. Sometimes the leader does collaborate with some of the co-workers to make decisions. In RMG industry the leaders need to be able to make quick and accurate decisions. Because here the operation of the production is straight forward. Once the buyer gives approval and confirms the order, there is no need for any

kind of group discussion. Because the buyer has provided the sample and the product specifications. After that under the supervision of production officers and supervisors bulk amount products are being produced. After that the quality control team will identify the quality of the production according to the buyer specifications. Then the G.M checks the result and makes a decision to deliver the product. Knit concern Ltd follows these structures for production where there is no need for collaborative decisions. Here the leader must have the expertise and all the important information about the industry, so that the leader can make a quick and accurate decision. That's why the knit concern Ltd follows autocratic leadership styles. Though there is some problem in these leadership styles. As the leader makes decisions without consulting anyone, the co-workers may feel demotivated and their creativity in work may reduce because their point of views have not been heard.

#### 2.2.1 Human Resource planning

According to Aji et al. (2023), Human resources management is a process which is designed to maximize the worker's performance. HRM mainly Focus on managing and maintaining the company's policies and systems. HRM is also responsible for the recruitment process, training and Development, Compensation system, performance appraisal system, reward and punishment.

#### **Recruitment and selection process**

Knit concern Limited's hiring process have 5 steps. Which are

Step 1: At the beginning, the recruitment and selection team have to conduct an analysis about what type of skills are required for the job and they have to be totally clear about the kind of individual that will be right for the position. For example, the knit concern Ltd is recruiting HR officers for their company. The candidate has to be a graduate or

Post Graduate and minimum 3-year experience. The job responsibilities will be handling recruitment, compensation and reward for the staff and the workers and also have to look after Resignation matters and take action when it is necessary. When knit concern is recruiting welfare Manager, they want the candidate to graduate but experience is not necessary. The responsibility is to directly follow up the compliance and welfare related work at the company. So, setting up the correct skill and requirement for a job post is one of the most important parts of the requirement Process. This will make the hiring process easy and smooth.

Step 2: Then if the company is recruiting for Officers, then they will post the job Descriptions with eligibility, experience and responsibilities on websites such as LinkedIn, bd jobs, RMGJobs.com and bd.jora.com to find the right candidate. Nowadays the companies also post on Facebook to attract potential candidates. If the company is recruiting workers they will broadcast about the recruitment or they will post a billboard in front of their company. Then they will collect the necessary documents from the potential workers.

Step 3: Then the knit concern Ltd.'s team who are in charge of hiring, they will evaluate the candidate's information and will Short List the candidate according to their application. The team will evaluate the candidate according to their education background and experiences. After evaluating according to the job description, they will move to the next step.

Step 4: After shortlisting the candidate, they will call the selected candidate for an interview. The manager and the recruitment team will conduct the interview. They will ask some basic questions according to the job responsibility and they also give a real-life scenario and will ask the candidate to solve it. They will try to find out if the candidate has basic knowledge and problem solving capabilities. By this they will try to find out the best candidate for the job.

Step 5: After that the recruitment team will evaluate the candidate according to the interview performance and then they will discuss the salary. After that they will give the joining letter and by this on-the-job training starts.

#### **Compensation systems**

Compensation is a reward provided by the company to the employees for their contribution in the company. Employees can make contributions to the company Through their time, skills, knowledge and contribution. (Olia, 2024). For organization employees are the most valuable asset. Knit concern Ltd always try to satisfy their employees by showing appreciation by their activists. Knit concern Ltd pays the Salary of each employee by 7th of each month. They give two festival bonuses in Eid al-Fitr and Eid al-Adha. Knit concern Ltd also give bonuses according to employee's attendance. Punctual employees will get 14 days of leave at the end of the year. They can take the 14 days leave or can take a salary of 14 days. Knit concern Ltd also have some benefits. Such as maternity leave, work place accident and death benefit, Day care, medical service, old allowance fee and many more. Knit concern gives maternity leave to the pregnant women's. They give 4-month maternity leave with full Salary. If any employee faces an accident or Death while working, the company will totally take responsibility for that. The knit concern Ltd has a fully equipped day care and medical center. Knit concern Ltd gives old allowance fee and loyalty bonuses. If any employee is working for more than 25 years, then he will get this fee. For every one year of service, he will get a 14-day bonus fee. So, if any one worked for 25 years, he will get a 350-day payment while leaving the company. Knit concern Ltd also ensure a friendly, heathy and flexible work environment. So that the employees can work without any kind of stress.

#### **Training and development**

There are many training and development styles organizations follow to make their workforce skillful and efficient. I have seen three types of training and development methods in the knit concern Limited.

- On the job training: knit concern Ltd recruit the workers without any kind of experience for only 3 months. In these 3 months the employees will be given training by the supervisor. So, he will be under training for the first 3 months. The line manager will keep his eyes on that worker. He will evaluate the worker according to his skill development and efficiency. After 3 months the employee will be a permanent employee, if he can become a skillful and efficient worker. In this way the job training is implemented in the knit concern Limited.
- Mentoring: In monitoring an individual will give another individual guidance and feedback to improve one's personal growth. As knit concerns Ltd follows autocratic leadership. So, everyone has to follow the guidance and receive feedback from their upper-level officers. Like the workers have followed guidance and received feedback from the line manager and the line manager have to follow guidance and feedback from the HR manager, production manager and quality control manager. The mentoring training method is the most used method in the knit concern Limited
- Technology based Training: knit concern Limited has a training development center where they give training to the employees to upgrade their skills. In this center, they teach the employees to use the high-tech machines which the company uses for the Production. This training method is one of the most useful methods because this training will make the

employees more skillful and efficient. This will be beneficial for the company. So, the knit concern Ltd gives technology-based training by their training and development center.

#### **Performance appraisal system**

According to NWOKEOCHA (2024), Performance appraisal is a systematic process where the employees are being evaluated according to their performance and behavior. Performance appraisal system Helps the employers to take decisions regarding promoting, compensation or termination. In the knit concern Ltd the worker's performance evaluation has been done every year. The line manager and floor supervisor will evaluate the performance, efficiency and behavior of the employees. Experience also plays a vital role here. After this evaluation the HRD will make decisions about the employee's promotion, compensation or termination. In the case of Officers level job holders, the evaluation has been done every 2 years. Here the evaluation will be conducted by higher level authority. This is the performance appraisal system in the knit concern Limited.

### **2.3 Marketing Practices**

In RMG industry marketing works a little bit differently than other sectors. This industry's business model is B2B. So, they don't need to promote their business publicly, as their target customers are the brands and companies. Knit concern Limited do not promote them publicly, they use direct marketing strategy. They directly make connections with the buyers or use the buying house as an intermediary. Knit concern approaches the buyer by showing them the previous work record and sample. According to the merchandising team of the knit concern Ltd, they used to work with buying houses in the past but now they are directly working with the company. Companies like Okaidi, La-halle, Tao, H&M and many more are the regular customers of the knit concern Ltd. So

knit concern Ltd first approaches them with the track record and sample. Then every company has a head office in their home country and also has an office in the Asian region. Then they select some countries as suppliers and if they select Bangladesh then they will review our company's application. They send an audit team in the company to check the criteria according to them. Every company has different criteria in the compliance system, organization's architectural structure, Salary system and many more. If those criteria match, they will send the sample to the company. The knit concern Ltd has a product development center who will make another sample according to the buyers' recommendations. Then the company will send the sample to the buyer for their approval. If the knit concern Limited can match all the requirements of the company, then they will place an order. So, this is the process of getting customers in RMG industry. Knit concern Ltd don't have any marketing team to promote them because they reach their buyers directly.

#### 2.3.1 Target customers and positioning strategy

#### **Targeting Customer**

The knit concern Limited is export oriented and composite garment. This company's Marketing approach is direct marketing. Knit concern Ltd works as a knitwear Solution for many brands like H&M, Tao, Jules, K&L and many more. The main target customers of knit concern Ltd are mostly United States, UK, Germany, France and European countries. The countries like USA, UK and other European countries have a huge number of clothing brands. In those countries the clothing brands are increasing day by day due to the huge demand for fashionable clothes. The global fast fashion market was approximately 210.19 billion US dollars and by 2028 it was projected to reach 260.93 billion dollars. In 2022 the fast fashion market of the United Kingdom was 21.3 billion

dollars and 35 billion dollars was the total market share of fast fashion in the United States. In 2023 the total market share of European countries was 41.93 billion and by 2030 it was Projected to reach 69.59 billion US dollars. Fast fashion has a huge market and the market is growing rapidly. The brands of those countries are putting effort to increase their market in other regions. So knit concerns target customers are clearly the fast fashion companies which are situated in USA, UK and European countries. Knit concern Ltd is committed to make a long-term business commitment with those organizations by delivering the top-class products in the right time at competitive prices.

#### Segmentation:

Finding out the market segmentation is the best way of finding out target customers of knit concern limited. Knit concern limited segmented the market through Geographical, Demographic, psychographic and behavior aspects.

- Geographic segmentation: In geographical segmentation, the organization targets the market on bases of locations. Knit concern Ltd mostly works with the buyer from USA, UK and European countries. Knit concern limited do the manufacturing according to the buyer's preferences. So knit concerns target customers are mostly the people from USA, UK and European countries.
- Demographic segmentation: Knit concern Ltd mostly work with the buyers which are based in the USA, UK and European countries. In those countries most of the people are Cristian by religion. Knit concern Ltd manufacturers the product which are mostly inspired by fast fashion. As Bangladesh is Islamic country, this type of product is not applicable for our culture. Knit concern limited manufacturers a wide range of products. Knit concern limited produces the products for Man, women and unisex kid's products. Knit concern

limited didn't segment its products on age and gender. But knit concern has made religious segmentation. So, it is clear that here the target customers are the Cristian people who follow fast and trendy fashion.

- Psychographic segmentation: Knit concern Ltd.'s customers also can be divided into segments by the socioeconomic status and lifestyle. Knit concern group mostly manufactures the product for fast fashion brands like H&M. These brands mainly focus on providing updated trends and designs at low cost. The customers who want to maintain social status and also trendy and updated design at an affordable price are the target customers of knit concern limited. As knit concerns most of the buyers are fast fashion companies.
- Behavior segmentation: Every customer has a different buying habit in terms of buying clothes. Many customers love to carry updated stylish and trendy fashion and some customers love to carry basic outfits. There are some customers who always buyers expensive branded products but don't buy frequently and there are many customers who love to buy trendy and stylish products at affordable prices. These types of customers use to buy products more frequently. Knit concern Ltd Mostly work with the fast fashion brand who provide products at an affordable price. So, the customer who loves to buy trendy products at low prices are the target customers of knit concern.

#### **Positioning Strategy**

The knit concern Limited is a large size readymade garment which has approximately 16 thousand employees. The Knit concern Ltd has a 20-acre huge campus. Knit concern Limited is 100% export oriented composite ready-made garment industry. It has established itself as a large size RMG industry with 32 years' experience of working with the top global fast fashion companies. Kint

concern Ltd has in-house Dyeing facilities. Its fabric's dying capacity is 45 tons daily. It has the capacity of doing special finishing which helps to fulfill clients' requirements. The Knit concern Ltd has appointed the fabric R&D team for innovation. The knit concern Limited has a yarn dying house. Which has the daily capacity of 25 tons of yarn dying, 2.5 tons yean printing, 400 kg nylon yean dying, 15000 pcs sewing thread and 400kg twisting. The knit concern Ltd has a printing Division which has the capacity of printing 20 tons of fabric daily and it also has in house embroidery which has the capacity of 75 million stitches in a day. So, the knit concern Ltd has the capacity of fulfilling the recruitment of the clients who need printing and embroidery on their products. Knit concern Ltd has the capacity of producing 200000 apparels in a day and has the capacity of producing 100000 PCs of lingerie daily. So, the knit concern Limited is the large size RMG sector which has the capacity and credibility of producing and delivering high quality products at a competitive price.

#### 2.3.2 Marketing channels

In RMG Industry there are mainly two ways of marketing. The first one is working with the buying house. So, the buying house will work as an Intermediary between the buyers and suppliers. The buying houses take the production order from clients and give the production order to the RMG companies. The RMG companies will deliver the product unit to the buying house and the buying house will export the product unit to the clients. In the past Knit concern Limited used to work with buying houses but now they are working directly with the clients. Here the clients directly work with the RMG companies. This is the second marketing channel which is direct marketing. Presently, the knit concern Ltd is following direct marketing channel.

#### 2.3.3 Product development

Knit concern Ltd manufacturer products for man, women and kids. They also produce unisex products in kid's units. Knit concern Ltd has in-house yarn dyeing, printing Division and embroidery where they produce varieties of fabrics according to the buyer's requirement. They also produce high quality embroidery according to the needs of buyers. All the items are being produced based on the fabrics, design and as the specifications of the buyers. The manufacturing process can be easy and low cost and also can be complex and costly. The products can have embroidery, print and sometimes both which totally demands on buyer's requirements. According to the buyer's requirement Knit concern Ltd use a wide range of fabrics like cotton, single jersey, polyester, Double jersey, Rib knit, mesh knit, sweater knit, elastance knit and many more. Knit concern Ltd is fully equipped and has the capability of producing all kinds of knitwear products. This company produces knitwear for men, women and kids. Knit concern Ltd can manufacturer from T -Shirt, sweatshirt, sportswear, cardigan, polo shirt, sweaters, jumpers, hoodie to man's underwear and women's Lingerie products according to the buyer requirement. This company is all in one solution for knitwear garment products. knit concern Ltd has the capability to produce 200000 PCs of knitwear products and 100000 PCs of Lingerie products. According to the production manager in knitwear production, 45% of the production came from women's clothing, around 30% production came from children's clothing and 25% production came from man's clothing. In Lingerie Division 65% production comes from women's part and

35% production comes from the man part.

#### 2.3.4 Branding activities / Advertising

As the knit concern Ltd follows the B2B business model, their main customers are fast fashion companies from the USA, us and Europe. So, they do not need to do any kind of branding and advertising. But the knit concern Limited is maintaining a cricket academy called knit concern cricket academy. Kint concern Ltd also has a professional cricket team. This team took part in the Narayanganj Premier League. Some national players like Rony Talukder and Nazmul Hossain Apu and many more plays for their cricket team. Knit concern Ltd also maintains a premier division cricket league which is called knit concern Premier division cricket league. As the knit concern Ltd follows the b2b business model, they don't need to do any kind of branding activities or advertising but they have made a strong presence here by involving in cricket. Cricket is one of the biggest Sports and entertainment sectors in Bangladesh. This has made a good Impression in people for the knit concern Limited.

#### 2.3.5 Critical marketing issue and gap

Though knit concern limited don't need any kind of marketing for their publicity but in this modern era every company should maintain the social media actively. The knit concern Ltd is not active at all. In their official Facebook account, the last post was posted in 2014. Knit concern Ltd should establish their Presence strongly in social media and other sides. So, I think this is the marketing issue and gap of knit concern Limited.

### 2.4 Financial Performance & Accounting Practice:

This is the financial performance of last 5 year of knit concern which i have received from an assistant manager from knit concern limited.

YEAR	2019	2020	2021	2022	2023
EXPORT(Pcs)	54,843,687.00	63,001,343.00	68,093,372.00	83,732,727.00	76,927,255.00
TURN OVER(USD)	105877608.00	114331678.00	113369657.00	146935802.00	146526627.00

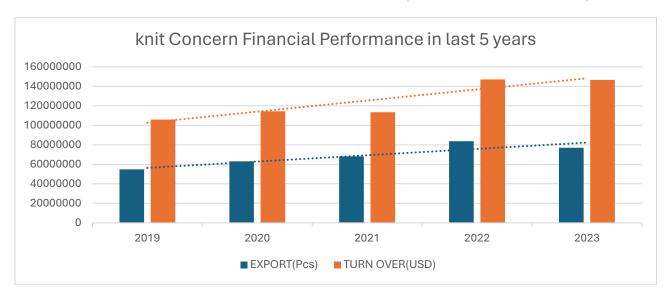


Table 2: Financial Performance of Knit Concern Limited. (Source: Knit Concern Limited)

Figure 3: Financial Performance of Knit Concern Limited. (Source: Knit Concern Limited)

#### Interpretation:

In term of export, knit concern exports 54,843,687 pcs or approximately 54.8 million pcs of knitwear in 2019. In 2020 the total export was 63,001,343 pcs or approximately 63 million pcs. In 2020 this company's export increased by 8,157,656 pcs or approximately 8.1 million pcs. After that in 2021 knit concerns, total export was 68,093,372 pcs or 68 million pcs. In this year export increased by 5 million pcs from the previous year. In 2022 the export increased significantly than the previous year's. In 2022 the total export was 83,732,727 pcs or 83.7 million pcs. This year

the export has increased by approximately 16 million pcs which is incredible for the company. In 2023, most of the RMG company faced difficulties because of the world's political problems. Knit concern also faced difficult in this year and for that reason their export decreased by 7 million pcs from the previous year. In 2023 the total export was 76,927,255 pcs or approximately 77 million pcs. So, form the export report it is visible that knit concerns export quantity is increasing in almost every year. Only in 2023 the export quality has decreased due world's political situations. In term of turnover, in 2019 the turnover was 105877608 USD or 105.87 million us dollars. In 2020 the turnover of knit concern was 114331678 USD or 114.3 million us dollars. In 2020 this company's turnover increased by 8.45 million us dollar from the previous year. In 2021 the turnover was 113369657 USD of 113.37 million us dollar. In this year the turnover decreased by 0.96 million us dollars from year 2020. After that in 2022 the turnover was 146935802 USD or 146.93 us million dollars. This year the turnover increased significantly. The turnover increased by 33.56 million us dollar from 2021. This is huge increase of turnover for this company. After that in 2023 the turnover was 146526627 USD or 146.52 million us dollar. This year the turnover increased by 409175 USD or 0.41 million us dollar.

According to this data, this company's export quantity and turnover in increasing year by year. In some year the export quantity and turnover decreased by very little due to covid19 and worlds political situations but knit concern have bounced back strongly every time.

# **Accounting Practices:**

Knit Concern Limited maintains accurate and comprehensive records of all business transactions in accordance with Bangladesh laws. Additionally, it maintains valid authorizations and verifies the presence and accuracy of required documents. This knitwear company also ensures the authenticity and accuracy of all required documentation. Annual financial statements must comply with all laws, regulations and generally accepted accounting standards financial reports are prepared in accordance with widely accepted (IAS) and (IFRS). Knit concern limited consistently adheres to fundamental accounting principles while preparing its financial reports.

# **2.5 Operations Management and Information System Practices:**

# 2.5.1 Operation management

Knit concern Limited follows direct marketing strategy. Knit concern Ltd is a buyer focused organization. This company gives full importance to the buyers regarding their needs and requirements.

The Knit concern Limited has a huge and talented Merchandise team. Their responsibility is to communicate with the buyer and keeps positive relationship with them. Firstly, knit concerns Merchandise team will approach the buyers by representing past track records of the company and samples. The buyer company's Asian office will review the company according to the past work, sample. Then the buyer company will give an appointment and will send an audit team to the Garments. They will supervise the industry according to their criteria. If the industry successfully passes all the Criteria, then the communication regarding the deal will begin.

The buyer company will send a sample to the knit concern Ltd. The companies in the house lab will do matching of the products and will reveal what items will be required to make this product.

Then in knit concern Limited has in house product development center, the assistant dyeing master will make the sample. This sample will be sent to the buyer for their approval.

As the knit concern Limited is a buyer friendly company, here if the buyer has any recommendations regarding the samples. The organizations will try their best to utilize the buyer's recommendations. Then the company and buyers will sit together for a discussion regarding pricing. The company will identify what kinds of items will be needed, which items can be produced in the company and what items the company has to collect from suppliers. They will identify the per product cost of the sample. In this discussion, they will also discuss the list of things which are needed along with the product, Delivery time and the amount of final production.

If two of the parties come to an Agreement then the buyer will place order. The delivery date will be decided while placing the order. Then the approved sample of the product will be used as a Standard sample. The bulk amount of production will be done according to the standard sample. The assistant dyeing master will give responsibility to the production officer. His responsibility is to complete the production before the delivery time. The lab in charge and assistant dyeing master will do a quality check. After finishing the production, the quality control team will check the product quality. In the end the General manager will check the final report of the quality control team and according to the report, he will take the decision for delivery.

# 2.5.2 Information system practice

• Enterprise resource planning (ERP)

ERP is a software system which helps to run the organization. This software helps in making automation of the process of Finance and accounting, supply chain management, project management, Manufacturing, Quality control and HR and payrolls. Knit concern limited uses Java ERP software which is Europe based and developed in Bangalore, India. Knit concern limited uses the ERP software in almost every process. Merchandising, knitting, Dying, cutting, finishing, AOP, IE, distributing the work, giving target to the supervisor, Outsourcing the supplies, fixing the cost and quality and the important calculation is maintained by the ERP software. This software manages the top to bottom procedure for knit concern. From the Merchandising to manufacturing and from manufacturing to the delivery of the product, everything is maintained by the ERP software because of the use of old machines. In a very short period of time knit concern will upgrade its swing section machineries. So that the swing section also can be maintained by the ERP software.

#### • Payroll software

Knit concern limited use a payroll software where all the important information is present to calculate the employees, Salary. Employees information of regular Salary, overtime working hours, bonuses and all knit of compensation and deduction are collected and stored in this software. By the use of this software, employee's salary can be calculated in a minute. Knit concern limited use this payroll software to keep information of all the employees wage and bonuses.

• Attendance software

In knit concern limited if anyone misses the work for a day, the salary of one day will be deducted. If anyone works overtime, he will get 2x of the basic salary for those extra hours. So knit concern limited has installed id scanner, face scanner and time keeper in every floor. By the use of the id scanner and face scanner, the company takes records of the attendance and the time keeper will record the overtime working hours of the workers. This Attendance software is connected with payroll software. When they want to calculate anyone's Salary, they can collect the attendance record from the attendance software.

# 2.6 Industry and Competitive Analyses

# 2.6.1 SWOT ANALYSIS

Strength:	Weakness:
• Kint concern Limited is a composite	• Knit concerns most of the recruitment in
industry. It has in house Dyeing, yarn	officer level are internal recruitment. For
Dying, Laboratory, printing, washing and	this reason, some undeserving people are
embroidery Division.	working in some higher positions in the
• Knit concern Ltd has an experience and	company.
skillful merchandise team who take care of	• The Knit concern limited is a 100% export-
the buyers and orders.	oriented company. In global crises like
• The knit concern Ltd is fully equipped with	coving 19 and international political
advanced machinery.	problems, this type of company has faced
	the bad consequences first.

• The knit concerns product system is	• Sometimes the knit concern Limited faces
smooth and easy. Its advanced machinery,	problems to implement the modern
experienced management and skilled work	technology. Because most of the workers
force helps this company to manufacture	are skilled in some basic machinery.
smoothly and deliver on time.	Though knit concern group has a skill
• Knit concern Limited has a skillful HR and	development center, it is very hard to train
compliance team who look after medical	all of them. The knit concern Limited has a
service, training, day care Centre,	huge number of workers.
maternity, fire and safety training and many	• Though RMG industries do not need to
things.	advertise them publicly but the knit
	concern Ltd should maintain their social
	media platforms professionally and
	actively.
	• Knit concern Ltd have to outsource some
	items from suppliers for manufacturing the
	product. So, they have to depend on the
	product. So, they have to depend on the
	product. So, they have to depend on the supplier for some items. Like yarn, buttons
Opportunity:	product. So, they have to depend on the supplier for some items. Like yarn, buttons
Opportunity: • The labor cost of Bangladesh is lowest in	product. So, they have to depend on the supplier for some items. Like yarn, buttons and zippers.
• The labor cost of Bangladesh is lowest in	product. So, they have to depend on the supplier for some items. Like yarn, buttons and zippers.
	<ul> <li>product. So, they have to depend on the supplier for some items. Like yarn, buttons and zippers.</li> <li>Threats:         <ul> <li>In RMG sector the competition is</li> </ul> </li> </ul>

attracted to knit concern because it can manufacture the bulk number of products at a low price.

- Knit concerns main target customers are the first fashion brands. Who mainly sell low price products but stylish and trendy. As the knit concern Ltd has a huge work force and the labor cost is low, the buyers will be attracted to this company.
- The global market of fast fashion is increasing day by day. By 2028 the total global market will be around 260.93 billion. So, the knit concerns target customers are getting bigger year by year.

many other big companies are now in RMGsector. This company has increased thelocal competition level in Bangladesh fortheknitconcernLtd.

 The RMG industry of Vietnam and India is doing very well. Bangladesh is the 2nd biggest exporter of RMG but in future this country has the capacity of taking the position of Bangladesh.

Table 3: SWOT Analysis of Knit Concern Limited

# 2.6.2 Porters Five Forces Model Analyses

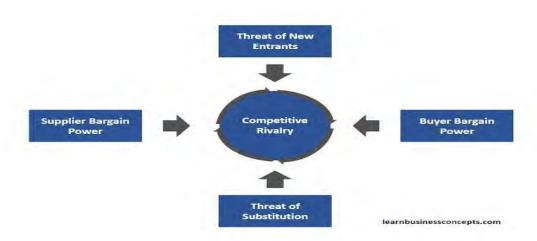


Figure 4: Porters Five Forces Model Analyses

## The bargaining power of buyers: High

In RMG sector the bargaining power of buyers is very high. RMG sector in our country is highly competitive. At present, there are approximately four thousand larger medium and small size garments companies doing their business. Every Organization is trying to provide great quality products at a competitive price. By this they can establish a good image and relationship with the buyers which will help them to get more orders in future. So, the buyers get a lot of alternative choices while choosing the manufacturers from Bangladesh. According to the export report of garments products China is the highest exporter than the second in Bangladesh. After that India, Vietnam and Turkey also have a huge industry where the production cost and workers' wages are also low like Bangladesh. So, the buyers have a high bargaining power because of the availability of huge manufacturers in Bangladesh and available RMG sector in countries like India, Vietnam, many more. For these reasons buyers have the high bargaining power in RMG sector and also in the knit concern Limited.

#### The bargaining power of suppliers: Medium

The bargaining power of the supplier depends on the size of the readymade garments company. In small size readymade garments, the bargaining power of the supplier is medium. This organization do not manufacture as much as the big companies. So, for them there are a lot of suppliers present in the market. This company can also buy supplies from countries like China. So, for them the supplier's bargaining power is medium. For the mid-size company, the bargaining power of the supplier is high. Because they manufacture the product in huge amounts but they also have to buy the important items in huge amounts. So, for them the power of the supplier is high. For the Large size RMG industries, the bargaining power of suppliers are sometimes medium and sometimes low. Like for Hamim group the bargaining power is totally low because they do not need to buy any kind of supplies from outside. They have the capability to Produce most of the items by themselves. The knit concern Limited is the large size RMG industry but they have to buy some items from supplies. The knit concern limited doesn't have spinning mail. So, the knit concern Limited has to import or buy a yarn. They also have to outsource buttons and zippers. So, knit concern Ltd have to outsource many items but as there are so many suppliers available in the local market and international market, the bargaining power of suppliers in the medium for the knit concern Limited.

#### The threat of new entrance: Low

The ready-made garment sector is one of the biggest industries in Bangladesh. This sector contributes around 9.25% to the GDP of Bangladesh. The competition level is very high in the RMG sector of Bangladesh. More than 4000 garments industry are actively working. But in the

RMG sector of Bangladesh the threat of new entrance is very low because it is very different for the new companies to join the market and do business in this tremendous level of competition. A huge amount of investment is needed to start a new business in RMG sector. If anyone starts a new company, they have to hire an experienced and skilled management team to start the business and hire a skilled merchandiser team to get orders and maintain a good relationship with the buyers. The skill full workforce and advanced technological equipment are necessary in this business to produce quality products at a competitive price. At present even if a company starts a business with all of the needed facilities, the business still might not face success due to the dominance of large size RMG industries. So, the threat of a new entrance is low for the knit concern Ltd.

#### The threat of substitutes: Low

At present world's clothing fashion totally depends on first fashion. First fashion mainly stylish and trendy products at a low Price. The brands H&M, ZARA and many more are the first fashion brands who mainly manufacture their products from the countries where the worker's wage rate is low and manufacturing cost is low. Countries like China, Bangladesh, India, and Vietnam are the main suppliers of RMG products for these brands. The threat of substituting is totally low for this industry. There is no substitute item available which can take place in the first fashion brand's products. Suppose, in future people starts using different types of products but knit concern Limited is not working with that products at the moment or they don't have the technology and machineries to work on that Products. knit concern Ltd has the credibility and capabilities to adopt that with in a very little time period. They have a very talented and skilled R&D team and sample making team who can work on any kind of design and fabrics according to the buyer's needs. So, the threat of substitutes is very minimal for the knit concern Limited.

#### **Competitive rivalry: High**

The Ready-made garment sector in Bangladesh is very competitive. Bangladesh is the second biggest manufacturer of ready-made garment products in the world. At present there are more than four thousand readymade garment industries in Bangladesh. In 2020 the total RMG export in Bangladesh was around 27.4 billion. The knit concern Limited is a large size RMG industry which is a composite garment. It has approximately 16000 employees. In 2020 knit concerns total export was around 113.30 million. So, the knit concern has only 0.41% market share in 2020 according to the total export of the country and knit concern Limited. This clearly indicates the instance level of competition in RMG industry in Bangladesh. So, the competitive rivalry is high for the knit concern Limited.

# 2.7 Conclusion

The Knit concern Limited is a large size RMG product manufacturing company. The knit concern Ltd has started from a very humble background however they are now a large size RMG company. Around 16000 employees are working in the knit concern Limited. Knit concern Limited is working with many international brands and H&M is the biggest buyer of the knit concern Ltd. According to the financial performance, knit concern Ltd is profitable organization and growing steadily. Knit concern Limited has the capability of producing most of the materials by themselves. They only have to outsource some items like buttons, yearn, elastic and zappers from the suppliers. Knit concern Ltd mostly outsource zipper's from YKK company. Knit concern Limited also have some shortcomings like other companies. Despite the challenges, knit concern Ltd is improving its service and providing quality products at a competitive price to its buyers. Knit concerns strong management, skilled workers force, advance equipment and sharp leadership has helped the company to achieve Success.

### 2.8 Recommendation

Knit concern Limited is a totally successful and profitable organization but there is always room for improvement.

**Recruitment process:** According to my observation, in the knit concern Ltd the recruitment process is not totally fair and unbiased. I have observed that in both official and worker recruitment, at first, they give importance to internal recruitment. when the company is recruiting workers, the supervisor or line manager will refer some people. The company will first evaluate those people then they will evaluate the external applicants. In the official position also when the company has to recruit for any position, the company will first give preference to internal sources. Nepotism is present in every sector but totally biasness in the recruitment process is not good for a company. By this the skillful and deserving candidate will not get a fair chance. If the deserving and skilled workers gets fair changes, it will be beneficial for the company because they will be more productive.

**Marketing strategy:** Knit concern Limited should hire a skilled marketing team to promote the company and to maintain the social media platforms. Knit concerns marketing and social media presence is very weak. Strengthening marketing strategy will help knit concern Ltd to establish a brand value positive reputation.

#### Minimize dependence on suppliers:

For a RMG industry the biggest drawback is the dependency on suppliers. Most of the time the companies have to face difficulties in the supply chain when the supplier is a foreign company. Knit concern Ltd do not have their spinning mail. Spinning mail mainly produces yarn from cotton. Knit concern Limited mostly outsource yarn from the local supplier. Knit concern Ltd also have to outsource some items like buttons, elastic, zipper's, yarn and many more. These items are mostly outsourced from foreign suppliers. So, the bargaining power of suppliers is medium in the knit concern Ltd. knit concern Limited is a large size RMG industry. If they can produce the materials by themselves by increasing their sections. It will help them to reduce dependency on suppliers.

# **Chapter 3: Project Part**

## **3.1 Introduction**

Today's world the use of technology is increasing rapidly and it is bringing many changes in our life. (Dewi et al., 2023). Technology has become an important part of our life in every aspect in our life including education, training, learning and development. (Sehgal & Nanda, 2023). From the beginning of the technological revulsion there has been an argument on the technological effectiveness of the learning and training sector. (Hussein & Farhan, 2023). E- training refers to learning or training through using electronic applications or tools. In this training method the trainees can acquire knowledge and skill according to their needs and it is helping them to improve their performance and also impact positively in organizations productivity. (Dewi et al., 2023). Etraining or e-learning has become an important tropic which has been discussed by many researchers. As electronic training or learning has advantages like flexibility and accessibility and gives opportunity to the people who don't have the accessibility to take part in traditional training or learning. So, with the help of technology the electronic training or learning has become popular as an alternative of the traditional training or learning. (Hussein & Farhan, 2023). E-training has positively transformed the training experience for the employees with the Help of advance technological tools. The organizations E-training infrastructures and methods increases the effectiveness and impact of the training. (Kumar & Kumar, 2023). In the future the online training and learning method has the potential to replace the traditional training or learning method. (Sehgal & Nanda, 2023). The garments sector of Bangladesh is one of the most important section country's economies which contributes in the economy, GDP and also in employment. Bangladesh is one of the leading exporters in the world. (Islam, 2023). Digitalization in HRM is one of the important elements behind the rapid growth of RMG industry of Bangladesh. Most of the largest textile

industry in Bangladesh have already successfully implemented the advance technology in HRM sector. The study was about the influence of the use of technology in HRM in employee performance and the author finds a positive relationship between electronic training and employees on the job performance. (Haque & Nishat, 2022).

#### **3.1.1 Literature Review**

Training, learning, education and development, the meaning of this word can vary person to person. Training is mainly connected with the developing skills for specific job abilities but education is connected with the traditional education process. In today's dynamic world, the employees need both of them to touch their full potential. The Organization has to set the goal accordingly in order to motivate the employees to do their job efficiently. Training is mainly the learning activists which people do to make an immediate impact on their present working position and development is the learning activists which people do for future implementation. Training and development play a significant impact on organizations performance. Organization can decrease the potential mistakes which are mostly done by humans by developing proper training programmers. It will also help to increase the work place safety. (Sehgal & Nanda, 2023).

According to Dewi et al. (2023), Industry 4.0 or the fourth industrial revulsion means increasing the use of technology to enhance productivity. It means replacing human labor with advanced technology which is more beneficial and efficient for the organizations. Electronic training method has a positive impression on employee performance. If the trainers can use interactive training seasons which are maintained by advanced electronic tools, it will help to increase the standard of the training courses and will also influence the employee performance positively. E-training will also help the employees to increase their knowledge about the advanced technology. Every Organization should find out the training needs of their employees and should consider implementing E-training facilities for their employees as it is giving positive results.

E-training means dealing with advanced technologies to conduct the learning and training process. There are many electronic tools like e-classrooms, e- courses, E-training platforms and many More. Moreover, E-training is an advanced training method based on advanced technology which generally breaks the traditional training and learning method and gives more freedom to the trainees. E-learning and E-training are quite similar in terms of using technology to deliver the contents and materials to the learners which makes this method flexible and low costly. Technology has become a part of our life and it is impacting in every aspect of our life including learning and training. The advanced technology had made the process more easy, flexible, easily available, personalized and cost efficient. It mainly breaks the traditional face to face learning and training and gives alternative opportunities to learn in a more easy and accessible method. There are a lot of advantages of electronic training or learning. It is more flexible than the traditional method. The training materials are always available, so the trainees can have access anytime from anywhere with the help of the internet. This is very effective for the people who don't have the opportunity to attend traditional training or learning. The electronic training or learning includes interactive platforms, electronic virtual applications, electronic simulation and gaming applications and many More which make the learning and training experience more effective and efficient. This method includes collaborative learning where the trainees have the opportunity to communicate with the trainers Through online chat application and video Conferencing application. This cooperative training helps the trainees to develop skills like effective

communication, critical thinking ability and problem-solving capabilities. (Hussein & Farhan, 2023).

The Ready-made garment industry of Bangladesh is a important part of the country's economy which contributes in the economy, GDP and also in employment. Bangladesh is one of the leading exports in the world. Bangladesh has competitive advantage of low labor cost, skillful workforce and strong trade agreements. Bangladesh garment industry is showing rapid growth in the last 20-25 years. It is playing important part in countries economy as well as playing significant part in decreasing Poverty. (Islam, 2023). Electronic HRM means using advance technology in HR practices. Digitalization in HRM is one of the important elements which helped to development the RMG industry in Bangladesh. It helps to gain the competitive advantage from the competitors. It helps the organization to build a positive relationship between employers and workers and also helps to grow the business successfully. The largest textile and apparels industries in Bangladesh like Ha-Meem Group, DBL Group, Fakir apparel Ltd and others have already started using digitalization in HRM to ensure safe environment for the workplace. Majority of the large industries have successfully implemented advance database management, CC camera for tracking, digital id scanner and face scanner for attendance, advance payroll software and using Mobile baking technology for employees or workers payments. (Haque & Nishat, 2022). According to Sehgal and Nanda (2023), their study shows there is positive connection between electronic training infrastructure and electronic training and development and there is also a positive connection between electronic training methods and electronic training and development. He also finds positive link between electronic training and development and employee job performance. According to Haque and Nishat (2022), they also found positive connection between electronic training and employees on the job performance in their study.

# **3.1.2** Objectives of the study

- 1. To identify how electronic training infrastructure has a positive connection with employee performance.
- **2.** To identify how electronic training methods have a positive connection with employee performance.

# 3.1.3 Significance of the study

According to Sehgal and Nanda (2023), In today's world technology has become an important part of our life in every aspect in our life including education, training, learning and development. In the future the online training and learning method has the potential to replace the traditional training or learning method. Primary purpose of this project is to find out the impact of electronic training on employee performance in the Ready-made garment sector of Bangladesh in the post pandemic period. Secondly this research can find out the positive connection between electronic training infrastructure and employee job performance in Ready-made garments sector of Bangladesh. Thirdly, this study can put light on the positive connection between electronic training methods and employee performance in Ready-made garments sector of Bangladesh. RMG industry of Bangladesh contributes significantly into the nation's economy. The E- training helps them to improve employee's performance which will impact the organization's outcome significantly. This report also can contribute to existing literature on E-training impact on employee performance in RMG sector for the future research purpose in this area.

### **3.2 Methodology**

According to Sreekumar (2024), There are mainly three types of research method. Firstly, in quantitative research method, it mainly collects numerical data and analysis those numerical datasets to answer the research question and identify whether they are accepted or rejected. Mostly in this method the dataset is collected through survey and analysis are done in statistical Methods. Secondly, in qualitative research method it mainly collects alphabetic data. In this method the researchers focus on complex phenomenon and mainly do in death interview and text or content analyze to collect data and analyze. Lastly, mix method research combined both quantitative research method and qualitative research method. In this method the researchers collect both numerical data and non-numerical data to find the solution of the research tropic.

In this project quantitative research method has been used for the questionnaire survey. The main focus of this project is to identify the Impact of Electronic Training on Employee Performance in the Ready-Made Garments (RMG) sector of Bangladesh in the Post-COVID-Pandemic era. SPSS application has been used to analyze the collected data. Data is collected from multiple RMG company's present working employees in Bangladesh. Stratified sampling method has been followed here. In the questionnaire the first four question are based on demographic information and in the last three question there is total 20 statements. For independent variable (electronic-training infrastructure & electronic-training methods) there is total 12 statements and for dependent variable (employee performance) there is 8 statements. I have used 5-point Likert scale Method with 1 is Strongly Disagree, 2 is Disagree, 3 is Neutral, 4 is Agree, 5 is Strongly Agree.

# **3.2.1 Proposed Hypothesis**

**H1**. There is a positive connection between electronic training infrastructure and employee performance in ready-made garments sector of Bangladesh.

**H2**. There is a positive connection between electronic training methods and employee performance in ready-made garments sector of Bangladesh.

# **3.2.2** Conceptual Framework of the study:

Finding the impact of electronic training on employee performance in ready-made garment sector of Bangladesh. Employee performance is dependent variable and electronic training infrastructure and electronic training methods are independent variables.

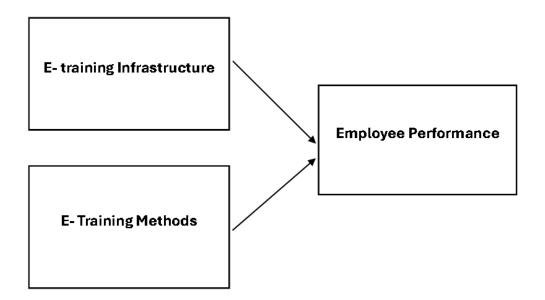


Figure 5: Conceptual Framework of the Study

# **3.3 Findings and Analysis**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	12	10.3	10.3	10.3
	Male	105	89.7	89.7	100.0
	Total	117	100.0	100.0	

Gender

# **3.3.1 Demographic Information Analysis**

#### Figure 6: Frequency Distribution Based on Gender

From the table, we can see that it represents the frequency distribution of respondent's genders. The total sample consists of 117 respondents. This table represents two categories of gender, which are male and female. The frequency of male respondents is 105, and female respondents are 12. In percentage, the male has 89.7% of the total sample and the female has 10.3% of the total sample. In this table, the percent and valid percent are the same, which means there is no missing value or error in the data sample.

8 m · · · ·

Age									
		Frequency	Percent	Valid Percent	Cumulative Percent				
Valid	24-30 years	17	14.5	14.5	14.5				
	30-34 years	49	41.9	41.9	56.4				
	35-44 years	42	35.9	35.9	92.3				
	45- 54 years	5	4.3	4.3	96.6				
	55 years and above	4	3.4	3.4	100.0				
	Total	117	100.0	100.0					

#### Figure 7: Frequency Distribution Based on Age

From the table, we can see that it represents the frequency distribution of respondents age groups. The total sample consists of 117 respondents. This table represents five categories of age groups. The frequency of 24–30-year age group is 17 individuals, and the percentage is 14.5% of the total sample. The frequency of the 30-34-year-old age group is 49 individuals, and the percentage is 41.9% of the total sample. The frequency of the 35–44-year-old age group is 42 individuals, and the percentage is 35.9% of the total sample. The frequency of individuals in the 45–54 age group is 5 individuals, and the percentage is 4.3% of the total sample. The frequency of 55-year-olds and above is 4 individuals, and the percentage is 3.4% of the total sample. So here most of the people are mainly young and middle-aged people. They collectively represent 77.8% of the total sample. In this table, the percent and valid percent are the same, which means there is no missing value or error in the data sample.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's degree	41	35.0	35.0	35.0
	Diploma	12	10.3	10.3	45.3
	Master's degree	64	54.7	54.7	100.0
	Total	117	100.0	100.0	

Education

#### Figure 8: Frequency Distribution Based on Education

From the table, we can see that it represents the frequency distribution of respondent's educational levels. The total sample consists of 117 respondents. This table represents three categories of educational levels. The frequency of individuals who have completed a bachelor's degree are 41 individuals, and the percentage is 35.0% of the total sample. The frequency of respondents who have completed diplomas is 12 individuals, and the percentage is 10.3% of the total sample. The frequency of respondents who have completed a master's degree is 64 individuals, and the percentage is 54.7% of the total sample. Here most of the individuals are the people who have completed a master's degree in this sample. In this table, the percent and valid percent are the same, which means there is no missing value or error in the data sample.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12-16 years	19	19 16.2 16.2		16.2
	17-21 years	6	6 5.1 5.1		21.4
	22 years and above	6	5.1	5.1	26.5
	3-6 years	30	25.6	25.6	52.1
	6-11 years	46	39.3	39.3	91.5
	Less than 3 years	10	8.5	8.5	100.0
	Total	117	100.0	100.0	

#### Working Experience

#### Figure 9: Frequency Distribution Based on Working Experience

From the table, we can see that it represents the frequency distribution of respondents working experience. The total sample consists of 117 respondents. This table represents six categories of working experience in years. Less than 3 years experienced people are 10 individual's and 8.5%, 3-6 years experienced people are 30 individual's and 25.6%, 6–11 years experienced people are 46 individual's and 39.3%, 12–16 years experienced people are 19 individual's and 16.2%, 17–21 years experienced people are 6 individual's and 5.1%,22 years and above experienced people are 6 individual and 5.1% of the total sample size. In this table, individuals who have less than 11 years of working experience are collectively 73.4% of the total sample, and individuals who have more than 16 years of experience are only 10.2% of the total sample. So, here most of the individuals are relatively young people. In this table, the percent and valid percent are the same, which means there is no missing value or error in the data sample.

## 3.3.2 Hypothesis 1

**H1.** There is a positive connection between electronic training infrastructure and employee performance in ready-made garments sector of Bangladesh.

Descriptive statistics								
	N	Minimum	Maximum	Mean	Std. Deviation			
E_Training_Infrastructure	117	3.33	5.00	4.3348	.39422			
Employee_Performance	117	3.38	4.88	4.5203	.33029			
Valid N (listwise)	117							

#### **Descriptive Statistics**

Figure 10: Descriptive Analysis of Hypothesis 1

This table represents the minimum, maximum, mean, and std. deviation of the electronic training infrastructure variable and employee performance variable. Firstly, in the electronic training infrastructure variable, the minimum score is recorded at 3.33 and the maximum score is recorded at 5.00. The mean score is recorded at 4.3348, which indicates positive performance. The score of the standard deviation is 0.39422, which is pretty low, but it indicates that the e-training infrastructure scores are consistent and close to the mean. Secondly, in the employee performance variable, the minimum score is recorded at 3.38 and the maximum score is recorded at 4.88. The mean score is recorded at 4.5203, which indicates a positive performance. The score of the standard deviation is 0.33029, which is pretty low, but it indicates that the employee Performance scores are consistent and close to the mean. Both of the variables suggest positive results. Both of the variables have a high mean score, which means positive average performance, and both of the variables have a low standard deviation, which means the scores are quite consistent and close to the mean.

		E_Training_In frastructure	Employee_Pe rformance
E_Training_Infrastructure	Pearson Correlation	1	.618**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	18.028	9.330
	Covariance	.155	.080
	N	117	117
Employee_Performance	Pearson Correlation	.618**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	9.330	12.655
	Covariance	.080	.109
	N	117	117

#### Correlations

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Figure 11: Correlations Analysis of Hypothesis 1

The sample size of the analyses is based on 117 respondents, which is an adequate sample size to conduct coefficient analyses. The R-value is 0.618 when the person correlation coefficient is calculated between electronic training infrastructure and employee performance, which indicates a moderately strong positive relationship within these two variables. The significance value is 0.000, which is less than the usual alpha value of 0.01. It means the correlation is statistically significant at the 0.01 level. This means there is a very low probability that this correlation has happened accidentally or randomly.

# Regression

	Model Summary										
Change Statistics											
	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	
	1	.618 <sup>a</sup>	.382	.376	.26087	.382	70.952	1	115	.000	

a. Predictors: (Constant), E\_Training\_Infrastructure

Figure 12: Model Summary of Hypothesis 1

# ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.829	1	4.829	70.952	.000 <sup>b</sup>
	Residual	7.826	115	.068		
	Total	12.655	116			

a. Dependent Variable: Employee\_Performance

b. Predictors: (Constant), E\_Training\_Infrastructure

Figure 13: ANOVA<sup>a</sup> of Hypothesis 1

# Coefficients<sup>a</sup>

Model				Standardized Coefficients		
		В	Std. Error	Beta	t	Sig.
1	(Constant)	2.277	.267		8.514	.000
	E_Training_Infrastructure	.518	.061	.618	8.423	.000

a. Dependent Variable: Employee\_Performance

Figure 14: Coeffcients<sup>A</sup> of Hypothesis 1

Hypothesis	Regression	Beta	$\mathbb{R}^2$	F	P-Value	Hypothesis
	Weights	Coefficients				Supported
H1	ETI → EP	.518	.382	70.952	.000	Yes

Note: \*p < 0.05, ETI: E-Training Infrastructure, EP: Employee Performance

#### Table 4: Regression Analysis of Hypothesis 1

This table represents the hypothesis 1 testing result of regression analysis which examines the connection within electronic training infrastructure and employee performance.

Firstly, coefficient value is .518 which indicates positive relationship between these two variables. If one unit increases in e-training infrastructure than .518 unit will increase in employee performance. Secondly, the R square value is .382 which means 38.2% of variance in employees performance variable can be explained by e-training infrastructure variable. It also indicates that e-training infrastructure variable is an effective but not only predictor of employee performance variable. Thirdly, F-value measures the overall significance of the model. Here the F-value is 70.952 which is quite high. It means the model is strong and statistically significant and e-training infrastructure variable can accurately predict the employee performance variable. Lastly, the p-value is .000, which is less than the significant level of 0.05. Here the F-value is bigger than p-value. This indicates significant relationship between the two variables and zero probability that the observed connection among the two-variable occurred by chance. This leads us to support the hypothesis 1 that there is a positive connection among electronic training infrastructure and employee performance in ready-made garments sector of Bangladesh. So, Hypotheses 1 is not rejected, it is totally accepted.

# 3.3.3 Hypothesis 2

**H2.** There is a positive connection between electronic training methods and employee performance in ready-made garments sector of Bangladesh.

Descriptive Statistics												
	N	Minimum	Maximum	Mean	Std. Deviation							
E_Training_Methods	117	3.17	4.67	4.3647	.40703							
Employee_Performance	117	3.38	4.88	4.5203	.33029							
Valid N (listwise)	117											

Figure 15: Descriptive Analysis of Hypothesis 2

This table represents the minimum, maximum, mean, and std. deviation of the electronic training methods variable and employee performance variable. Firstly, in the electronic training methods variable, the minimum value is filed at 3.17 and the maximum value is filed at 4.67. The mean score is recorded at 4.3647, which indicates positive performance. The score of the standard deviation is 0.40703, which is pretty low, but it indicates that the e-training methods scores are consistent and close to the mean. Secondly, in the employee performance variable, the minimum score is recorded at 3.38 and the maximum score is recorded at 4.88. The mean score is recorded at 4.5203, which indicates a positive performance. The score of the standard deviation is 0.33029, which is pretty low, but it indicates that the employee performance scores are consistent and close to the wariables suggest positive results. Both of the variables have a high mean score, which means positive average performance, and both of the variables have a low standard deviation, which means the scores are quite consistent and close to the mean.

		E_Training_M ethods	Employee_Pe rformance
E_Training_Methods	Pearson Correlation	1	.723
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	19.218	11.280
	Covariance	.166	.097
	N	117	117
Employee_Performance	Pearson Correlation	.723**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	11.280	12.655
	Covariance	.097	.109
	N	117	117

#### Correlations

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Figure 16: Correlations Analysis of Hypothesis 2

The sample size of the analyses is based on 117 respondents, which is an adequate sample size to conduct coefficient analyses. The R-value is 0.723 when the person correlation coefficient is calculated between electronic training methods and employee performance, which indicates strong positive connection among these two variables. The significance value is 0.000, which is lower than the usual alpha value of 0.01. This means that the correlation is highly statistically significant at the 0.01 level. This means there is a very low probability that this correlation has happened accidentally or randomly.

# Regression

#### Model Summary Change Statistics Adjusted R Std. Error of R Square Sig. F Change Change df1 df2 R R Square Square the Estimate F Change Model .723<sup>a</sup> 1 .523 .519 .22907 .523 126.163 1 115 .000

a. Predictors: (Constant), E\_Training\_Methods

Figure 17: Model Summary of Hypothesis 2

### ANOVAa

Mode	91	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.620	1	6.620	126.163	.000 <sup>b</sup>
	Residual	6.035	115	.052		
	Total	12.655	116			

a. Dependent Variable: Employee\_Performance

b. Predictors: (Constant), E\_Training\_Methods

Figure 18: ANOVA<sup>a</sup> of Hypothesis 2

# Coefficients<sup>a</sup>

Model		Unstandardize	d Coefficients	Standardized Coefficients		
		В	Std. Error	Beta	ť	Sig.
1	(Constant)	1.959	.229		8.551	.000
	E_Training_Methods	.587	.052	.723	11.232	.000

a. Dependent Variable: Employee\_Performance

Figure 19: Coeffcients<sup>A</sup> of Hypothesis 2

Hypothesis	Regression	Beta	R <sup>2</sup>	F	P-Value	Hypothesis
	Weights	Coefficients				Supported
H2	ETM → EP	.587	.523	126.163	.000	Yes

Note: \*p < 0.05, ETI: E-Training Methods, EP: Employee Performance

This table represents the hypothesis 2 testing result of regression analysis which examines the connection among electronic training methods and employee performance.

Firstly, coefficient value is 0.587 which indicates positive relationship between these two variables. If one unit increases in e-training methods than 0.587 unit will increase in employee performance. Secondly, the R square value is .523 which means 52.3% of variance in employees performance variable can be explained by e-training methods variable. It also indicates that e-training methods variable is a significant predictor of employee performance variable. Thirdly, F-value measures the overall significance of the model. Here the F-value is 126.163 which is very large. This means the model is very strong and statistically significant and e-training methods variable can accurately predict the employee performance variable. Lastly, the p-value is .000, which is less than the 0.05. Here the F-value is bigger than p-value. This indicates significant relationship between the two variables and zero probability that the observed connection among the two-variable occurred by chance. This leads us to support the hypothesis 2 that there is a position connection among electronic training methods and employee performance in ready-made garments sector of Bangladesh. So, Hypotheses 2 is not rejected, it is totally accepted.

Table 5: Regression Analysis of Hypothesis 2

### **3.4 Summary and Conclusion**

The use of technology is increasing rapidly in every step of our lives. Nowadays, technology plays an important part in the education, learning, and training sectors. Electronic-training means using technological tools to increase their knowledge and skills according to their needs. This helps to improve the productivity of the employees. After the COVID pandemic period, the use of elearning and e-training has increased at both the academic and corporate levels. This is more flexible and easier than the traditional training method. (Dewi et al., 2023). In Bangladesh, the RMG industry is one of the biggest contributors to the national economy. Digitalization in HRM is important to grow the RMG industry in Bangladesh. The author finds a positive connection among electronic training and employee performance in the RMG sector of Bangladesh. (Haque & Nishat, 2022).

The topic of the project is to find out the impact of electronic training on employee performance in the ready-made garments sector of Bangladesh in the post-COVID pandemic period. There are mainly two objectives: the first objective was to find out a positive connection within electronic training infrastructure and employee performance, and the second objective was to find out a positive connection among electronic training methods and employee performance. I have used the 5-point Likert scale method in my survey. I have analyzed the survey data and I have found positive and significant relationship in both cases. So, the majority of the respondents agree that electronic training infrastructure and e-training methods have a positive impact on their performance. So, in the end, we can conclude by saying that electronic training infrastructure and electronic training methods have a positive impact on employee performance.

## 3.5 Recommendations

These are the recommendations which I have managed to find out from this study.

- Technical support: In the survey, the most of the people agreed that they perform better when the company provides top-notch technological support, which influences their job performance positively. The employees would perform better if they had excellent technical support, excellent maintenance service for the technological infrastructure, excellent internet service, and electricity and power backup. This facility creates a positive impact of the company in employee's minds, which helps them perform better. The RMG industry is challenging due to its difficult supply chain and huge workloads. So, the recommendation is to hire an experienced and strong technical support team that can give technical support in any kind of situation. As we are living in a digital world, most of the work is done digitally nowadays. So, it is a must for an organization to provide top notch internet service. The organizations also have to ensure enough electricity and power backup. According to the survey, if a company can provide this kind of service, it will help the employees to perform better.
- E-training website and specialized team: In the survey, the most of the people agreed that they perform better when the company provides different types of training courses according to different individual requirements. It influences their job performance positively, as they are getting training according to their needs. So, here, my recommendation is to hire a specialized team to design the e-training courses according to the requirements of the employees. Another recommendation is to maintain an

organization's e-training website, which will be available to all employees. These activities will improve the employee's performance and also motivate them more than before.

• Interactive platform: In the survey, the most of the people agreed that they perform better when the trainers use an interactive platform to train them. It influences their job performance in a positive way. So, my recommendation is that the trainers of e-training courses should use interactive platforms, electronic coordinated approach, and virtual brainstorming methods where the trainees can communicate with the trainers directly. By this they can engage and contribute more. These activities will improve the employee's performance and also motivate them more than before.

#### **References:**

- Knit concern. (n.d.). Knit Concern | 100% Export Oriented Composite Knitwear Solution. (n.d.). https://knitconcern.com/index.html
- Olai, Ph. D. G. (2024). Analyzing Compensation and benefit management in Business organization. *BW Academic Journal*, 7.
- Asno, S., & Sary, F. P. (2023). AUTOCRATIC LEADERSHIP STYLE AND ORGANIZATIONAL CHANGE ON PERFORMANCE DURING PANDEMIC. *Trikonomika*, 22(1), 1–9. https://doi.org/10.23969/trikonomika.v22i1.5223
- Gunawan, M. F., Krisnandi, H., & Digdowiseiso, K. (2024). The influence of democratic leadership style, work discipline, intrinsic motivation and physical work environment on employee performance. *Journal of Social Science*, 5 (2), 661–668.
- Ahsan, M. J., & Khalid, M. H. (2023). Laissez-faire leadership. *Leadership Approaches in Global Hospitality and Tourism*, 61-72. IGI Global.
- NWOKEOCHA, I. M. (2024). Performance appraisal techniques and their effects on organizational growth. *International Journal of Technology and Education Research*, 2 (01), 18–31.
- Aji, L. J., Anshori, M. I., Ludin, I., Muhammad, I., Hartini, H., & Ugli, Y. K. B. (2023). Human resource management research in the last 5 years from the Scopus database: A Bibliometric review. *Journal of Economic Global 1 (1)*, 21–29.
- Muchsinati, E. S., Oktalia, A., & Priscilla, Y. G. (2024). How e-human resource management can increase employee productivity in F&B in Batam. *International Journal of Financial, Accounting, and Management*, 5(4), 429–444. https://doi.org/10.35912/ijfam.v5i4.1606

- Dewi, R. C., Qamari, I. N., Wahyuningsih, S. H., & Shaikh, M. (2023). Enhancing employee performance with E-Training and work environment through work motivation. *Journal of Management and Business*, 6(2), 188–203.
- Haque, M. A., & Nishat, S. S. (2022). The impact of HRM Digitalization on employee performance in the RMG industry of Bangladesh. *European Journal of Business and Management Research*, 7(4) (192–198).
- Hussein, A. A., & Farhan, N. D. (2023). The effectiveness of E-Training in developing the skills of designing E-Courses for teachers of Arabic in the colleges of education in Iraq. *Migration Letters*, 20(S3) (406–425).
- Islam, M. R. (2023). RMG sectors in Bangladesh: a recent study.
- Kumar, S., & Kumar, A. D. (2023). E-training impact on trainee experience and self-assessment. Journal of Workplace Learning, 35(7), 599–612. https://doi.org/10.1108/jwl-02-2022-0023
- Sehgal, G., & Nanda, A. (2023). Investigating the relationship between psychological factors and job performance in the context of E-Training and Development. *Journal for Reattach Therapy and Developmental Diversities*, 6(8s) (521–529).
- Sreekumar, D. (2024). What is Research Methodology? Definition, Types, and Examples. Paperpal Blog. https://paperpal.com/blog/academic-writing-guides/what-is-research-methodology#

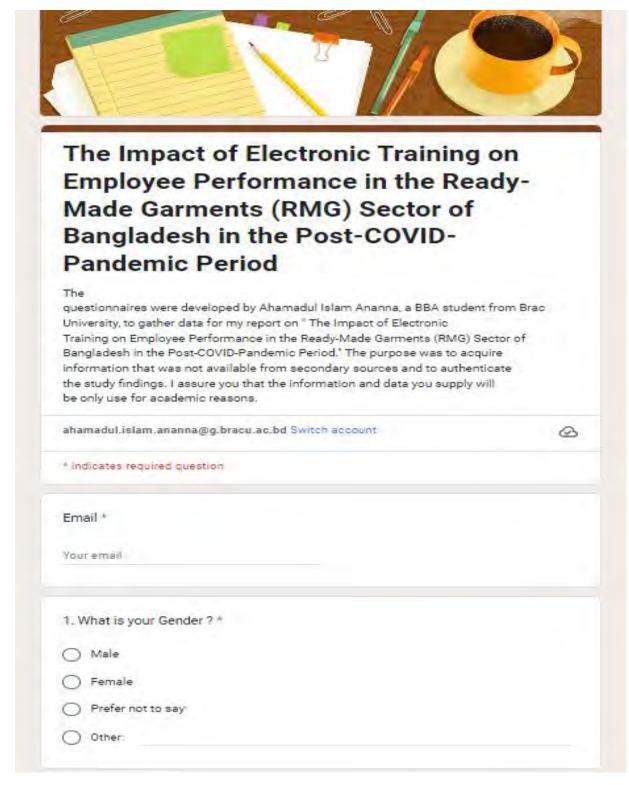
Christina. (n.d.). Retently. https://www.retently.com/blog/author/christina-sol/

Field, A. (2024). Discovering statistics using IBM SPSS Statistics. SAGE Publications Limited.

Mustafy, T., & Rahman, M. T. U. (2024). SPSS. Statistics and Data Analysis for Engineers and Scientists, 135–180.

# Appendix

# **Questionnaire:**



	Questions	Responses	(117)	Settings	
2. What is your Age ? *					
24-30 years					
30-34 years					
35-44 years					
0 45- 54 years					
55 years and above					
3. What is your highest lev	el education ? *				
🔿 Diploma					
🔘 Bachelor's degree					
🔘 Master's degree					
O Doctorate					
O Other.					
4. How long is your workin	g experience ? *				
Less than 3 years					
3-6 years					
6-11 years					
<ul> <li>12-16 years</li> </ul>					
17-21 years					

#### 5. E-training Instruments

Simply click that if you think the answer is

Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly agree (5)

. .

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The company provides technical					
support and maintenance of infrastructure for communication services.	0	0	0	0	0
The company provides top- notch communication services that are	0	0	0	0	0
essential, such internet and power backup.					
The company provides the training materials based on the individual training requirements of the trainees.	0	0	0	0	0
A specialized team within the company is in charge of creating e- training course- materials based on the requirements of the employees.	0	0	0	0	0
The company offers electronic interactive classes on its website, which is available to all employees.	0	0	0	0	0
Organisational training programmers are designed to uphold the highest standards of international quality.	0	0	۲	0	0

# 6. E-training Methods

Simply click that if you think the answer is

Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly agree (5)

.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Using an interactive platform, trainers work with the trainees.	0	0	0	0	Q
Visual electronic applications and games are used by trainers.	0	0	0	0	0
Virtual applications are used by trainers.	0	0	0	0	۲
Virtual brainstorming methods are used by trainers.	0	0	0	0	0
Trainers use electronic applications charts.	0	0	0	0	0
Electronic coordinated approaches are used by trainers.	0	0	0	0	0

#### 7. Job Performance

Simply click that if you think the answer is

Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly agree (5)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
am punctual,					
and I rarely	0	0	0	0	0
miss deadlines	0	0	0	0	0
in my work.					
I complete my					
work accurately				-	
and without	0	0	0	0	0
having to take					
extra time.					
I think I make				-	
very few errors	0	Q	0	0	0
in my work.					
I am confident					
that I perform					
my duties in a					
manner that	0	0	0	0	0
surpasses the expected		-			
standards of					
my supervisor.					
The e-training					
has equipped					
me with a					
multitude of					
skills, which	0	0	0	0	0
helped me to					
enhancement in					
my professional					
performance.					
I think my					
personal skills					
are becoming	0	0	0	0	0
better, and I can now handle my	-	-	-	~	~
tasks better.					
I suggest new ideas and					
innovative ways	0	0	0	0	0
to get the job	0	0	0	0	0
done better.					
New changes					
at work don't					
make it	0	0	0	0	0
challenging for	9	9	9	0	0
me to adjust.					
thmit					Clear fr

Submit

Clear form

# **SPSS Screenshots:**

## 1. Variable View

🍓 bus490.sav [DataSet1] - IBM SPSS Statistics Data Editor

<u>F</u> ile	<u>E</u> dit	<u>V</u> iew <u>D</u> ata	<u>T</u> ransform	<u>A</u> nalyze <u>(</u>	<u>G</u> raphs <u>U</u> ti	lities E <u>x</u> tensions	Window	<u>H</u> elp				
				¥ 🎬	≛ ₹							
		Name	Туре	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
	1	Gender	String	6	0	1. What is your	None	None	16	📰 Left	💑 Nominal	💊 Input
	2	Age	String	18	0	2. What is your	None	None	18	📰 Left	💑 Nominal	ゝ Input
:	3	Education	String	17	0	3. What is your	None	None	17	E Left	💑 Nominal	💊 Input
	4	Working_Ex	String	18	0	4. How long is	None	None	18	📰 Left	💑 Nominal	💊 Input
	5	@5.Etrainin	Numeric	2	0	5. E-training In	None	None	12	Right	🗞 Nominal	🔪 Input
	6	@5.Etrainin	Numeric	2	0	5. E-training In	None	None	12	I Right	💑 Nominal	💊 Input
	7	@5.Etrainin	Numeric	2	0	5. E-training In	None	None	12	Right	🗞 Nominal	💊 Input
	8	@5.Etrainin	Numeric	2	0	5. E-training In	None	None	12	I Right	🙈 Nominal	ゝ Input
	9	@5.Etrainin	Numeric	2	0	5. E-training In	None	None	12	🚟 Right	💑 Nominal	💊 Input
1	0	@5.Etrainin	Numeric	2	0	5. E-training In	None	None	12	Right	💑 Nominal	ゝ Input
1	1	@6.Etrainin	Numeric	2	0	6. E-training M	None	None	12	I Right	💑 Nominal	💊 Input
1	2	@6.Etrainin	Numeric	2	0	<ol><li>E-training M</li></ol>	None	None	12	🚟 Right	💑 Nominal	💊 Input
1	3	@6.Etrainin	Numeric	2	0	<ol><li>E-training M</li></ol>	None	None	12	Right	💑 Nominal	ゝ Input
1	4	@6.Etrainin	Numeric	2	0	<ol><li>E-training M</li></ol>	None	None	12	I Right	💑 Nominal	💊 Input
1	5	@6.Etrainin	Numeric	2	0	<ol><li>E-training M</li></ol>	None	None	12	Right	🗞 Nominal	💊 Input
1	6	@6.Etrainin	Numeric	2	0	6. E-training M	None	None	12	I Right	\delta Nominal	🔪 Input
1	7	@7.JobPerf	Numeric	2	0	7. Job Performa	None	None	12	🚟 Right	💑 Nominal	💊 Input
1	8	@7.JobPerf	Numeric	2	0	7. Job Performa	None	None	12	Right	💑 Nominal	ゝ Input
1	9	@7.JobPerf	Numeric	2	0	7. Job Performa	None	None	12	I Right	💑 Nominal	💊 Input
2	0	@7.JobPerf	Numeric	2	0	7. Job Performa	None	None	12	🚟 Right	💑 Nominal	💊 Input
2	!1	@7.JobPerf	Numeric	2	0	7. Job Performa	None	None	12	Right	🗞 Nominal	🔪 Input
2	2	@7.JobPerf	Numeric	2	0	7. Job Performa	None	None	12	I Right	💑 Nominal	💊 Input
2	3	@7.JobPerf	Numeric	2	0	7. Job Performa	None	None	12	🚟 Right	💑 Nominal	💊 Input
2	4	@7.JobPerf	Numeric	2	0	7. Job Performa	None	None	12	Right	<sub> Nominal</sub>	💊 Input
2	!5	E_Training_I	Numeric	8	2		None	None	27	Right	🛷 Scale	💊 Input
2	6	E_Training	Numeric	8	2		None	None	20	Right	🛷 Scale	💊 Input
2	27	Employee	Numeric	8	2		None	None	22	Right	🛷 Scale	🔪 Input
	0											

# 2. Data View

			- 🛥 🏮	š 📥 🗐 🛛		11111			2																		
		•				uuuu																					Vis
	🚜 Gender	🖂 Age	a Education	Working_Expe	@5.Et	@5.	@5.	@5.	@5.	@5.	@6.	@6.	<b>@</b> 6.	<b>@</b> 6.	<b>@</b> 6.	<b>@</b> 6.	@7.	@7.	@7.Jc	@7.Jc	@7.Jc	@7.	@7.	@7.	E_Training		Employ
				••• rience	raining Instru	Etra di ningl.	Etra ningl.	Etra ningl.	Etra ningl.	Etra ningl.	Etrai ning	Etrai ning	Etrai d ning.	Etrai d ning.	Etrai ning	Etrai ning	obPe form	obPed rform.	bPerfc rmanc.	bPerfc rmanc.	bPerfc rmanc.	obPe	obPeer obPeer ofform.	obPe form.	Infrastruct ure	Methods	Perfo 2
_	Male	24-30 v	Bachelor's	Less than 3 years	5	5	5	5	5	5	5	4		5	5	4	5	5	4	financ.	6	5	4	5	5.00	4.67	4
_	Male	24-30 v	Bachelor's	3-6 years	4	4	3	3	3	4	4	3	4	2	4	2	5	4	3	3	4	3	3	4	3.50	3.17	
	Male	35-44 y	Master's d	6-11 years	4	4	3	3	4	5	5	5	3	4	5	5	5	4	4	4	6	4	4	4	3.83	4.50	
	Male	30-34 y	Diploma	3-6 years	5	5	4	4	5	4	5	5	5	4	4	4	5	5	4	5	4	5	5	4	4.50	4.50	
	Male	24-30 y	Bachelor's	3-6 years	5	4	5	5	4	5	4	5	4	5	4	3	5	5	5	4	4	5	4	5	4.67	4.17	
	Male	45- 54 y	Master's d	17-21 years	5	5	4	4	4	5	4	4	6	3	4	5	5	4	4	5	6	3	5	5	4.50	4.17	
	Male	35-44 y	Bachelor's	12-16 years	5	4	4	5	5	4	5	4	4	2	4	4	5	5	4	4	5	4	5	5	4.50	3.83	
	Male	35-44 y	Master's d	12-16 years	5	5	3	3	3	4	5	5	4	5	4	5	5	5	4	4	5	4	5	4	3.83	4.67	
	Male	35-44 y	Master's d	6-11 years	4	5	4	4	5	5	5	5	4	5	5	4	5	5	5	4	5	5	4	5	4.50	4.67	
	Male	35-44 y	Master's d	6-11 years	5	4	4	6	4	4	5	4	4	6	6	4	4	4	5	6	4	6	5	4	4.33	4.50	
	Male	35-44 y	Master's d	12-16 years	4	5	5	4	5	5	5	4	4	4	4	5	5	4	5	4	5	5	4	5	4.67	4.33	
	Male	35-44 y	Master's d	12-16 years	5	4	4	5	5	4	5	4	5	5	4	5	5	5	5	5	4	5	5	5	4.50		
	Male	35-44 y	Bachelor's	3-6 years	4	4	5	4	4	4	5	5	5	4	4	5	5	5	5	4	4	5	4	5	4.17	4.67	
	Male	45- 54 y	. Master's d	12-16 years	4	4	6	4	4	5	5	5	4	4	6	6	5	6	5	4	4	6	4	5	4.33		
	Male	35-44 y	Bachelor's	. 12-16 years	4	- 4	5	5	5	4	5	5	4	4	5	5	5	5	5	5	4	5	5	5	4.50		
		24-30 y	Master's d	3-6 years	5	5	4	5	5	4	5	4	5	4	4	4	5	4	5	4	5	5	4	5	4.67	4.33	
			Bachelor's	. Less than 3 years	5	4	4	5	4	4	5	5	4	5	4	4	5	4	5	4	6	5	4	4	4.33		
	Male		Master's d	12-16 years	5	5	4	4	4	5	4	5	6	6	4	5	5	5	5	4	4	6	6	5	4.50		
	Male		. Bachelor's	. 17- 21 years	5	5	3	3	3	4	5	5	4	5	4	5	5	4	4	5	6	4	4	5	3.83		
		35-44 y	Bachelor's	12-16 years	5	5	3	3	3	4	5	5	4	5	4	5	5	4	4	5	5	4	4	5	3.83		
			Master's d	3-6 years	5	5	4	4	5	4	4	4	4	3	5	5	5	5	5	4	4	4	5	5	4.50		
	Male		Bachelor's	6-11 years	5	5	6	2	2	5	5	6	4	4	4	3	5	5	5	5	4	4	4	5	4.00		
		24-30 y		Less than 3 years	5	5	5	4	4	4	5	5	4	4	5	5	5	5	5	5	5	4	4	4	4.50		
	Female		Master's d	6-11 years	4	4	4	3	3	5	5	5	5	3	4	5	4	4	4	5	5	4	4	4	3.83		
	Male		Master's d	6-11 years	4	4	4	3	3	3	4	4	4	3	2	2	5	4	4	4	3	3	3	2	3.50		
	Male	35-44 y	Diploma	22 years and a	5	5	6	6	6	5	5	6	6	4	4	6	5	6	6	4	6	5	5	4	5.00		
		24-30 y		3-6 years	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	4	4	5	5	5.00		
	Male		Master's d	6-11 years	4	4	4	3	3	3	4	4	4	2	3	2	5	4	4	4	3	2	3	3	3.50		
	Male		Bachelor's	12-16 years	5	4	4	3	3	4	5	5	4	3	5	5	5	4	4	5	4	4	4	4	3.83		
	Male		Master's d	6-11 years	5	5	6	4	4	4	5	5	4	4	6	4	5	5	4	6	4	6	5	4	4.50		
	Female		. Bachelor's	. 17-21 years	5	5	5	2	2	5	4	4	5	4	3	5	5	5	5	5	4	4	5	4	4.00		
	Male	30-34 y	Bachelor's	3-6 years	5	5	4	4	4	5	5	5	4	3	4	4	5	5	5	4	4	4	5	5	4.50		
	Male		Master's d	22 years and a	5	5	4	4	4	5	5	4	4	2	4	4	5	5	5	4	4	4	5	5	4.50		
	Male		Master's d	22 years and a	5	5	6	4		4	5	4	4	2	4	4	5	5	5	4	4	6	4	5	4.50		
	Male Male		Bachelor's Master's d	. 3-6 years	4	4	4	5	5	5	5	5	5	4	4	5	5	5	4	5	5	5	4	5	4.50		