

Report on,

**How a New Clothing Brand Like TWELVE Clothing Penetrated the  
RMG Industry of Bangladesh.**

By,

Md. Rakin Ashhab  
17304049

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

Brac Business School  
Brac University  
April 2022

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## **Declaration**

It is hereby declared that

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

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

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**MD. Rakin Ashhab**

17304049

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

---

**Ms. Mahreen Mamoon**

Assistant Professor, BBS  
Department, Brac University

## **Letter of Submission**

April 25,

2021 To,

The Supervisor,

Ms. Mahreen Mamoon

Assistant Professor

Brac University

Subject: Submission of Internship report on Twelve Clothing Limited

Dear mam,

With due respect, this is my great pleasure to submit the internship report on a clothing retail brand company. I have done my internship in Twelve Clothing Limited in Kawran Bazar at their headquarters branch. During my internship period, I have obtained experience and knowledge which was obliging for me because this will help me in my professional career. Though we are in midst of learning; the report here has helped us gain an overview of a retail clothing brand.

Within this prolongation, I have made this report as compendious as possible. Thank you for your support and motivation to complete this report, without your mentorship it would be difficult to finish in time.

I hope you find this report enlightening and elucidative. Hence, I acknowledge the report and oblige accordingly.

Sincerely Yours,

Md. Rakin Ashhab

Student ID: 17304049

Brac Business School

Brac University

## **Acknowledgment**

My internship supervisor, Md. Mizanur Rahman, has made a significant contribution to this project by recommending that I serve as the project's coordinator, most notably in the writing of this report. I am grateful to him for his assistance and oversight throughout this course.

However, I would also like to thank the Twelve Clothing Ltd. staff for their guidance and support during my internship time, which allowed me to complete it. Thank you to Ismail Hossain, Human Resources Manager, and Motiur Rahman, Director & COO of Twelve Clothing Ltd., for their assistance in such a short period of time. During this time, they were my go-to resource for advice and assistance.

## **EXECUTIVE SUMMARY**

Primary data sources, including observation and interviewing, provide the most comprehensive picture possible. Additionally, the website and an internal report provided the bare minimum of details. Then again, I've made a concerted effort to cover a portion of TWELVE Clothing Ltd.

March 16, 2022, was the commencement of my internship, which lasted until the conclusion of June 16, 2021. The local market, corporate earnings, challenges at work, software usage, etc., are just a few of the things I learned about myself and my abilities during the course of these three months.

While completing my internship at TWELVE Clothing Ltd.'s Department of Marketing and Category Management, I learned a lot (a concern of TEAM Group). For these positions, the obligations are mainly tied to human resources and involve the expansion of the duties and responsibilities that came with the employment. The report's contents include a brief discussion of the relevant responsibilities and skills.

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## List of Abbreviations

PSM	Production, Sales & Marketing
DOC	Day One Chicks
COO	Chief Operating Officer
ATM	Automated Teller Machine
EBL	Eastern Bank Limited
MBO	Management by Objective
B2B	Business to Business
B2C	Business to Consumer
TVC	Television Commercial
CSR	Corporate Social Responsibilities
ROA	Return on Assets
NPM	Net Profit Margin
GAAP	Generally Accepted Accounting Principles

**CHAPTER 01**

**OVERVIEW OF INTERNSHIP AT**

**TWELVE CLOTHING**

## 1.1 Student Information

**Student Name:** MD. Rakin Ashhab

**Student ID:** 17304049

**Program:** Bachelor of Business Administration

**Department/ School:** Brac Business School

**Major:** Marketing, CIM

## 1.2 Internship Information

### 1.2.1 Company Information:

**Company Name:** TWELVE Clothing

**Department:** Marketing and Category Management

**Address:** 4<sup>th</sup> level, 29 Kawran Bazar Rd, Dhaka 1215

**Website:** <https://twelvebd.com/>

**Internship Period:** From 16<sup>th</sup> March 2022 to 16<sup>th</sup> June, 2022

### 1.2.2 Company Supervisor's Information:

**Supervisor's Name:** MD. Mizanur Rahman

**Designation:** Executive Director, Supply Chain Management

**Email:** [mizan@team.com.bd](mailto:mizan@team.com.bd)

**Cell:** +88 01819210971

### 1.2.3 Job Scope:

**Job Title:** Intern, Marketing and Category Management

**Job Summary:** It is a 12-week program where the student will stay attached to his designated division and assist his designated supervisor with his (Supervisor's) official responsibilities. This will be an on-the-job learning process where the student will learn about professionalism, work ethics, and office culture, and be prepared for the future as a fresh graduate seeking to start their career as a corporate officer.

#### **Duties & Responsibilities:**

- Prepare the production report on Ethnic and Western products
- Daily update the production report and submit it to the department manager
- Prepare and process requisitions from the merchandising department
- Deal with the QC and head office merchandisers
- Keep track of the Fashion houses bills and pass the bill to the accountants
- Deal with some vendors over the phone

## 1.3 Internship Outcomes

### 1.3.1 Student's Contribution to the Company

As an intern, my contribution to the company was to assist my department manager and the merchandising team by utilizing my knowledge and skills. I was assigned to the Category, Branding, Merchandising, and E-Commerce department of the company, where the duties and responsibilities that I had and fulfilled were part of the everyday work process of the department. Using my academic knowledge and software skills, I contributed to the same work process. I successfully made it more efficient by producing desired results within the assigned time limit. I've also contributed to research-based tasks. As per the instruction of my supervisor and of my superiors I conducted quarries, collectedand analyzed data. After analyzation I communicated with the concern parties about result.

### **1.3.2 Benefit to the Student**

During my 12 weeks internship in the organization, I received a monthly salary of Tk. 6,000 only. During the same period, just like other employees of the organization, I received lunch privileges daily. I received transport privileges from the company as well. Apart from the worldly benefits, I also gained valuable work experience that will help me becoming an efficient employee and construct a flourishing career.

### **1.3.3 Difficulties faced during the internship**

During my internship, I faced a particular problem often faced by many employees in their workplaces. This problem or inconvenience establishes when there is a difference between assigned responsibility and power. In my workplace, there is a communication gap between the head office merchandisers and TWELVE Clothing office. This gap is filled up with a junior executive officer of category department, but in my mid internship he left his job for a better position in head office. This sudden incident again opens up the gap which had to cover by me. But as the responsibility was for a permanent employee, I had to struggle a lot to manage the gap. Also, to the task on a permanent employee, I had to learn a lot of new things at workplace which eventually helped me to understand the business better.

### **1.3.4 Recommendations:**

To be logical, I've gained a lot during my internship at TWELVE Clothing. I was exposed to a practical workplace of ethics, cultures, and etiquettes. I also received a standard

salary and fringe benefits like lunch and transport. During the 12 weeks, TWELVE Clothing ensured my comfort and an admirable work environment. The difficulties that I've mentioned in the previous segment were the only problems I've faced during my time in the company. I only have one recommendation for the company which I am given below:

- As the company aims to construct an efficient and lucrative internship program for the fresh graduates, they should consider creating temporary employee IDs and employee cards so that an employee will get equivalent access to power and resources in comparison to the assigned responsibilities.

# **CHAPTER 02**

# **ORGANIZATION**



## 2.1 Organizational Overview

There are five RMG factories owned and operated by the TEAM Group, including the LEED GOLD Certified Brothers Fashion Ltd. Each and every one of RMG Manufacturing's other facilities is socially responsible. Team Sourcing, the company's sourcing division, is one of Bangladesh's largest sourcing firms. From the United Kingdom to Germany to Italy to Turkey and Australia; it's a global company.

One of Team Pharmaceuticals Ltd.'s goals is to make health care more accessible and affordable for everyone by manufacturing and distributing over 89 different products.

Bangladesh's top fashion brand, Twelve Clothing Ltd., is one of the company's primary goals. With a strong concentration on software and hardware, Intellier is an IT services firm with an emphasis on delivering high-quality, custom-built applications and devices.

Eco-friendly architectural concepts, high-quality construction, and staff welfare are all priorities at Team Developers Ltd.

1. TEAM SOURCING LTD.
2. TWELVE CLOTHING LTD.
3. TEAM PHARMACEUTICALS LTD.
4. PHARMA IMEX LTD.
5. INTELLIER LTD.
6. TEAM DEVELOPERS LTD.

## 2.2 Company History

Twelve Clothing is a retail brand by Team Group, dedicated to providing high quality and affordable clothing for everyone. Twelve Clothing Ltd. is the 12th concern of Team group. It was founded on 12th December 2012; Twelve Clothing Ltd. has expanded its operation throughout Bangladesh. They are in 22 locations all over Bangladesh. Apart from physical

stores, they ensure the user-friendly online shopping through its own website and different social media promotions and sells.

Twelve Clothing makes every attempt to make clothes that actually fits and pleases every client. They exclusively create things that are engaging, quality, attractive, authentic, and reasonable price. Twelve clothing wants the customers to enjoy themselves while using their apparel. Their branding emphasizes the concept of old school fashion, traditional appearance with such a diversified modern generation's spectacular ideas and great design, which can be rarely seen in other fashion houses. To acquire the diversified style that is the hallmark of their collection, they draw inspiration from all over the world.

### **2.3 Size of the Company**

At present, TWELVE Clothing has total 32 outlets in the whole country. Ten outlets are in Dhaka and others are in different 17 districts. A total number of 200 salesmen work in the outlets to keep them running. The main head office is in the Kawran bazar and the 98 people work in the head office to keep the company running smoothly. Recently they are planning to go more 5 districts with their outlet so that more people can buy their products.

### **2.4 Mission and Vision of the Organization**

Twelve Clothing did start their business from 2012, but it was inactive for various implementing problem. In the year 2017, the industry got the limelight in the brand market. The quality of the clothes with reasonable price increased their brand name and earned enough profit up to 2019. In 2020, Twelve Clothing is progressing slowly for the pandemic. Against the situation by looking at all the risk, in that year they successfully opened 4 new outlets in Barisal, Cox's Bazar, Habiganj and Feni by taking the risk for earning more profits and increasing the goodwill of Twelve Clothing

## 2.4.1 Vision



*Figure 01: Company Vision*

To be a trustworthy, dependable and sustainable fashion house worldwide by forward-looking innovative approach.

## 2.4.2 Mission



*Figure 02: Company Mission*

By providing a safe and pleasant work environment that may establish an ethical corporate norm. Implementing sustainable and environmentally friendly equipment's with the experienced personnel to provide the utmost level of consumer's satisfaction and ensure the sustainable business development by talent hunting, operational efficiencies and innovative ideation.

### 2.4.3 Values



*Figure 03: Company Values*

- Ownership
- Excellence
- Social Responsibility
- Recognition and Reward

### 2.4.4 Key Assets

Employees are one of Twelve Clothing's most valuable assets. Employees ensures the highest priority and services to the customers. Twelve Clothing employs around 200 employees. They are indeed the main contributors for the organization's income and profitability. The efforts of the employees are cannot be measured by monetary value as they grow the business and the

profits. The end result demonstrates a great consumer's feedback and consumer devotion to the business.

### **Other key assets are:**

#### **a. Development and design of products:**

An innovative group of designers regularly updates the product design based on their research to develop and ensure products quality.

#### **b. Communication and Information Technology:**

For fast online order placement, sharing information and use of technology-based operating systems helps to deliver the services fastest.

#### **c. Marketing and Customer service:**

An experienced team is always ready to serve and solve the quarries of customers. They also conduct market research on the products along with monitoring the production and customer warehouse.

#### **d. Quality management:**

Twelve Clothing places a strong emphasis on quality of product through an expert team of quality assurance and management.

## **2.5 Corporate Division**

Like each different business association, the first obligation of the top administration is to settle on all the significant choices of Twelve Clothing. The administration comprises 1 COO, 2 managers, 4 Senior Executives, with 7 Junior Executive in each department. Every senior position must report the Top Management also known as COO. The COO gives the rule to the

managers and senior executive, however, bears the duty regarding how undertakings and objectives are to be accomplished. Twelve Clothing organogram is showed below.

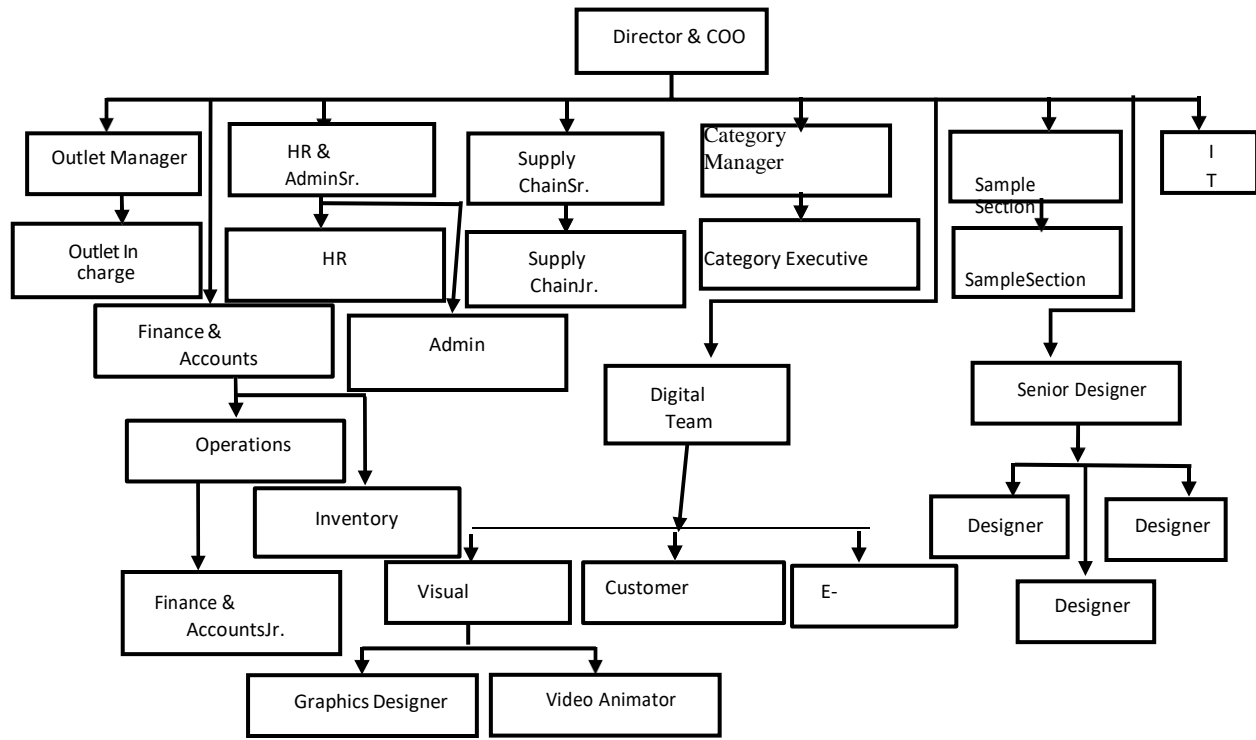


Figure 04: Corporate division

## 2.6 Corporate Governance

The Board of Bangladesh Export Import Company Limited continues to place a premium on good corporate governance. Considering its necessity, the board of directors and other chief executives remains dedicated to effective corporate governance standards. Corporate governance needs to dynamic and focus on the organization’s goals, as well as foster the culture of worker place with accountability and responsibility, in order to provide clarity towards directors'

responsibilities to investors and shareholders. With this in mind, the Company has implemented a defined structure and accountabilities supported by well-understood policies and processes to guide the Company's management's activities, both in its day-to-day business and in areas related to internal control.

### **2.6.1 Internal Financial Control**

Internal financial oversight is the responsibility of the Board of Directors. Although no system of internal control can guarantee that significant misstatement and loss will not occur, the company's system is designed to give the directors reasonable certainty that errors will be recognized and addressed in a timely and appropriate manner. The following are the main techniques for providing efficient internal financial control:

### **2.6.2 Management Structure**

Executive Directors (ED), General Managers (GM) for monitoring and guiding different departments employees and their tasks, as well as several deputy general managers, senior and mid-level management staffs are all part of the Company's well-defined management structure, that is led by chief executive officers (CEOs). The representatives from the CEOs, executive directors, and general managers regularly meets with representatives from finance, marketing, and employment.

### **2.6.3 Budgeting**

For preparing the annual budgets along with all operating departments, a comprehensive management team works on budgeting. The Executive management team examines budgets relevancy, reports final progress along with the budget allocations, and prepares new predictions on a constant schedule.

## 2.6.4 Asset Management

The Organization has a robust asset and wealth management policy in place that ensures that assets are protected against unlawful use and disposal. In addition, the organization maintains appropriate documentation and policies for financing activities.

## 2.6.5 Functional Reporting

The managements are devoted to identify the critical areas that are subject to periodical reporting to the chairman and chief executive in order to maintain the transparency of financial information utilized within the organization. Monthly financial functions and financial statements are among them. By examining on a quarterly basis, related topics are also given priority. These contain details on strategic planning, the work place environment, and employee's insurance.

### Sales Report 2021:

- Sales percentage for Outside Dhaka is higher than Inside Dhaka.
- Sales percentage: Inside Dhaka is **47%** and Outside Dhaka is **53%**
- Ethnic:** Men's: 54%, Ladies: 38%, Girls: 5%, Boys: 3%, Newborn: 0%
- Western:** Men's: 84%, Ladies: 8%, Boys: 6%, Girls: 2%
- For Inside Dhaka:** Jamuna outlet & **for Outside Dhaka:** Feni-2 outlet has the highest sales percentage.
- Core products for Inside Dhaka are:** Men's' Panjabi, Ladies Kurty, Men's' Polo, Men's' Denim, Men's' T-Shirt, Men's' Bomber Jacket, Men's' Formal Shirt, Ladies Three Pcs, Men's' Blazer & Men's' LS Shirt.
- Core products for Outside Dhaka are:** Men's' Panjabi, Men's' Denim, Men's' Polo, Men's' T-Shirt, Ladies Kurty, Men's' Bomber Jacket, Men's' Formal Shirt, Men's' LS Shirt, Men's' Casual Shirt & Men's' Balzer.



**Gender wise Men's' product & product type wise western product** has the highest sales percentage.

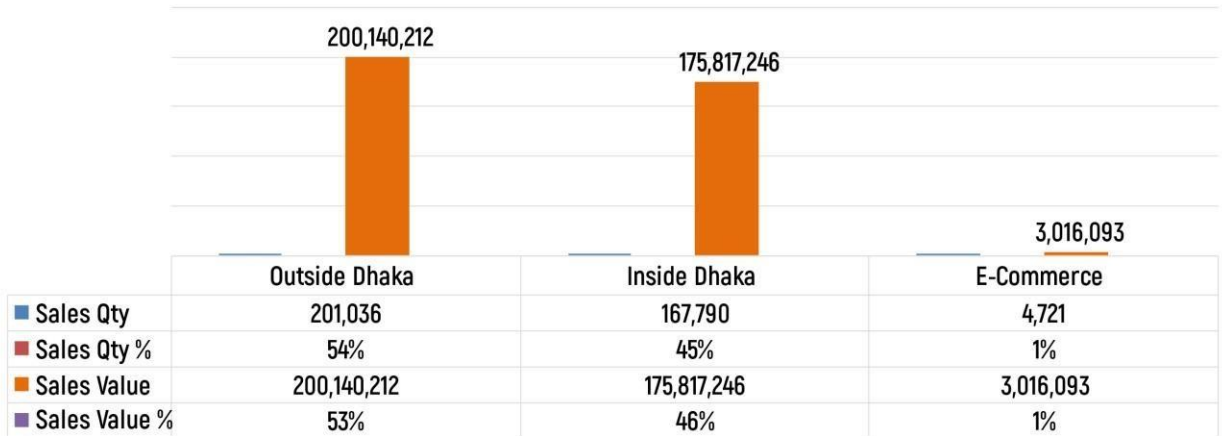


## Sales Percentage *(Sales Value)*

Year: 2021

*Inside Dhaka vs Outside Dhaka*

Sales Percentage (Sales Value)



*Figure 05: Sales percentage (Inside Dhaka vs Outside Dhaka)*



## Inside Dhaka Top Categories (70% of Total Inside Dhaka sales)

Year: 2021

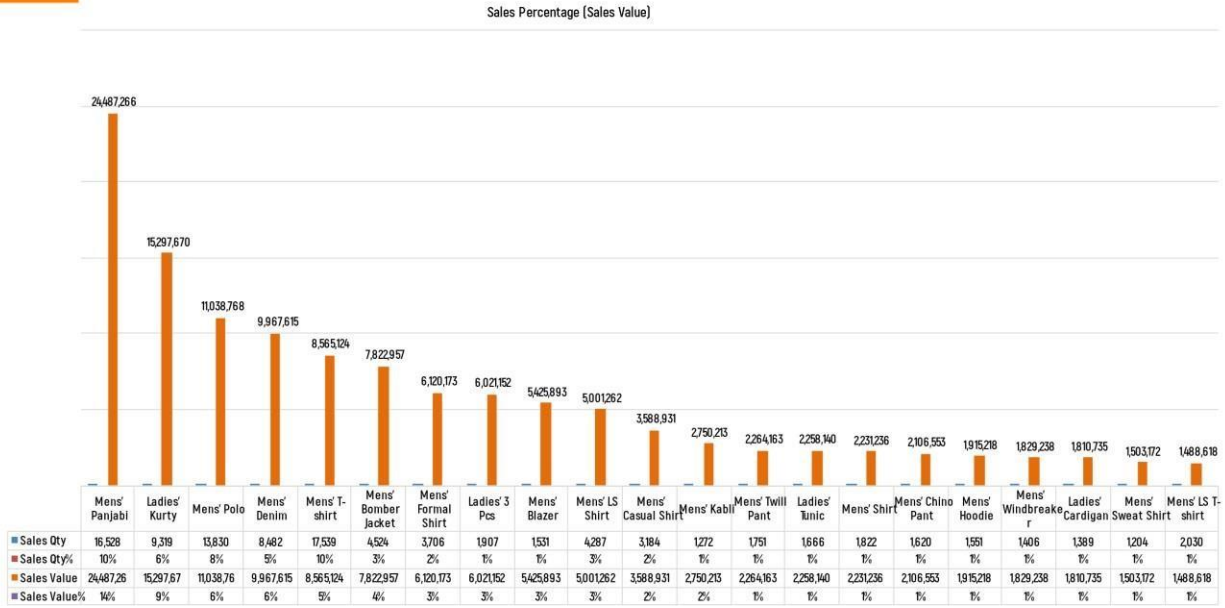


Figure 06: Inside Dhaka Top Category Sales



## Outside Dhaka Top Categories (70% of Total Outside Dhaka sales)

Year: 2021

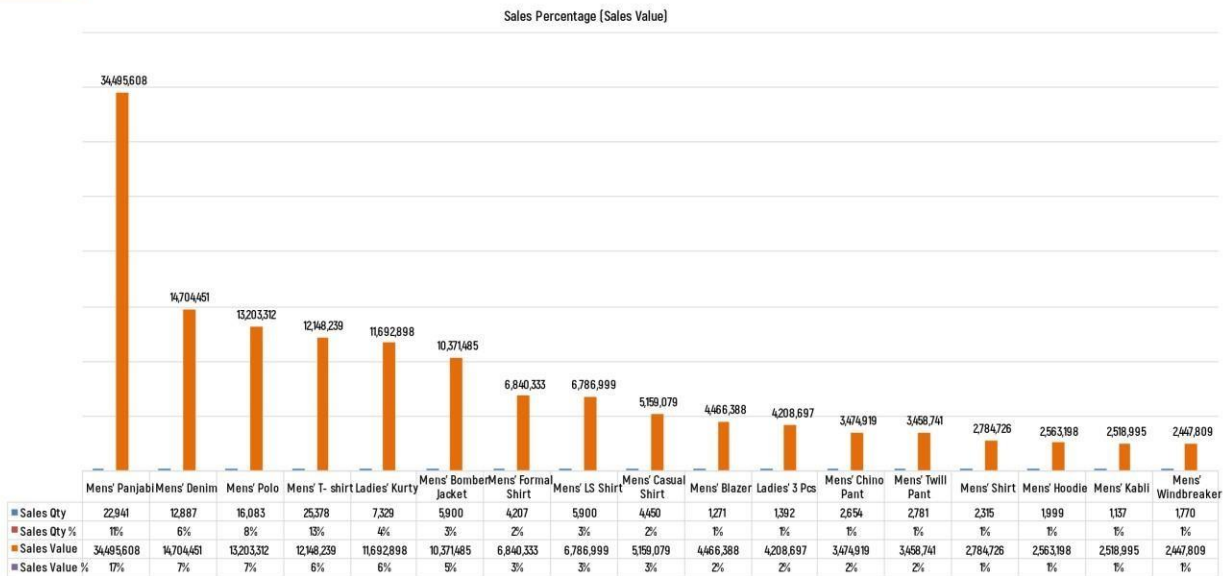


Figure 07: Outside Dhaka Top Category Sales



# Gender wise

Year: 2021

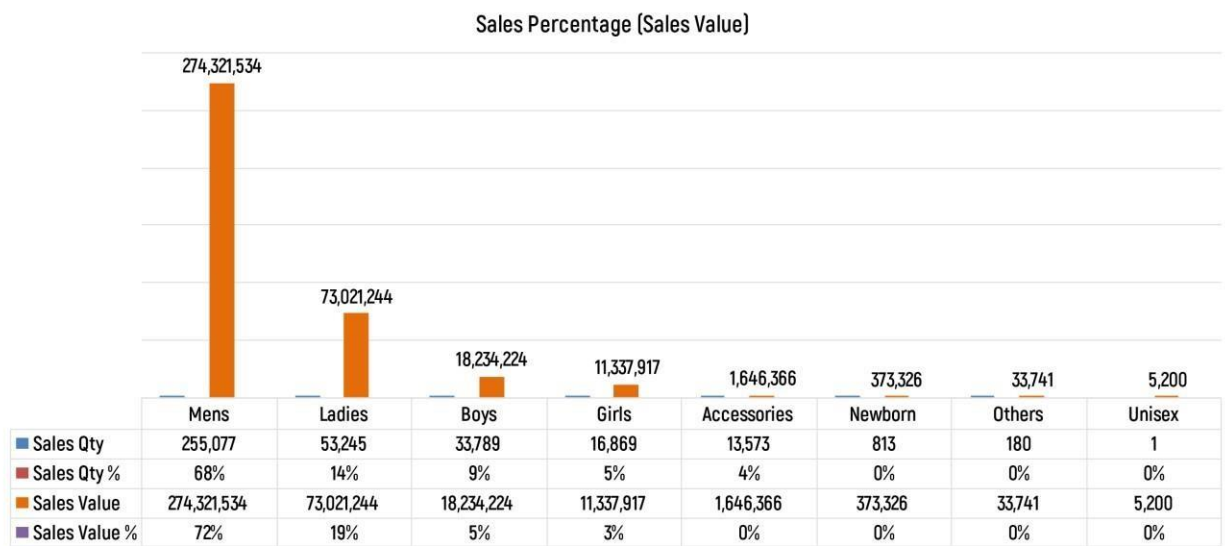


Figure 08: Gender Wise Sales Percentage

## 2.7 Details of the Product Lines

The product of Twelve Clothing Ltd attempts to ensure the decency, fitting outlets of clothes for the customers. The targeted customer of Twelve Clothing is every individual of every gender of all ages. Clothing Products for targeted Women are: Kameez, Western Tops and Bottoms, Winter Attires etc. Clothing Products for targeted Men are: Shirt, T-shirts, Jeans, Panjabi, Wallet, Belt, Blazer, Winter Attires, etc. Clothing Products for targeted Kids: T-shirts, Jeans, Panjabi, Winter Attires, etc.

## 2.8 Process for Production

1. Administration department
2. Merchandising Section

3. Commercial & Compliance Section
4. Planning Section
5. Sample Section
6. Sweating, Cutting and Q.C section
7. Finishing section
8. Mechanical & Electrical section

## **2.9 Function of the HR Department**

In order to avoid a labor shortage, industry makes sure that employees are matched with positions that are a good fit for them (Kenton, W. 2019). The department's request determines the manpower requirements. A Recruitment/Manpower Requisition Form must be filled out by the department. Human Resources (HR) must decide whether or not to hire the person requested in a requisition. Recruitment begins with the posting of open positions and attracting qualified individuals, and once qualified candidates have expressed an interest, the selection process begins in search of the best prospects for the job. Employees' performance is evaluated every year based on their completion of tasks such as attendance and overtime as well as their absences, paid and unpaid leave, and turnover rate. Employees who put in the minimum effort are encouraged by HR to produce higher results if they are seen to be doing so. Comparing various roles in terms of workers' availability, job location, working hours and job responsibilities and worth of this position are all part of HR's work in this case. The employee's compensation is depending on their performance here. Monthly bonuses are given to employees who are regarded to be proactive in their work. Some more perks are; official and informal development possibilities; growth opportunities; feedback; bonuses; and a secure position in the workforce to both benefit the firm and its employees, Twelve Clothing believes that employee participation and interdepartmental communication are essential components of effective training and development. This place has a very tight safety policy. Every employee at the organization has been given a face mask for the pandemic, and if they don't wear it, they're penalized Tk. 200, which is applicable to everyone.

S/L	Document Type List	√ Mark	Original/C opy	Qt y	Update Date	Remark s
1	Recruitment Requisition Form (RRF)					
2	Complete Updated CV with Signature					
3	4 PP Size Photograph					
4	Photo ID - NID copy/Passport copy/Driving Licensecopy/Others					
5	Background Check Form					
6	SSC Certificate					
7	HSC Certificate					
8	Diploma Certificate					
9	Graduation Certificate					
10	Masters Certificate					
11	Any Training Certificate					
12	Any Other Degree Certificate					
13	E-mail ID Creation Form					
14	ID Card Form					
15	Release Letter from Previous Organization					
16	Acceptance of Resignation Letter					
17	Reference Letter					
18	Nominee's Photo ID - NID copy/Passportcopy/Driving License copy/Others					
19	Nominee's 2 PP size Photograph					
20	Recent Utility Bill Copy of Present Residence					
21	Written Test Record					

22	Interview Assessment Record					
23	Recruitment Approval Checklist (RAC)					
24	Gross Compensation & Benefit Sheet					
25	Offer Letter					
26	Appointment Letter					
27	Signed Job Description					
28	Joining Letter					
29	Personal Information Data Form					
30	Probation Evaluation Form					
31	Confirmation Letter					
32	Promotion Letter					
33	Increment Letter					
34	Any Application					
35	Experience Letter					
36	Show Cause, Warning, Termination Letter					
37	Discharge, Dismissal, Letter					
38	Resign Letter					
39	Age Certificate					
40	Employee Handbook					

*Figure 09: New Recruitments Guide*

## 2.9 Category Department

The solution that is widely used in the retail and fashion industry to avoid the issues with separate procurement as described above is known as category management. In its simplest form, category management can be defined as bundling together separate items in a way to optimize costs as well as to ensure the uninterrupted production of a complete product. Alternatively, this is how product classification is done. In the context of the fashion industry, this can be understood with the following example. The final products of fashion brands can be grouped into different categories like apparel, footwear, accessories, etc. Another way of classification is sportswear, womenswear, menswear, swimwear, etc. Depending on how the first level category is defined, the next level classification can happen. Thus, the category “Apparel” can have T-shirts, skirts, as well as formal shirts, and blazers. On the other hand, the category “Sportswear” will consist of T-shirts, shoes, socks, pouch, etc.

<i>Eid al-Adha 2022 Ethnic Production Report</i>							
	Total Target Qty	Product	Order Placed (pcs)	Production Running(pcs)	Warehouse (pcs)	Production Stopped (pcs)	Remarks
<i>Men's</i>	26048	Men's Panjabi	21361	16725	4489	167	
		Men's Kabli	1318	1044	274		
<i>Women's</i>	5200	3 PCS	1905	1425	480		
		Kurti	2488	1688	800		
		Gown	93	93			
		Tunic	398	286	112		
		Top	250	250			
		Bottom	612	612			

<b>Boys/ New Born Boys</b>		Boy's Panjabi	5886	3612	2254		
		Boy's Kabli	553	553			
		2 PCS	240	240			
<b>Girls/ New Born Girls</b>	3320	2 PCS	1924	960	960		
		Frock	720	720			
		Gown	240	240			
		Tunic	480	480			

Figure 10: Ethnic production update EID al-Adha

In the category department in TWELVE Clothing, here we maintain production update on every product, keep the information on every product on every outlet, make the monthly sales report, make the monthly stock report, make and maintain product barcodes, research on new categories and also try to introduce new categories for the customers.

<b>TWELVE</b>	<b>TWELVE CLOTHING POST COST SHEET</b>	
<b>DATE:</b>	<b>05.22.2022</b>	<b>CL-PNT-TM21- 10AW-0276</b>
<b>DESCRIPTION:</b>	<b>MENS PANT</b>	<b>SEASON: SUMMER 2022</b>
<b>Fabric Ref</b>	<b>100% Cotton</b>	<b>TOTAL QUANTITY: 400</b>



**FIT**  
**MARKER**  
**YARDAGE:**

**REQUISITION NO:**  
**ALLOWANCE**

<b>1.</b>		<b>YARDS/ METER</b>	<b>PRICE</b>	<b>CONSUMPTION</b>	<b>AMOUNT</b>
i.	Fabric	0		0.00	0
ii.	Fabric	0		0.00	0
iii.		0		0.00	0
iv.		0		0.00	0
v.		0		0.00	0
vi.		0		0.00	0
vii.		0		0.00	0
vii.		0		0.00	0
<b>TOTAL FABRICS COST</b>		<b>0</b>	<b>0</b>		<b>0</b>

**2. ACCESSORIES**

**QTY      PRICE      AMOUNT**

SEWING				
THREAD		0	0	0
BUTTONS		0	0	0
PADS		0	0	0
ZIPPERS		0	0	0
CARE LABEL		0	0	0
MAIN LABELS		0	0	0
POLY BAGS		0	0	0
HANG TAGS		0	0	0
HANGERS		0	0	0
SIZE TICKETS		400	0.44	176
EMBROIDERY		0	0	0
SHOPPING BAG		0	0	0

**TOTAL ACCESSORIES**

**COST**

**176**

**3.**

**LABOR**

**QTY**

**PRICE**

**AMOUNT**

CUTTING				0
SEWING				0
QC		400	5	2000
FINISHING				0
GRADING				0
MARKING				0
SAMPLING				0

**TOTAL LABOR**

**COST**

**2000**

**4. CARRIAGE**

**QTY**

**PRICE**

**AMOUNT**

CARRIAGE INWARD		400	3	1200
CARRIAGE OUTWARD				

**TOTAL**

**CARRIAGE**

**COST**

**1200**

**5. COST OF MAKING (F O B)**

<b>QTY</b>	<b>PRICE</b>	<b>AMOUNT</b>
<b>400</b>	<b>688.8</b>	<b>275520</b>

**6. CNF COST**

<b>QTY</b>	<b>PRICE</b>	<b>AMOUNT</b>

**7. TOTAL COST (1+2+3+4+5+6)=**

**278896**

<b>Add:</b> SHRINKAGE 1%	0
WASTAGE 5%	0
VAT	
5%	0
SALES COMMISSION	
1.5%	0
INTEREST EXPENSES 12% P.A (4	
MONTH)	0
<b>GRAND TOTAL</b>	<b>278896</b>

<b>COST PER PCS</b>	<b>BDT 697.24</b>		
<b>PRICE</b>	<b>BDT 2,090.00</b>	<b>Percentage</b>	<b>300%</b>

MERCHANDISER

Accounts & Finance

Figure 11: Cost sheet for product barcode

## 2.10 Marketing and Branding Department

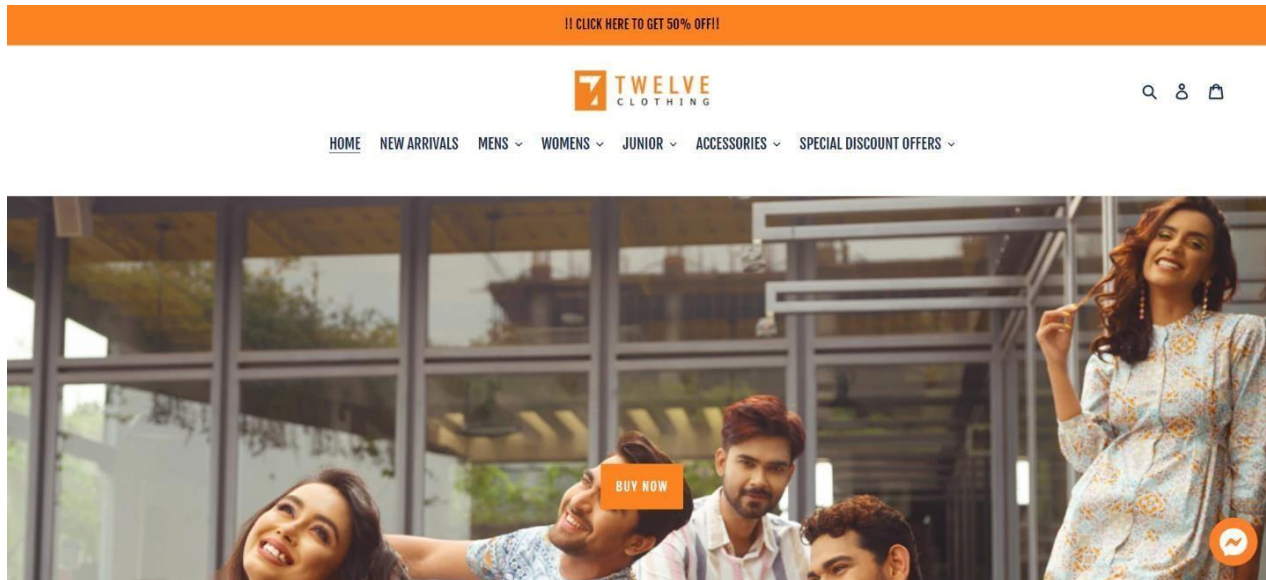
The marketing department of a clothing company is tasked with promoting the company's products, attracting new clients, and increasing sales. The marketing manager is assisted by a marketing team in a marketing department. Additionally, TWELVE Marketing is responsible for a wide range of marketing activities that aid the company in expanding its customer base. They meet with potential customers as well as current ones. They take the consumer through the latest

iterations of their products.

# TWELVE



Figure 12: New Interior Design for New Outlet



*Figure 13: TWELVE Clothing Website*

They will be in charge of the company's expansion. New product development, quality policy, and quality performance are all showcased in this sector. In order to attract more customers, the team works on each location to identify the most effective way to manage them. It's a year-round endeavor, from winter to summer, from one EID to another, to come up with the most creative product branding possible.

## **2.11 Designing Department**

It is the TWELVE Clothing design department's job to create products. They produce clothing designs in similar product categories to those in which the company is already operating. Every season, designers create new collections of clothing and accessories. Designers create designs based on consumer feedback and current fashion trends. When it comes to keeping customers, huge manufacturers rely heavily on their design department to keep them coming back for

more.



*Figure 14: TWELVE Clothing best-selling cloths designs*

A designer's library is comprised of a variety of textiles, trims, accessories, and even finished clothing. A dozen clothing retailers and brands have their own manufacturing facilities and design departments in order to generate new styles.

## **2.12 Merchandising Department**

Marketing acts as an intermediary between a manufacturer and a customer. This division is regarded as the company's beating heart. Their job consists of working with buyers on orders and

sending them clothing samples that need to be approved by purchasers. It is the merchandiser's job to produce the bill of materials, prepare the garment costing sheet, and monitor the production process.

In the merchandising department, senior and junior merchants create a team. When a factory has a large number of customers, each vendor is assigned a specific account with a small number of those customers.

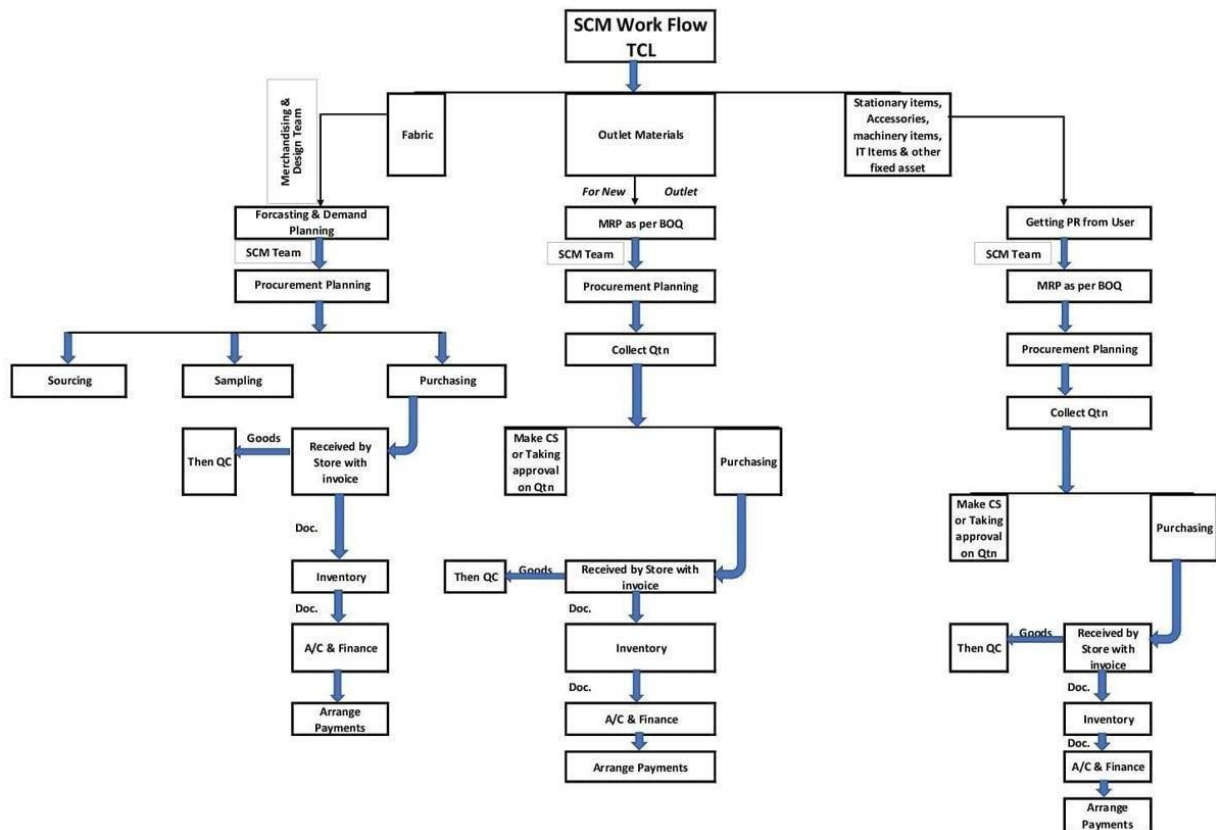


Figure 15: Supply Chain Management Department Work Flow Chart

### 2.13 S.W.O.T. Analysis

The analysis of strengths, weaknesses, opportunities, and threats helps every organization to grow. The analysis is also known as SWOT analysis. The focal reason for SWOT investigation is to recognize strategies that coordinate an organization's assets and abilities as per the interest of

condition in which organization works. Along these lines, the vital choices created the SWOT analysis should base on organizations strengths for exploring the opportunities and analysis the threats and weaknesses for better growth.

The SWOT analysis reveals the condition of an organizations in two expansive manners, are following:

1. Inward Environment Analysis: Strengths and Weaknesses
2. External Environment Analysis: Opportunities and Threats

During my internship at Twelve Clothing, I discovered certain areas of the company's strengths, opportunities, weaknesses, and threats that could influence the performance of the company. The observation is discussed following:

### **Strength**

RMG's success can be attributed in part to the low cost of labor in Bangladesh as compared to other countries in the region. The average hourly salary in Bangladesh, India, Pakistan, and Sri Lanka was US\$0.23, \$0.56, \$0.49, and \$0.39, respectively, according to Warner International's analysis of textile labor rates (Bhattacharya 1999a). As a result of its two-decade involvement in RMG manufacturing, Bangladesh today has a huge pool of competent and semi-skilled human resources. Furthermore, a large number of unemployed young men and women can be quickly converted into a trained workforce.

The Bangladeshi retailer may benefit from extensive experience in working with local buyers, offshore financiers, shippers, and Clearing and Forwarding (C&F) agencies. They are a risk taker because they have a wide variety of products and a high demand for upmarket items.



## **Weakness**

There are some weak points in Retail clothing or Garments Industry, which makes the business challenging. The weakness observed in TWELVE Clothing Ltd. are:

1. Lack of technology-oriented labor force
2. Limited access to the raw materials for production
3. Services consumes longer time.
4. Inexperienced workforces
5. A discrepancy in planning and implementation of operations
6. Political instability and natural catastrophes
7. Weak marketing strategy and lack of experienced management personnel

## **Opportunities**

The unexplored market has the greatest potential outside of Bangladesh. According to the United Nations Commission for Trade and Development, a quota-free world would raise clothing exports by 135% and textile exports by 78% if developed countries removed the MFA and taxes. A worldwide general equilibrium model estimated that the value of textile and garment imports will climb by 305 percent in the United States, 200 percent in Canada, and 190 percent in the European Union, which implies that abolishing quotas will considerably expand the market."

Asia is a major player in the worldwide garment and textile industry. Experts in the industrial sector predict that Asia will maintain its hegemony over the global market. RMG's breakthrough into the global market, despite Bangladesh's textile industry's lag, will benefit the country.

When it came to the knitwear business, Bangladesh was able to gain a major lead over its rivals. According to the Bangladesh Knitwear Management and Exporters Association, the value of yarn produced per kilogram (BKMEA). Bangladesh's private sector is only worth \$1.48, while

India's is \$1.78, Pakistan's is \$1.60, Japan's is \$2.38, Korea's is \$1.73, and Thailand's is \$2.78. (IFC 1998 cited in Bhattacharya 1999). Because of this, knit-RMG has a bright future in Bangladesh after the MFA.

At TWELVE Clothing, we are selling our products in a small market in Bangladesh, but we are making a lot of money, which helps us prepare for exporting our products internationally in the near future. This opens up the possibility of establishing a global network.

### **Threats**

Being with the opportunities there are some threats while executing it. Some major threats they are aware of are,

1. Increasing the rate of raw materials
2. Short term delivery orders from buyers
3. Depended on the mother buyer
4. Fast changing of product design and growing demands for the products
5. The present products grading system for buying may leads to reason for loss
6. Globally competitive export market
7. The technological and infrastructure facilities are not advance
8. Political issues reduces the exports and selling
9. Not risk-takers for quality on risking in increasing product line or range. (Diba, 2015)

## 2.14 Issues

Bangladesh's garment manufacturers employ 40% of the country's industrial employees. However, without the necessary laws and policies in place, workers would demand their various desires, leading to conflicts and dissatisfaction inside the sector.

Employees want the company's policies to be changed. Employees want their income to improve after a year, and allowances such as entertainment and travel are fixed regardless of where they travel, therefore these employees are disappointed because they have to pay out of pocket.

The company's intern facilities are in poor condition. They are classified as sweatshop workers because they are paid less in various departments, such as marketing and supply chain management, and they are required to work in the field.

Software created specifically for the company is not well tested. Against all chances, when the major job needs to be done after the payment, several issues arise. However, once the software job is completed, the software engineers are less concerned about the issue because they have been paid. As a result, the corporation had to pay for the software's repair and endure the loss of not verifying it.

In our country, as well as in Twelve Clothing, nepotism is rampant. The majority of employees of the organization are not compensated fairly for their efforts. Even if costs are cut or other commendable work is completed, some employees are nevertheless questioned negatively about their work. As a result, employees are unable to cut costs or assist others in the business growth since they are disliked by senior leadership. Personnel's who are related to work with the directorial and other top management have not faces or experiences these kinds of issues except financial difficulties.

Bangladesh is really an advantage. However, without suitable technology, employees cannot function correctly or collect data. Twelve Clothing is also hampered by a lack of innovative technology. Employees have to gather information on their own due to a shortage of resources. Because the majority of the equipment's are outdated, and the majority of the commodities are squandered.

Working hours have been adjusted to eight hours from nine hours by the Labor Act of Bangladesh 2006, but some organizations have still nine hours of work shifting. In some organization they indirectly forced to work overtime to achieve the target. Similarly, TWELVE clothing's' employees are also forced to work late.

## **2.15 Recommendations**

Based on the above analysis, I can clearly say that the RMG industry in the lifeline of Bangladesh and an organization like TWELVE Clothing has definitely built a strong base within the base of the industry. But the future should always be considered when it comes to business. So, I have one recommendation for TWELVE Clothing and other businesses of the industry:

- I recommend that TWELVE Clothing should try focus on good fabric rather than maintaining a system of lower price with lower quality of fabrics.

## **2.16 Conclusion**

Based on the past discussion, it is totally clear that TWELVE Clothing has turned into one of the promising clothing brands in the RMG sector of Bangladesh. They are on their way to be become one of the top clothing brands in this country. But it is their responsibility to keep up the good production flow and good team work in order to run the business more smoothly. This is precisely why a study has been conducted in the next chapter reflecting the RMG industry and TWELVE Clothing's contribution in enriching it. To conclude, I will state that the RMG sector will need a brand like TWELVE Clothing in the long run for future.

**CHAPTER 03**  
**PROJECT PART**

## **3.1 Introduction of the Study**

### **3.1.1 Origin of the Study**

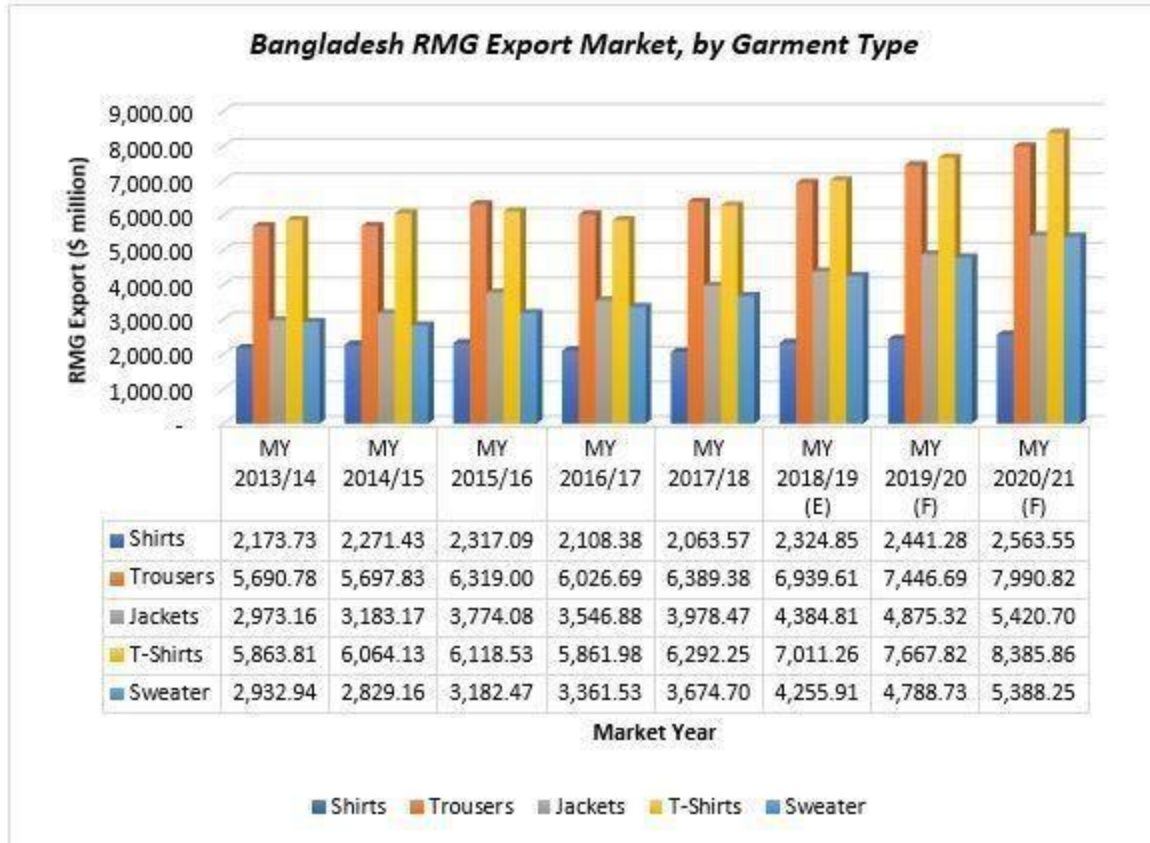
Students pursuing a Bachelor of Business Administration (BBA) degree at Brac Business School must complete an internship as a graduation requirement. Part of the internship program's requirements includes this research on Bangladesh's RMG industry and TWELVE Clothing. Learning about corporate culture and working conditions are the key goals of this internship. In addition to the primary goal, this internship report also features a few subordinate goals.

1. One reason is to ensure that the students are exposed to real-world workplace experiences.
2. As a means of allowing students the opportunity to put their newly gained information into practice.
3. For the benefit of pupils' future employment prospects.

### **3.1.2 Background of the Study**

Pre-made clothing (RMG) plays a significant role in this economic boom. The RMG sector accounts for 84% of Bangladesh's exports, making it one of the major garment exporters in the world. A decade of tremendous expansion and modernization, as well as progress in improving working conditions for the country's approximately four million garment workers, has paved the way for this development.

A series of workplace disasters that claimed the lives of more than 1,000 garment workers over the past decade sparked Bangladesh's RMG sector's change. The fires at the Tazreen and Rana Plaza factories in 2012 and 2013, respectively, exposed serious issues with Bangladeshi labor conditions and prompted several overseas purchasers to discontinue purchasing from the country.



*Figure 16: Bangladesh RMG Export Market*

When it comes to manufacturing safety and accountability, Bangladesh's RMG sector is among the best in the world. A compound annual growth rate of 7% has seen Bangladesh's RMG exports more than quadruple from \$14.6 billion in 2011 to \$33.1 billion in 2019. 2 As we noted in our 2011 study, a joint effort with Bangladesh's German Chamber of Commerce and Industry, this growth was within our predicted range.) Bangladesh's RMG industry grew from 4.7 to 6.7 percent of global garment exports over this time period.

It is unfortunate that the pandemic has halted the sector's expansion at a critical time, as global trends in fashion sourcing threaten Bangladesh's place in industry supply chains.

Compared to the first half of the year, the second half of 2019 saw negative growth. In 2020, global lockdowns caused purchase cancellations, delays in payment, and renegotiation of terms to take place. Workers' lives and livelihoods were threatened by the epidemic, thus many smaller, less well-funded firms shuttered, increasing competition for smaller orders. There was a

17 percent drop in RMG export values in the first year of the pandemic, resulting in losses of \$5.6 billion in revenue.

Vietnam is expected to overtake Bangladesh as the world's second-largest exporter of garments in 2020, according to data from European and US imports, but similar numbers have not yet been published by the World Trade Organization. 5

This sector has every chance of retaining its position as the world's largest RMG manufacturer and continuing its remarkable growth story. To remain competitive, the country's garment industry must address a number of challenges head-on. Competing without privileged trade access; dealing with declining demand from old client areas; and shifting to a more sustainable sourcing model are just some of the problems it will face.

Over the past ten years, this industry has grown tremendously and transformed itself, overcoming enormous difficulties. A global pandemic of COVID-19 and a shift in the global garment sourcing market provide significant problems for the industry today. To ensure the long-term viability of the sector, it will be necessary for all parties involved to work together toward a more comprehensive reform.

There are numerous critical aspects in RMG, such as who drives the business, how the market shares are distributed and how that impacts the market, and how the industry was pre- and post-global pandemic. Thus, this paper tries to highlight many of these factors. As well as acknowledging Twelve Clothing Company's contributions to the industry, the report also aims to emphasize their efforts to address the post-pandemic market. It will also examine whether or not Twelve garment company's efforts have been successful, and whether or not other pioneers of the Garments business ought to follow suit. Finally, the study will determine and emphasize the role of the garment industry in creating jobs and increasing Bangladesh's labor force.

### **3.1.3 Literature Review**

In light of the country's projected rise to middle-income status by 2021 and the increased purchasing power of its people, Bangladesh appears to have become an appealing retail potential for many major brands.



In order to take advantage of the opportunities that will exist as the industry grows, garment manufacturers who have long catered to worldwide buyers and retailers are now venturing into retail. Despite the fact that this is true, there are many others. Retail giants from around the world are gradually making their way into the industry. Adidas and Puma are here to capitalize on the growing health consciousness of the population by selling their latest sportswear, but Uniqlo, which entered Bangladesh with Grameen Group assistance many years ago, is one of those early birds in the fashion retail sector that are now well set to reap the dividends after establishing themselves strongly over the years. Uniqlo Everyone wants to leave their stamp on the world, and there are a lot of them!

Because of Bangladesh's growing interest in sports, this is an important market for us. This country's capital, which is located in the middle of the metropolis, is ideal for us. Managing Director Abhishek Ganguly said, "This is a testimonial to our commitment to all the professional and aspiring sportsmen here. We are proud to be a part of their journey." The country manager of Decathlon in Bangladesh, Deepak Dsouza, believes that now is an ideal time for the company to enter the market in order to make sports more accessible, starting with folks in Dhaka.

Bangladesh's retail sector is expected to be worth over Tk 1,500 crore in the next three to four years, according to some estimates, and it has grown at a 15% annual pace over the last three to four years. In contrast, organized retail makes up less than 1% of the whole retail market. BSOA estimates that there are 160 Bangladesh Superstores, however, most of them are located in urban areas and cities.

This time around, Apparel Resources Bangladesh met down with Bangladesh's fashion retail industry leaders to get a first-hand look at how things are progressing in the business. In the meanwhile, we'll just wait and watch how they respond. Bangladesh's GDP grew by more than seven percent in 2014, thanks to a well-educated and well-off middle class that contributed to the country's per capita income of \$1,517. There has been an increase in retail sales in Bangladesh, according to Rookies BD Limited Director Sandeep H Golam. Bangladesh's per-capita income grew by 149.07 percent during the past ten years, a remarkable success in all socioeconomic indicators. High net worth individuals in Bangladesh are expected to grow faster than in any other country in the next five years, according to a New York-based research group.

On top of that, the managing director of Pakiza Knit Composite Limited Rakibul Islam Khan has also agreed that the country's recent economic advancement has had a substantial impact on the retail sector. However, he also gives a second reason for why this may be the case. Local shops and multinational brands in Bangladesh will continue to prosper in the future because of a shift in the country's people's attitude, according to me. Bangladeshis have long maintained the view that it is unacceptable to dress Western when visiting the country. "Western wear has become part of our culture as more people travel around the world, especially among the younger generation," explained Rakibul, noting that sales of western-wear have increased significantly in Bangladesh, allowing multinational and foreign companies to benefit from the increase in the country.

### **3.1.4 Importance of the Study**

Bangladesh's economy benefits significantly from the ready-made clothing (RMG) industry. There are many millions of individuals that rely on the industry for job and revenue generation.

It has been an incredible rise in the RMG sector's export contribution throughout the years. It has grown to be Bangladesh's largest source of export revenue. Comparing Bangladesh's RMG exports to the country's total exports in 1983-1984, we find that just 31.57 million garments were exported, representing only 3.89 percent of the country's total exports. The RMG export has grown significantly, reaching 30,614.76 and accounting for 83.49 percent of Bangladesh's total exports. The RMG sector employs the majority of Bangladeshi workers. In the fiscal years 2016-17 and 2017-18, RMG exports accounted for 81.23 and 83.49 percent of national exports, respectively. Export of RMGs is Bangladesh's most important industry. Bangladesh's main exporting business has grown tremendously during the past two decades. The industry has also

had a substantial impact on the country's socioeconomic progress.



*Figure 17: Bangladesh RMG Factory*

In addition, throughout the course of the past year or so, the globe has been fighting back and attempting to restore stability to their situation. Concurrently, the clothing sector has been fighting tooth and nail to survive the COVID-19 pandemic. If a country like Bangladesh wants to get ready for whatever may come its way, it needs to educate itself on its capabilities and assets so that it may put those to good use if and when the time comes.

The READY-MADE GARMENTS industry has unquestionably demonstrated that it is a valuable resource for Bangladesh. Not only do they contribute to the production of raw materials, primarily fibers and textiles but also leather and fur; the production of fashion goods by designers, manufacturers, contractors, and others; retail sales; and various forms of advertising and promotion., but they also contribute massively in our economy and employment, which is why a detailed study on the industry, its current state, and its future prospects is necessary.

### **3.1.5 Limitations**

There were two distinct obstacles I had to overcome when writing the report.

1. As a part of the big business called TEAM Group, it is very hassle to collect data from TWELVE Clothing cause every time I had to request permission from the TEAM Group headquarters.
2. As a new company, TWELVE Clothing is not doing a great job at keeping its financing data more effectively. So, it is nearly impossible to collect those data.

### **3.1.6 Objectives**

As previously mentioned in the research proposal, the objectives of this report can be two types:

1. General Objective: BRAC Business School, BRAC University, supervises the preparation of this paper for the Bachelor of Business Administration (BBA) degree.
2. Specific Objectives: Considering the importance of the RMG sector in the economics of Bangladesh, the specific objectives are:
  - To identify the businesses that are operating within the RMG sector.
  - Strategies behind understanding the market for TWELVE Clothing
  - The role of Supply Chain Management behind TWELVE Clothing's success
  - How CSR activities play a vital role behind TWELVE Clothing's success
  - How TWELVE Clothing strategized and tackled the global pandemic
  - What are the new strategies that the Branding Department of TWELVE Clothing is using to enrich the RMG Industry?

## **3.2 Methodology of the Study**

Through this report, I have tried to reflect how TWELVE Clothing penetrating the RMG industry of Bangladesh by using their own strategies and contributions. In order to gather other

necessary data to logically define the facts, I have used qualitative methods. While I was doing my internship at TWELVE Clothing, I have collected data by interviewing and arranging meetings with department managers, executives and area managers. These findings were my primary data. I have also collected secondary quantitative data from TWELVE Category team and TEAM Group data archives and also from many other reliable sources which will be referenced in the report. This secondary data will support my primary data in while drawing a conclusion. The research process is outlined below.

**Step 01: Proposal presentation to the organization supervisor**

**Step 02: Proposal presentation to the academic supervisor**

**Step 03: Reviewing the background of the research**

**Step 04: Collect secondary data from organization's data archive and other sources**

**Step 05: Conduct analysis on the basis of available data**

**Step 06: Preparation of final report**

### **3.3 Findings and analysis**

#### **3.3.1 Other clothing brands that are operating within the same industry**

The economy of Bangladesh is expanding at a rapid rate of almost 6.5 percent on average each year, and according to the projections of the World Bank, it will expand at an average rate of 7.3 percent in 2019. Bangladesh is now considered a lower-middle-income country as a result of its rapid economic progress. As a result, international companies are eager to capitalize on the chance to launch a retail operation in Bangladesh. The fact that Bangladesh is being considered by international companies as one of the safest countries in which to launch a new venture is a positive indicator for the country's reputation. In addition to this, numerous Bangladeshi

businesses with an eye on export are making their way into the domestic market with the goal of providing customers with products of the highest possible quality at competitive prices.

Therefore, for Bangladeshi retailers, competition from foreign brands may be both a threat and an opportunity in the retail industry. Puma, a leading sports brand from Germany, just opened its first flagship store in Bangladesh on Banani Road 11 in Dhaka. Puma's local Bangladeshi franchise is owned and operated by DBL Group, which is one of the most prominent and well-diversified businesses in Bangladesh.

In a similar vein, the most well-known apparel retailer in Japan as well as one of the most significant foreign manufacturers in Bangladesh, Uniqlo, opened two retail sites in the city of Dhaka a few years ago. The Grameen Bank is a partner in the operation of these retail outlets. Each location carries a selection of Uniqlo's signature colorful essentials, all of which are made in Bangladesh and priced to appeal to the country's middle class. During the launch of a store in Bangladesh, Yukihiro Nitta, Chairman of Uniqlo Bangladesh, gave his opinion to the BBC and said, "The economy is rising swiftly." In Bangladesh, the population is estimated at 160 million people. As a result, we discovered that there is a fantastic possibility for us to launch a retail business. During the launch ceremony for Puma in Bangladesh, Abhishek Ganguly, the Managing Director of Puma India, said the following: "Bangladesh has a rapidly rising sporting culture and is a strategically vital market for us to be in." It gives us great pleasure to announce our arrival on the market. However, after talking to persons who are involved in the retail business in Bangladesh, they expressed the opinion that foreign brands might not be successful in the Bangladesh market unless the following aspects are considered in order to maintain a

competitive advantage:

**Foreign brands have to focus on local culture, not western tradition**

**During design making, they should consider Bangladesh environment**

**Price has to be reasonable for Bangladesh along with quality goods**

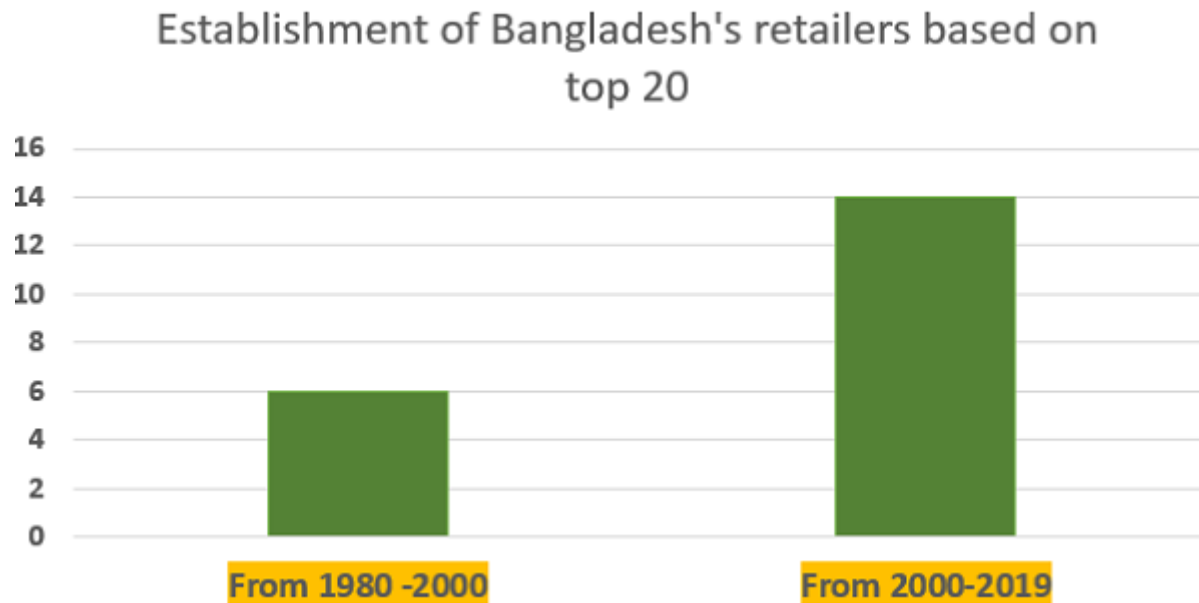
**Foreign brands have to make traditional dress Nakshikantha, Pajamas-Panjabi, Sarees and salwar kameez because of the cultural barrier**

*Figure 18: Foreign Brand in Bangladesh*

In the same way, local business owners are increasing their efforts to build their own brands, while a large number of newcomers join the fray. Because they own the entire manufacturing infrastructure, several export-oriented garment firms are developing their own brands and showrooms. A few of these companies have already established themselves in the Bangladeshi market with their innovative products such as Amber Lifestyle, Plair, and Sailor. Aarong, Kay Kraft, Dorji Bari, Sara, Klubhaus, Red, Twelve Clothing, and O'code are some of the more



recent domestic market-oriented labels.



*Figure 19: Establishment of Bangladesh's Retailers*

As a result, local shops had the most difficult task: energizing clients to abandon their customary shopping habits of haggling for fixed prices. It has taken a long time for local shoppers to warm up to these brands, but they are now comfortable shopping at fixed-price local brands' stores. It's a fact that Shaheen Ahmmed, owner and designer of Anjan, participated in many fashion competitions organized by various fashion publications. The upshot was that over time, we built up a solid reputation in the community." According to those who work with local companies in Bangladesh, there are numerous advantages for local brands to compete in the market. As an example -





Figure 20: Advantages of Local Brands

People in Bangladesh have a long-standing tradition of haggling for common goods and clothing at the market. They believe that a negotiating shop is the best place to win at shopping. Because the global market is unrestricted by national borders, it's free to do business wherever you want. When it comes to international trade, law and regulation can't stand in the way of open markets. As a result, foreign businesses will expand their operations in Bangladesh in order to gain access to a hitherto untapped market. Because of this, foreign merchants regard Bangladesh as the best place to launch a business. However, the large retail chains' existence might pose a threat to smaller competitors by capturing the largest share of the market. Local companies' ability to compete and survive in the global marketplace is a major problem for everyone in the open trade environment. During our discussions with local brand representatives and individuals in the retail and trading industry, we observed a mixed response to the presence of foreign shops. "As the

world market is open, no one can reject any brand to enter Bangladesh," stated Mohammad Aktaruzzaman, Director, Corporate Affairs & Branding, Twelve Clothing. On the other hand, it's good for local shops to be able to compete with their foreign counterparts in terms of quality. Compared to global brands, I believe local stores can provide better quality and lower prices." KI Hossain, President of Bangladesh Garment Buying House Association, and CEO of Total Apparel, stated: "We cannot stop foreign brands from coming in Bangladesh rather this can be an opportunity for the local brands to upgrade their quality and product sense so that they can open shops outside of Bangladesh." Snowtex, a clothing producer that primarily exports its products, has developed its own brand, 'Sara.' There is no doubt that this indigenous brand will be present not just in Saudi Arabia, but also outside of the country, according to its Managing Director SM Khaled.

### **3.3.2 Strategies behind understanding the market for TWELVE Clothing**

As we know that our country is already filled up with a lot of fashion brands who are dominating the market. So, as for starters Twelve clothing had to come up with some unique strategies by which they can understand the market more efficiently and can grab the market. Some of the strategies are:

#### **Understanding their customers:**

From the beginning of Twelve clothing, they have always been focused on the pricing of the products. According to Ganguly B., a large percentage of people in our country like to buy products at a discount, they don't even care about the quality of the product maximum of the time (Ganguly, 2019). That is the reason the decision-makers of Twelve clothing decided to focus on decreasing the price rather than focusing on the quality of fabrics. For reason, they have started to get their accessories from the various factories with lower costs on fabrics. Although we are under the TEAM Group which has their own accessories factories with a lot better quality, the decision-makers of Twelve clothing decided to decrease the cost by using lower quality of fabrics.

### **Understanding the market and customer segments:**

At first, to understand the market, TWELVE clothing did a lot of research. As I have mentioned earlier that this company was established in 2012, and since then they are doing market research internally. That means they were trying out their product within the TEAM Group and checking out the review from the employees. For the first 5-6 years, they have provided a lot of clothes with wonderful and unique designs to all employees of the TEAM Group. When the time came to go as a proper brand in the cloth market in Bangladesh, TWELVE clothing decided to target the middle- and lower-class people in Bangladesh. Day by day they are enriching every side of the country to provide cloth at a reasonable price with fantastic designs.

### **3.3.3 The role of Supply Chain Management behind TWELVE Clothing's success**

As I have mentioned earlier that the TWELVE clothing is under the business giant TEAM Group, the group actually works as the guardian for this clothing brand. The business group actually specializes in the supply chain as their strongest department in the supply chain department. The supply chain director of TEAM Group, MD. Mizanur Rahman plays a vital role in this whole group. As we know that supply chain department keeps the flow of production by managing the flow of goods and services between raw materials factories and production factories. TEAM Group already has some accessories factories of their own, for example, Brothers Fashion, ANJ Knit, Twelve Ethnic and etc. These factories produce and handle the raw materials for the TWELVE clothing. After that, the merchandising department requests the category department to organize the raw materials to send out to the production factories. Here the supply chain department handles the business between these other departments.

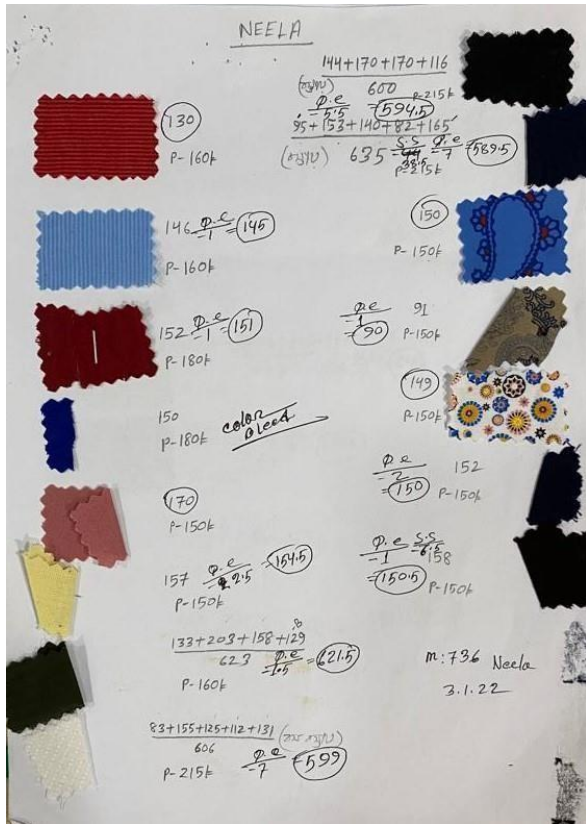


Figure 21: Supply Chain Work on Fabric

It is very hectic work as the raw materials are not a very easy thing to handle. The supply chain employees make sure that the transaction between the category department and the production factories. Also, when merchandising employees give any kind of requisition of any product that has to be sent to any specific factory, the supply chain department also handles that. The supply chain Executive Md. Mijan stated that his team that works on TWELVE clothing always focuses to manage the gap between the accessories factories and production factories. TWELVE clothing has its own warehouse in the main office building where they try out newly designed products and decide the production of them. The supply chain department always tries to make sure that the accessories from the factories reach the main warehouse at the exact time so that the TWELVE transports can easily take them to the production factories. Although they work between factories, they also maintain the flow of fabrics by keeping a record of them on the server.



### 3.3.4 How CSR activities play a vital role behind TWELVE Clothing's success

CSR (Corporate Social Responsibility) is a key function for communicators to play in publicizing and distributing information. A wide range of stakeholders can see what a company is up to and how their efforts are making an impact through digital platforms. Most consumers expect companies they're considering to be as transparent as possible. In order to share information and promote their messaging, brands can make use of social media's transparency. Social media can be an excellent tool for promoting CSR. It is possible for PR experts to convey more than one message to their intended audience. In recent years, their ability to unite large groups of people into a strong fan base has increased significantly.



*Figure 22: TEAM Accessories Employees*

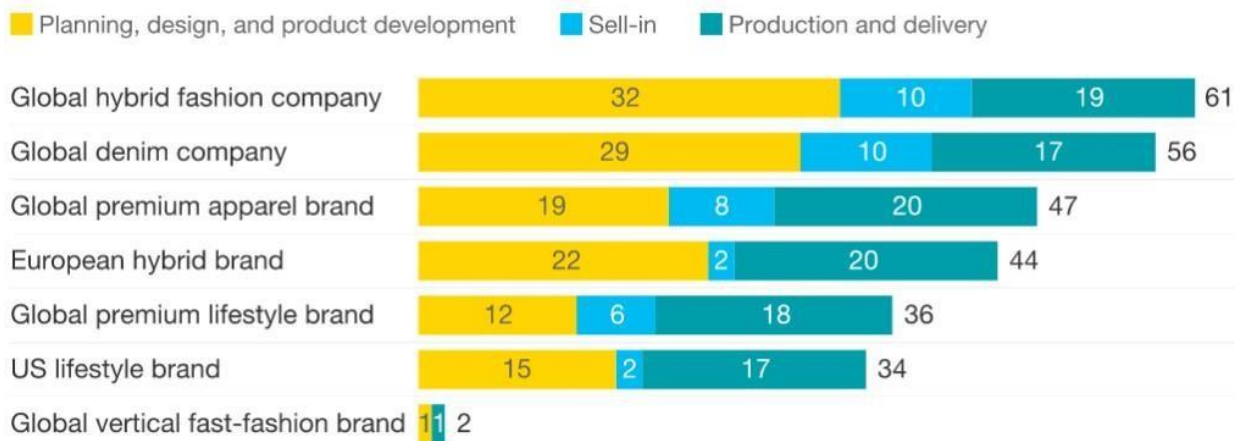
TWELVE CLOTHING follows some CSR activities that flow of work in the company smooth. For example, they do have a committee that inspection every month to find out the problems and solutions of the labor in warehouses and factories. This committee gets to the depth of the

working chain and finds out the real problems, then analyze them to understand the exact situation. After that, they propose a solution to the COO sir to review it and let him make the decision. In this way, the maximum number of workers who are labor can work effectively and freely.

### 3.3.5 How TWELVE Clothing strategized and tackled the global pandemic

Deadly MILLIONS of individuals throughout the world have been exposed to COVID-19 across 180 countries, and health systems are trying to keep up. Even Bangladesh was not spared from this calamity, which spread around the world. Clothes manufacturing has been halted in the country, which is regarded to be a major contributor to the economy. Numerous well-known companies have refused to accept completed 920 million pcs clothing orders worth USD 2.90 billion from 1059 Bangladeshi suppliers because of the latest coronavirus epidemic, according to the Bangladesh Garment Manufacturers and Exporters Association (BGMEA).

Fashion cycle duration, weeks<sup>1</sup>



<sup>1</sup>Approximate.

Figure 23: COVID-19 EFFECT ON Bangladesh RMG Sector



*Figure 24: TWELVE Discount Offer*

There have been already been "catastrophic" effects on Bangladesh, according to the BGMEA. Order cancellations and refusals by brands to pay for canceled shipments have already resulted in the loss of more than a quarter of the country's 4 million garment workers' jobs.

In those years, TWELVE clothing has taken some initiatives that helped them to survive the global pandemic. The COO of this company, MD. MOTIUR RAHMAN, always believes that any company should focus on more production and effective use of these productions. As per his instructions, the Merchandisers of ethnic and western products always make their target quantity of the products at least 20-30% higher than ideal. For example, the last winter, they have made over 80 thousand winter products but they have only sold over 50 thousand of products. And here comes the strategy, they fix the price of the product in a way that even next winter they can sell the same products at a 30% discount without any loss. In the same way, they have sold a maximum of the old products in the pandemic years with great discounts. They had to decrease



the production rate due to the less sale, and they filled up the gap by selling old but good products at discount.

### 3.3.6 What are the new strategies that the Branding Department of TWELVE Clothing is using to enrich the RMG Industry

It's more crucial than you might believe to pay attention to a company's branding. The brand may just appear to be a collection of logos and colors from the outside, but it is essentially the complete company's identity. The importance of a company's brand has never been greater than it is right now.



Figure: Visual Merchandising Plan for Upcoming New Outlet



Consumers have constantly been exposed to new brands thanks to social media. This is good for customers because they have many choices and can do their research to choose the best one, but it's bad for businesses since they have to work harder to compete. Because of the fierce competition in today's market, companies must go above and beyond to ensure that they are noticed. In order to do this, the company must make a significant investment in building a strong brand that attracts and retains customers. Using the correct branding, a firm can influence how its products and services are perceived by the public.

Because of the fierce competition in today's market, companies must go above and beyond to ensure that they are noticed. In order to do this, the company must make a significant investment in building a strong brand that attracts and retains customers. Using the correct branding, a firm can influence how its products and services are perceived by the public. The branding and marketing team always focuses on the huge number of outlets of TWELVE Clothing. With the 32 outlets in different districts, TWELVE Clothing always reaches in every corner of the country.

So, it is important to have a proper outlet design that can work on attracting more people to visit the store. To ensure that, the branding team introduced VISUAL MERCHANDISING to the outlets this year. Visual merchandising is the retail business activity of enhancing the display of items and services in order to better showcase their qualities and benefits. Visual Merchandising Such visual merchandising serves to attract, engage, and persuade potential customers to make an acquisition.

From next Eid, they are planning to introduce a new flavor in the outlets by dividing them into four major sectors. The sectors are Ethnic, Western, Sportswear, and Accessories. In every outlet, they are going to be four new sides which will contain four types of interior design. This was suggested by the head designer Mr. Shutro Dhar, which was a brilliant idea and was accepted by the COO of this company.

### 3.4 Recommendations

Based on the observation and looking into the previous works of the literatures, the following suggestion may improve the current situation:

- The increment increases after one year, according to Twelve Clothing regulation, but the policy is not being strictly followed. The compensation must be adjusted based on location so that the employees will not have to pay from their pocket. If the HR policies are followed properly and strictly, it will not only fair to the employees but also motivate them to work.
- Twelve Clothing assists interns in gaining expertise, however their work experience gets undervalued after working in the fields from the requirements of the departments. Even the interns travel from district to district knowing that whether they would be hired permanently or not.
- Due to Favoritism or nepotism organizations don't get the worthy personnel. Employees who are despised will not receive appreciation, instead, employees may become demotivated and left the organization. Every employee's opinion must acknowledge and treat equally so that the employees feel the contribution in the organization's growth.
- Any purchased for the company are considered an asset. So, it's the obligation of organization to examine the performance of the purchased product to for the business growth of the organization.
- In an organization every technology does not require for a business growth. The damaged machineries can be caused to product damage and reduce the profit by increasing the

expenditure. Consequently, costs like these need to cut off for the boosts of the business growth.

- There are many organizations that force worker to work more than eight hours but the labor law sets the guidelines for the working hours and other benefits so that employees can work in a positive mind.

### **3.5 Conclusion**

To conclude, I will needlessly say that the RMG sector is the lifeline of Bangladesh economy in the current moment. This industry is the future of this country and it is enriching at the top of economy day by day. So, I believe this industry is filled up with a lot of foreign brands right now and a lot of profit is going overseas which was supposed to be helping our economy. In that sense, we need more local brands to lead the RMG sector into a bright and secure future. Local brands like TWELVE Clothing needs to step up and attract more people to buy from our local brands. In order to do that they need to come up with new more strategies to build up the marketing side strong, which will eventually help them to reach more and more people day by day.

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- `/* inline tdc_css att */.tdi_108{margin-top:30px !important;margin-bottom:30px !important;}/* phone */@media (max-width: 767px){.tdi_108{justify-content:center !important;text-align:center !important;}}/* custom css */.tdb-author-box .tdb-author-photo, Sub-Editor, M. I. S., Islam, M., Sub-Editor, S., Kazi MD. Arafat Rahaman - May 20, -, K. M. D. A. R., Israt Sultana - May 4, -, I. S., Kazi Waliul Islam - May 2, -, K. W. I., Sajjad Hossan - April 29, -, S. H., Israk Faruquee - April 21, -, I. F., Rokeya Kashfi Chowdhury - April 15, -, R. K. C., Sajjad Hossan - April 14, Name:*`  
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## Appendix

### 1. UTTARA

Plot: 13, Road: 02, Sector: 03,

Uttara, Dhaka.

Manager: Ariful

Phone: 01847425551

Email: jashimuddin@twelvebd.com

[No Weekend]

### 2.DHANMONDI

KB Square (Ground & 1<sup>st</sup> Floor), House: 49/A, Road: 09/A,

Shat Masjid Road, Dhaka.

Manager: Sumon

Phone: 01847425552

Email: dhanmondi@twelvebd.com

[No Weekend]

### 3.JAMUNA FUTURE PARK

1<sup>st</sup> Floor, Shop: 1A-001 & 1A-002,

Jamuna Future Park, Dhaka.

Manager: faisal

Phone: 01847425553

Email: Jamuna@twelvebd.com

[Wednesday]

### 4.BANASREE

Plot: C/40, Road: 09, Block: C, Banasree,

Rampura, Dhaka.

Manager: Imran

Phone: 01847425554

Email: banasree@twelvebd.com

[No Weekend]

### **5.MIRPUR-1**

Plot: 66, 66/1 (1<sup>st</sup> & 2<sup>nd</sup> Floor), Block: D, Chiriyakhana Road,  
Mirpur-2, Dhaka.

Manager: Emon

Phone: 018474255574

Email: mirpur@twelvebd.com

[No Weekend]

### **6.Mirpur-2**

Ground Floor, Ramjan Nesa Super Market  
Mirpue-12 Dhaka

Phone: 01810098411

Email: mirpur2@twelvebd.com

### **7.BASHUNDHARA**

Level: 01, Block: D, Shop: 05,  
Bashundhara City Shopping Complex, Dhaka.

Manager: Shakhwat

Phone: 01847425557

Email: bashundhara@twelvebd.com

### **15. WARI**

Golam Mustafa Garden, 17/A Rankin Street,  
Wari, Dhaka.

Manager: Sha nawez

Phone: 01847425558

Email: wari@twelvebd.com

#### **16. FENI**

51, Shahid Shahidullah Kaiser Sarak,

Feni Sadar, Feni.

Manager: Monju

Phone: 01847425559

Email: feni@twelvebd.com

[No Weekend] (Friday open after 10 .00 AM)

#### **17. MYMENSINGH**

No. 28, Mehdi Khan Shaheber Bari, Shehra Road,

Charpara, Mymensingh.

Manager: Tomal

Phone: 01847425560

Email: mymensingh@twelvebd.com

[Friday]

#### **18. SYLHET**

Kumarpara Duplex Building, Kotoali Sadar,

Kumarpara, Sylhet.

Manager: Noman

Phone: 01847425561

Email: sylhet@twelvebd.com

[Friday]

#### **19. TANGAIL**

Plot: 783, 784, 785, Zilla Sadar Road, Akur Takur Para,

Tangail Sadar, Tangail.

Phone: 01847425562

Email: tangail@twelvebd.com

[Friday]



## **20. BOGURA**

Ground Floor, Kafil Uddin Plaza, Joleshwaritola, Kalibari Mor,  
Bogura Sadar, Bagura.

Manager: Jibon

Phone: 01847425563

Email: [bogura@twelvebd.com](mailto:bogura@twelvebd.com)

|Friday|

## **21. CUMILLA EXPRESS**

QR Tower, Badurtola, Kandirpar,  
Cumilla Sadar, Cumilla.

Manager: Masudul

Phone: 01847425564

Email: [cumillaexpress@twelvebd.com](mailto:cumillaexpress@twelvebd.com)

|No Weekend|

## **7. CUMILLA**

M Ali Tower, Nazrul Avenue, Ranir Bazar Kandir Par,  
Cumilla Sadar, Cumilla.

Manager: Sobuj

Phone: 01847425565

Email: [cumilla@twelvebd.com](mailto:cumilla@twelvebd.com)

|No Weekend|

## **9. JESSORE**

H#704, Ground Floor, 78/D Mujib Sarak.  
Jessore.

Manager: Aslam

Phone: 01847425566

Email: jashore@twelvebd.com

|Friday|

#### **10. CHATTOGRAM**

Shop no-72 &73, Biponi Bitan, New Market Chattogram.

Manager: Abul Hasan

Phone: 01847425567

**Email: chattogram@twelvebd.com**

|Friday|

#### **11. NOAKHALI**

Holding NO-125, Khaleda Shopping Center, Town Hall Mor

Maizdee Court, Noakhali

Manager: Parvez

Phone:01847425568

Email: majjdee@twelvebd.com

|No Weekend|

#### **12. FENI-2**

Icon Khaza Tower, 54, Shohidullah Kaiser Sharak FEni Sador

Feni, Phone: 01847425536

Email: feni2@twelvebd.com

|No Weekend|

#### **13. Kushtia**

Holding # 4898, Mojompur, RA Khan Road, Thana Para

Kushtia Sadar, Kushtia

Phone: 01847425532

Email: kushtia@twelvebd.com

|Friday|

**14. BARISHAL**

Holding# 410, “Fyz Satalu Building” Police line Road

Barishal Sadar-8200, Barishal,

Manager: Shohel

Email: barishal@twelvebd.com

Phone:01847425569

|Monday|

**22. KHULNA**

Taibah Center, A-55 (East side of the Building)

Mazid Sarani, Sonadanga, Khulna sadar, Khulna

Phone: 01810098410

Email: khulna@twelvebd.com

**23. COX’S BAZAR**

Holding #76, Bongobondhu Sarak, Lal Dighir Par

Cox’s Bazar

Phone: 01847425534

Email: coxbazar@twelvebd.com

|Friday|

**24. HOBIGANJ**

Holding #3834, Commercial Area,

Hobiganj Sadar, Hobiganj

Phone: 01847425570

Email: hobiganj@twelvebd.com

|Saturday|

**25. Moulvibazar**

122 A.M saifur rahaman road, Moulvibazar sadar

Phone: 01995391438

**26. Sirajganj**

S.S Road Sirajganj sadar. A.B super market Opposites side

Phone: 01723658292

**27. Khulgaon**

Unity Cottage, Holding #918, Plot#C-566, Block-C Shaheed Baki Sarak, Khilgaon,Dhaka 1219

Phone-01810098419

Manager-Noman

**28. Mirpur-3**

Sony Square, Plot-1, Road-2, Block-D, Section-2 ,Mirpur

Phone-01810098456

**29. Tangail-2**

Kutub Manjil,Zilla Sadar road Ward #16, Tangail Sadar-1900, Tangail

Phone: 01810098450

Manager: Robin

**30. Satkhira**

Molla Tower, Abdul Kashem Road, Ward NO: 08

Stakhira sadar, satkhira

Phone: 01810098452

Manager: Asharaful

**31. Banasree-2**

South Banasree Block-M

Phone: 01810098459

**32. Cumilla-3**

QR Tower, Badurtola, Kandirpar,  
Cumilla Sadar, Cumilla.

**33. Shamoli ( Under Constriction)**

Shamoli Ring Road