

INTERNSHIP REPORT

ON

International Accessories Merchandising- A case study Based on Talon International Bangladesh
Ltd.

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International Accessories (Trims) Merchandising- A case study Based on Talon International
Bangladesh Ltd.

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Declaration

It is hereby declared that.

1. The internship report submitted is my original work while completing my MBA at BRAC University.
2. The report does not contain any material previously published or written by a third party, except where this is appropriately cited through full and accurate reference.
3. The report does not contain any material that has been accepted for any degree or diploma at other universities or institutions.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

27th August 2023,

To,

Dr. Ekramul Islam

Assistant Professor- BRAC Business School

BRAC University

Subject: Submission of Case study as part of Internship report.

Dear Sir,

I am pleased to be able to submit this case study named “International Accessories (Trims) Merchandising- A case study based on Talon International Bangladesh Ltd.”. I have prepared this report based on my regular office activities as a Merchandiser here at Talon International Bangladesh Ltd.

Working as a merchandiser has given me a lot of knowledge about the Trims business in Bangladesh and how international trims merchandising works in Bangladesh with international Brands like NEXT, GAP, KOHLER, AMERICAN EAGLE, TARGET USA and many more.

I tried my best to present my experience in this sector with the help of this report. I request you to kindly accept my internship report and oblige thereby. I will really admire and highly appreciate all your support in this regard.

Regards

Name: Samina Ahmad

ID: 21164008

BRAC Business School

BRAC University

NON-DISCLOSURE AGREEMENT

This agreement is made and entered into by and between Talon International Bangladesh Ltd and the undersigned student at BRAC University, Samina Ahmad (ID: 21164008), to eliminate the unlawful exposure of the organization's confidentiality.

ACKNOWLEDGEMENT

I would like to express my gratitude towards almighty Allah, my parents, My supervisor as well as my respected instructor for all the help and support I have received while preparing my Report on the title “International Accessories (Trims) Merchandising- A case study Based on Talon International Bangladesh ltd”. While I was preparing the report, I was fortunate enough to be provided with a lot of guidance and support from a lot of people and I appreciate the support I have received from each one of those people.

I want to express my gratitude to my professor, Dr. Ekramul Islam, Assistant Professor at the BRAC Business School, for his support, direction, suggestions, and insightful supervision. He was always there to offer advice, suggestions, and support. I also want to express my gratitude to my superior, Ms. Mahbuba Alam, Senior Merchandiser at Talon International Bangladesh Ltd., for her diligent oversight while I was preparing this report. I also value his wise counsel, encouragement, and deep comprehension.

Finally, I want to thank my parents, instructor, supervisor, and friends once again since without them, I wouldn't have been able to finish this report.

DISCLAIMER

In partial fulfillment of the requirements for my MBA program, I thus attest that I have written the internship report titled "International Accessories Merchandising- A Case Study Based on Talon International Bangladesh Ltd." and that I was duly endorsed for acceptance by BRAC University.

Samina Ahmad

ID: 21164008

EXECUTIVE SUMMERY

Talon International Bangladesh has a very strong foothold in the apparel industry all around the world. They are the first innovators of zipper in the market. Talon gradually developed their products and made itself a nominated trims supplier for many world-renowned brands like NEXT, Gap, Kohl's, Target USA, Ralph Lauren, Justice, American Eagle and many others. They have seen tremendous business growth over the years with the growth of RMG industry in the world. Garment is just a piece of fabric. It is trims that enhance the price of the fabric as well as trims make the fabric look exclusive and attracts people with required information and designs, intricate details, and fashion.

The people here at Talon Bangladesh are like a family. Talon believes that keeping a good relationship between employees is the responsibility of the management. The core values of the company are built around integrity, teamwork, respect and most importantly truthfulness.

I have prepared this report as part of my MBA degree completion program. This has given me a lot more information to learn about the organization and the market itself. I have used my daily work as primary data and a few different websites as my secondary data for preparation of the report. While preparing this report I faced some constraints such as time constraints, information constraints, non-disclosure agreements with the organization which is why I am unable to share a few information which could have added to the richness of the report.

Talon's history dates back in 1893. From then till 2023 they have made a lot of progress in their products and managed to be the nominated supplier for various brands. It has head office in USA. They also have significant business in Bangladesh, India, Vietnam, China, Hongkong and a few other locations.

As Talon is a supplier of all types of trims products it has goods reach to customers. Any types of trims required, Talon can supply it. They have a wide range of Trims selection to choose from. Even though they face high competition in the business market, Talon is doing its best to fight off competitors and keep the market. They are doing this by maintaining a good relationship with customers, getting nominations from brands, and achieving certifications.

Talon is also working on sustainability of the products and environments so that the raw materials they use do not harm the user or environment. They are only one of the few companies with FSC and Oeko-Tex certificate.

Here I have tried to show the business situation of trims in Bangladesh with the help of PESTLE analysis as well as Porter's five forces model. The competition in the industry is fierce. But due to the set-up cost being very high it is not very easy for new entrance to enter the market easily. But it is also a matter of fact that the customers hold a lot of power as there are more customers than suppliers of Trims. Collection of Raw materials is another major problem for trims suppliers in Bangladesh.

The political environment in Bangladesh is relatively stable and good for business which is why the RMG sector business is growing more rapidly. As now a days the government is environmental concern, they have taken initiative to make sure the environment is not very much harmed with pollution. The social and economic environment in Bangladesh is stable for business but the companies must maintain all the rules and regulations given by the government. The Law in Bangladesh is quite strong when it comes to maintaining law and order.

Currently all the marketing activities online are done in the USA. Besides this Talon Bangladesh increases sales by keeping client relationships, attending seminars, networking events, sustainability practices as well as personal selling.

Currently there are 7 department in Talon Bangladesh office which are maintaining the entire business for Bangladesh for Talon. Based on the increasing business activity this number is very small. The company is planning on recruiting new staff.

Being a nominated supplier is a great strength for Talon. Besides that they have strong support structure and excellent product development and sales team. There is a lot of investment in RMG sector which talon is pursuing as an opportunity to be nominated supplier of more new and emerging brands. Even though lots of competition, open nominations, high lead time, complex management structure creates difficulties for talon Bangladesh, if they can keep on fighting with competition and earning market share, nomination, and certification they can certainly keep their best foot in the market.

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INTRODUCTION

Talon International is a Supplier of Zippers and trims products for a huge variety of international brands in different countries of the world. They have a wide range and variety of Trims products to offer to their customers. It is a multinational company which has branches on different countries of the world.

Currently the company is running a very successful business and has a very powerful business presence. It works with a lot of companies and works as a nominated supplier of trims and accessories used in garments such as zippers, Trims (Woven label, Overrider, hangtag, Cotton label, elastic label, care label, heat patch), stretch technology products as well as fasteners.

Talon international thrives to provide the best services to customers each day and leaves no stone unturned to make sure that it happens. They have happy customers all over the world who get the required support from them whenever they need it.

Talon International has strict guidelines for quality control and on time delivery of trims products. The main objective of the company is to provide the best possible service to its customers, so they come back to Talon repeatedly. They emphasize timely communication with the customers and managing the production schedule on time as they plan to not only serve the customers with on time delivery, but they want to delight them.

In Bangladesh Trims accessories market Talon International Bangladesh is a big player. They are the nominated Trims suppliers of many Renowned Brands such as NEXT, AMERICAN EAGLE, HARD YAKKA, KINGEE, RELPH LAUREN, TARGET USA, WWG, GAP and KOHLER.

Working as a merchandiser here at talon helped me understand a lot on how the industry works and the most important aspects in business. As we are working in trims accessories merchandising there are a few things that we must keep in mind. Quality of the raw materials is an important factor when it comes to the accessories business. The Trims and accessories we sell are used in international clothing and to provide the proper quality of Trims and accessories we have specific suppliers from whom we collect our Raw materials.

Keeping enough raw materials stock is another important aspect in production management. There are times when the business is fast growing, and we get a lot of orders from the customers. Again, there are times when we get less orders. It depends on the market.

Here in this report, I will try to explain how the company Talon International Bangladesh manages its business in the sector, manages its marketing practices, production, and operation as well as challenges faced by the company. Besides that, I will try to explain about the industry in which talon is doing its business and the size and importance of this industry as well. I will also try to explain the business market using the PESTAL analysis and Porters 5 forces model based on the situation in Bangladesh.

Tagline of Talon International. Ltd.

The Tagline of Talon International Ltd is as below:

Every. Detail. Matters.

Mission of Talon International

The Mission of Talon International is to establish the industry standard for inexpensive and environmentally friendly trims, zippers, packaging, and stretch technology for anyone wishing to advance their brand.

Vision of Talon International.

The Visions of Talon International are as follows:

1. Examine the brand history
2. Identify things that might complement the customer's collection.
3. Recognize the customers' goals and objectives.
4. Make use of our in-depth understanding of the fashion business
5. Determine possible answers
6. Examine items' principal benefits
7. Come up with cutting-edge design ideas
8. Improve current layouts and supplies
9. Examine premium goods offered at competitive pricing.
10. Check to see if the concepts can satisfy the clients.
11. Obtain client endorsement and complete offerings
12. Begin the production and sampling processes

Core Values of Talon International.

The engrained concepts that operate as the cornerstones of a company's culture are known as its core values. An organization's core values are the essential ideals and goals that guide their actions. A repeatable, scalable system is facilitated by core beliefs. They empower individuals within your firm to make wise choices on their own by only applying values to fresh problems that arise. Your organization's culture will enable individual progress and eliminate bottlenecks.

Just like any other organization, Talon International also has some core values instated within the heart of the organization. These core values are as follow:

1. **Integrity:** Talon believes every individual who works at talon will show 100% integrity towards their work ethics and will not make any exception with proper service to customer no matter what happens.
2. **Accountability:** Talon Employees are accountable for their work to the senior management of the organization. If in case any employee makes any mistake that employee must answer the reason and corrective action plan to the management of the organization.
3. **Teamwork:** The organization believes in teamwork and arranges yearly tour and team lunch and dinner occasionally, to enhance the team bonding between the employees of the organization.
4. **Respect:** Here at talon every employee shows respect towards each other and bonds like a family.
5. **Honesty:** Talon Believes honesty is the best policy no matter what. No matter what happens Talon will never take the help of any kind of untruthful statement just to get out of a problem.

Here at Talon International Bangladesh the company treats every employee as part of their family member and shares a great bond with each other. They believe that if the employees are happy, they will give their best effort towards their work. At Talon Bangladesh office they have created such an environment that makes the employees here believe that the company is looking after their needs and cares for the people of the company.

As a number of people work here at Talon it is not always easy to maintain good relations within each department but the management of Talon Bangladesh makes sure no argument between two departments goes beyond a certain level and takes necessary attempts to solve the problems as quickly as possible.

The Purpose behind the case study report:

This case study-based internship report entitled “ International Accessories (Trims) Merchandising- A case study Based on Talon International Bangladesh Ltd.” as part of the degree completion process for the MBA program under BRAC Business School. As I am currently working at Talon International Bangladesh, I grabbed the opportunity to learn a lot about the business in details for the purpose of writing the report which I wouldn't have been able to know if I haven't been doing this report.

The original reason of this report is to get an in-depth knowledge on the trims accessories business in Bangladesh, the challenges faced by the companies which operate within the market, how Talon international Bangladesh runs its Trims business, SWOT analysis of Talon international Bangladesh, Operational process of Talon International Bangladesh, Challenges faced by the company and Recommendation on how to overcome those problems in the future years.

As an MBA student along with a Merchandiser at Talon International Bangladesh this report will have a great impact on my career as I get to know these things in a lot more detailed manner which will not only enhance my knowledge but also help me take important decision in the future in a timely manner.

Origin Of the Report:

As part of my MBA degree completion, I am required to submit this report as part of my internship program. My supervisor has given me a lot of support in the making of this report and I did the best I could do from my end.

Scope of the Report:

In this report I have tried to give a clear overview of Talon International Bangladesh Operation procedure and how they handle the overall business. Besides this I tried to show how the industry works, challenges face by companies. I have tried to provide a brief history of the organization, the products and services provided, Customers, Organization structure, Culture, Values, achievements as well as the future goals of the organization.

Background of the report:

The MBA program's internship component is essential. A business student cannot become proficient and effective in addressing a real-world business scenario solely through theoretical classes. If it cannot be used practically, even a great deal of theoretical information is going to be of little assistance. So I need to put my knowledge into practice in order to reap the rewards of my theoretical understanding to make it more profound.

Methodology

This provides an overview of the case study's design and methodology, as well as the justification for the methodologies and techniques that were selected. To create a presentable, useful, and expressive paper, I employed both primary and secondary materials.

Data Collection Method:

I have used both primary and secondary materials for this report preparation. Besides that I have also used my seniors experience and my own work experience.

Primary Data Collection:

I have used the organizational book with organizational history and some product information along with our own recorded data for different brands and our internal known procedure in different departments of the organization.

Secondary Data Collection:

Additional information about the business and industry has been gathered from a variety of books, journals, newspapers, and periodicals. In addition, I looked through several yearly reports, websites, and other sources to get quality information for my report.



i) Observation: Throughout my report and official work, I extensively watched and observed my coworkers, superiors, supervisors, and all other employees. and I found that to be the most reliable source for information.

ii) Conversation: I discussed the company with my coworkers and local acquaintances. I scheduled a meeting with them during their spare time, either before or after work, because I wanted to ensure that they could completely communicate with me and provide accurate information without being inconvenienced. Also, as I am working there some information's were already there for me.

iii) Internet surfing: I found some material there and several ready reports that assisted me in learning in-depth information about the sector.

Limitations:

While working on this report there were some limitations that I faced. The limitations are as follows:

- Time constraints have been one of the most problematic limitations while preparing this report. As I am a current job holder at the company and there is a lot of work pressure it has been tough for me to complete the report after doing regular office work.
- Information constraint: There are some information that are confidential and as part of non-disclosure agreements signed at the time of joining, I am not allowed to share some information but if I was able to add that information my report would have been better. Besides that, there is less information on the exact industry the company is working on which made it difficult to make the report more informative and consistent with the current time.

OBJECTIVES OF THE REPORT:

Broad Objective:

The broad objective of this report is to use my knowledge in marketing as a marketing major and identify how the company I am working for its marketing activities along with problems facing as a nominated supplier for some well-known fashion brands. Besides that, with the help of this report I tried to understand the business market In which Talon is currently working and know how it works.

Specific Objectives:

- To know about the Trims Business in Bangladesh
- To understand how the business works in Bangladesh.
- To understand the industry using PESTAL and Porters 5 forces model
- To understand how Talon International Bangladesh operates their business.
- To understand the marketing practices of Talon international Bangladesh.
- To find out the SWOT of Talon International.
- To Find out a solution on how to properly address the problems being faced by the company.

CHAPTER 1

Organizational Overview

Talon International Inc

Overview of Talon International.

Talon International, sometimes known as Talon International, Inc., is a publicly traded business that focuses on creating, manufacturing, and marketing zippers, trimmings, labels, and other fastening options for the market for fashionable clothes. Talon International is renowned for its knowledge in zipper technology and has long been a significant player in the market.

The Talon brand and zipper were created by the zipper's inventor in the late 1800s, and they have been one of the most recognizable premium brands in the apparel business for generations over the 20th and 21st centuries. Talon's dedication to producing excellent goods has remained a key focus, despite possible changes in corporate ownership.

Talon serves as a significant supplier of premium apparel accessories to almost all of the world's largest retailers, including companies like Wal-Mart, J.C. Penney, Kohls, Gerber, Sears, Babies-R-U's, American Eagle, Express, Victoria Secret, Polo, Ralph Lauren, NEXT, Juicy Couture, BCBG, Chicos, and many others.

With regional offices in Ohio, New York, North Carolina, Texas, Hong-Kong, Shenzhun, Shanghai, Taipei, India, and Bangladesh, Talons' corporate headquarters are in Woodland Hills, California (part of the greater Los Angeles area). With carefully chosen Asian manufacturing partners, Talon jointly manufactures its products. Together with Talon, these manufacturing partners create the best goods possible in compliance with the demands of Talon's clients.

A full structures of quality control and inspection engineers, regional compliance teams, and brand integrity agreements are all incorporated into Talon manufacturing operations to ensure that the factories strictly adhere to established manufacturing methodologies, material controls, production processes, and inspection and testing specifications. Talon prioritizes the quality and safety of its products above all other production concerns, and it stands by this commitment by making significant investments in quality and compliance management across all of its manufacturing facilities and corporate infrastructure.

Talons extensive network of high-caliber production plants and full vertical administration of all supply chain aspects within these subsidiary facilities give Talon the capacity and versatility to serve our consumers at the most affordable local level while continuing while maintaining the highest standards of compliance and control, providing superior products as well as quick and flexible delivery schedules.

According to Talon, design is all about the little things. Talon is dedicated to driving the garment industry forward with cutting-edge design solutions that balance form and practicality with innovation, from trimmings and tags to zippers, buttons, and that slight stretch in your collar. Talon International approaches every design project with a collaborative mindset, seeing their customers as collaborators in the development of entirely distinctive products for a wide range of designs and goods. Talon International takes pride in their commitment to customer satisfaction, high-quality goods, and prompt delivery.

Talon International's top objective is to create exceptional customer experiences, and this is achieved through responsive worldwide sales, product development, and completely integrated distribution networks. Talon can provide unmatched value and agility for their customers because of its "hands-on" approach, established senior industry ties, talented creative services team, and end-to-end solutions.

History of Talon International:

Talon International Has a rich history in the business arena. It has a century old history of greatness and amazing products. A brief history of Talon International is shared below:

Year 1893:

In the glorious year 1893 Whitcomb Judson was awarded a US patent for his creation of the clasp locker, which served as a forerunner of the current zipper.

Year 1894

Harry Earle, Whitcomb Judson, and Colonel Lewis Walker formed the Universal Fastener Company in the year 1894.

Year 1904

Universal Fastener company changes its name to automatic hook and eye company

Year 1905

Whitcomb Judson created an enhanced c-curity fastener.

Year 1906

The automatic hook and eye firm welcomes Gideon Sundback .

Year 1913

The year 1913 brought some significant changes within the company. In this year Automatic Hook and eye company reveals their latest innovation ‘The Hookless Fastner #2’. This was invented by Sundback and this is the same as modern design of Zipper and this is the first successful one. Besides this Automatic Hook and eye company changes its name to Hookless Fastener company.

Year 1917

On the year 1917 the US Patent granted to Sundback for the separable fastener.

Year 1918

Hookless Military products including life preservers, sleeping bags, flying jackets for aviators, and money belts for sailors help fasteners gain popularity in the year 1918.

Year 1919

The year 1919 is another significant year when it comes to innovation. Sundback creates a machine that uses wire with a Y-shaped cross section to produce hookless fasteners with little scraping.

Year 1923

Rubber boots from B.F. Goodrich with hookless fasteners in the closing start being sold under the brand "zipper" The concept of a zipper enters the English language as a general phrase for hookless fasteners in 1925 when B.F. Goodrich trademarks the name for its brand of boots.

Year 1928

The company hookless fasteners renamed as Talon Incorporated

Year 1928-1941

Talon basically Creates the zipper business by persuading the creators of different consumer goods to include the new zipped fasteners into their designs. Every new item that uses zippers in place of buttons or snaps, such as children's leggings, dresses, and men's pants, is a success.

Year 1941-1945

Tents, slipping bags, and the fabled A-1 leather bomber jacket are just a few of the good examples that the US military proudly uses zippers made by Talon in.

Year 1954

Talon zippers started to get used in the production of the first pair of blue jeans with a fly zipper in the year 1954.

Year 1960

In the year 1960 Talon Introduced the low-profile zephyr nylon coil zipper.

Year 1969

1969 was the glorified year when Neil Armstrong and Buzz Aldrin walked on the moon in spacesuits with special airtight talon zippers in the main opening.

Year 2001

In the year 2001 Tag-it Pacific acquires the Talon Zipper Brand

Year 2007

Tag-it pacific officially changes its name to Talon international Inc.

Year 2016

With the development of Tekfit stretch technology and the finest in class trimmings, zippers, and tags, Talon remained at the forefront of garment technology. We at Talon think that finding solutions and solving problems are essential to maintaining and expanding a business.

Year 2018

In the year 2018 to create its oxo-biodegradable plastic bags, Talon collaborated with a Japanese technology firm. The US patent number for this innovation is 6,482,872. There are already more than 20 nations where oxo-biodegradable plastic additives are available for purchase. Applications for oxo-biodegradable plastics include balloons for events, diapers and wipes covers for agriculture, and medical masks.

Year 2019

Talon presented the Zip character. The zippers of the future. a complicated yet effective method for customers to demonstrate devotion to a business. A brand-new idea that allows children to display their fondness for animated characters, sports fanatics to revel in their passions, and fashionistas to show off their jewelry. And that is only the start... The Character Zip's unique design makes it simple to use. The conventional zipper pull has been supplanted with an intuitively designed mechanism that performs differently from a typical zipper while yet meeting all strength and compliance criteria. Think about your favorite member of the Disney Avengers, a well-known emoji, a star jersey from the NFL Draft, or your company's emblem. The options are limitless.

Year 2020

In that year 2020 talon launches PPE for safety of people. For over 125 years, Talon has supplied the fashion industry with trims, zippers, and other related products,” said Larry Dyne, CEO of Talon, In the year 2020 the world has very different needs. He also said he is proud of the team at Talon for taking on the challenge of redirecting all their efforts to supplying different countries and local communities with safety equipment that will save lives. This team is passionate about being able to help the whole world in this effort. Our entire supply chain is mobilized and ready to meet this global challenge. Talon Used its 125 yrs. of expertise in managing supply chains and global logistics will aid this effort.”

Products supplied by Talon International

Talon offers a wide range of products to choose from for its customers. They sell many different types of products. Below is a list of different products talon offers.

1. Zippers
2. Trims
3. Packaging
4. Adjustec
5. Bonding

The details of these products are shared below in detail.

Zippers:

Talon has its customers covered whether the brand is high fashion or sports. The possibilities are unlimited; Talon specializes in ready-to-wear, outerwear, purses, and even luggage. Talon, the inventor of zippers, puts metal, coil, or molded plastic zippers through careful testing to guarantee the best quality. The best thing is that Talon staff will collaborate with consumers to design unique finishes and arrangements that reflect their aesthetic preferences.

There are a wide range of Zippers that talon supplies to its customers. The list is shared below.

Coil Zippers:

From invisible coil zippers that blend into dress seams to the enormous, obvious coils on duffel bags, coil zippers can be created in a variety of sizes and designs. Coil zippers are fantastic for trendy appearances, from evening wear to day dresses, because the tape may be colored precisely to match the shade of the fabric itself on garments. Furthermore, the strongest zipper structure, regardless of size, is coil. The continuous coil's tightly packed components and special capacity to "self-heal" in the event of an accidentally opened slider are what give it its strength. Coil zippers are a fantastic option for heavy objects like backpacks, handbags, and luggage because of all these features.

Talon Produces 7 types of Coil Zipper

- **Light Weight Coil Zippers:** The use of shelled textiles results in well-crafted zippers that exhibit a lightweight, contemporary feel to them. The unique lightweight design allows this tape, which is significantly thinner than the typical zipper tape, to nearly mold the clothing itself. By doing this, the zipper is guaranteed to follow the shapes and curves of lightweight garments.

- **Reverse coil zips with pattern tape and Rubberized slider:** Reverse coil zippers with pattern tape and rubberized sliders are a remarkable combination; many brands choose them to make a subtle yet fashionable statement for their clothing because of the range of materials, textures, and colors available. The rubberized slider and textured print pattern will give your brand's most recent collection a contemporary yet practical look.
- **Water Resistant Reflective Tape Zipper:** Light is brightly reflected to the source by a reverse coil with reflecting coated tape. The reflective strip on the clothing will produce a strong contrast between lighting and non-illumination, protecting the pedestrian safely while jogging or using a bike in the nighttime.
- **Water Resistant Rubber Tube Coil Zipper:** Modern "rubber tube" coil zippers have a unique water-resistant coating that gives them the fashionable, simple aesthetic of smooth, soft-to-touch tape. These zippers are perfect for clothing designed for vigorous pursuits like hiking and other outdoor activities. The long-lasting matte tape coating provides complete water resistance as well as a modest light reflectance.
- **Water Resistant Matte Coil Zipper:** Since water won't be able to penetrate hydrophobic coil zippers, they are waterproof. The area will remain dry and warm internally as a result. A great match for wetsuits for surfing, heavy coats for skiing, and many other outfits.
- **Carbon Fiber Zipper:** These zippers are a great choice for a lightweight tape since they have a particular film coating that is made to seem high-tech like carbon fiber composite components. Perfect option for ultra-trendy sporting or athleisure brands. For a unified appearance, sliders have a carbon fiber design that matches.
- **Invisible Zippers:** The most significant aspect of your clothing may be its smallest component. In this situation, concealed zippers are useful. Small parts of the zippers are built and created to fit the unique garment's curves and features. Additionally, the zipper won't be visible to the unaided eye. While avoiding the spotlight, these zippers are in fact the show's true star.

Metal Zipper:

Metal zippers provide a sleek, reliable, and tactile design. Genuine metal components have a rich feel that adds value and a subtle sheen to every clothing. Brass alloys that are strong and tarnish-resistant are used to make all metal zippers. To match the brand's aesthetic, a variety of metal finishes are available for these zippers. Additionally, designers can realize their ideas because there are several tape and slider combinations available.

Talon provides 2 types of Metal Zippers.

- **Normal Metal Zippers:** constructed and polished. Genuine metal components with a rich feel give every clothing a slight sheen. Brass metals that are strong and tarnish-proof are used to make zippers. These are available in a wide range of metallic finishes to match the brand's aesthetic.
- **Lusso Metal Zippers:** Italian for "luxury," "lusso," these zippers scream elegance and wealth. The most expensive choice, perfect for luxury and high-fashion firms that only want the best for their clothing.

Plastic Zippers:

For clothing where the zipper serves as a design element, plastic sculpted toothed zippers are a fantastic alternative. Our many tooth shapes—from winged to triangle—are a genuinely distinctive component and strategy for amusing clothing. These teeth can also be found in a wide range of imitation metal finishes, giving them a posh appearance. Any business will have countless alternatives to customize the cheeriest zippers with these teeth between clashing colors and blending in.

Talon provides 6 types of plastic zippers.

- **Lightweight Zippers:** Talon used shell textiles in the painstaking design of these zippers to give them a light, contemporary feel. The unique lightweight design allows this tape, which is significantly thinner than the typical zipper tape, to nearly mold to the fabric itself. By doing this, the zipper is guaranteed to follow the shapes and curves of lightweight garments.
- **Dynamic teeth Zipper:** The teeth of these plastic zippers are slightly slanted. These teeth's modern design gives them a vibrant, on-trend appearance that paves the way for interesting accents in today's casual and sporty clothing.

- **Soft Tape Zipper:** All-polyester plastic-molded zippered with soft adhesives are available. These remarkable tapes mimic the feel of lightweight cotton tapes while still being extremely durable.
- **Square teeth Zipper:** The square-shaped plastic teeth are precisely what they sound like. A one-of-a-kind accent item with a creative and contemporary shape gives a space a luxurious and exclusive look. Customers will swarm to any clothing with these distinctive zippers. Square toothed zippers will advance fashion and elevate garments to a new level.
- **Water Resistant Zipper:** Plastic zippers that are water resistant are hydrophobic, which means that water cannot bind to the zippers. The area will remain dry and warm internally as a result. Ideal companion for wetsuits for surfing, heavy coats for skiing, and numerous other outfits.
- **Triangle Teeth Zipper:** Triangle-shaped teeth made of plastic are precisely what they sound like. A one-of-a-kind accent item with a creative and contemporary shape gives a space a luxurious and exclusive look. Customers will swarm to any clothing with these distinctive zippers. Triangle teeth zippers are stylish, fun, and will elevate apparel to a new level.
- **Vintage Zipper:** The original and genuine blue jean zipper was first made available to the public in the 1920s, giving rise to the renowned antique zippers! Despite numerous copies on the marketplace, we developed the most popular and well-known zipper you are familiar with today. Unfortunately, these knockoffs are ignorant of Talon's construction method, the Molded Wire Scoop. Talon created a custom shaped wire that promotes stronger strength, smoother lines, and better operation in place of scooping stamped from flat wire. Our metal has a high copper content to endure frequent cleaning and heavy use. Metal is not only perfect for denim, but its toughness also goes well with luggage, outerwear, work clothes, and industrial equipment.

Workwear Zippers:

For those who prefer to work hard and get their hands dirty, the Talon Work Zip is the zipper for them. Steel, stone, concrete, and hardwood. Every day, laborers come into encounter with these surfaces; in such a demanding setting, your brand's customers depend on their clothing for comfort and protection. Talon completely met this challenge by developing the first range of metal zippers created with workwear uses in mind. These zippers, which have undergone extensive testing, promise to deliver excellent performance. Sizes #45, #5, #8, and #10 are offered.

Talon provides two types of Workwear zippers.

- **Normal Workwear zippers:** These zippers of the diligent worker. Steel, stone, concrete, and hardwood. Every day, employees come into touch with these surfaces; in such a demanding setting, employees depend on their work attire for coverage and comfort. Talon created a series of metal zippers with occupational uses in mind to successfully handle this challenge. These zippers have undergone extensive testing to ensure great performance.
- **Flame Resistant Zipper:** To keep workers safe in the middle of commotion, specialty metal zippers include flame resistant tape. FR zippers are UL approved as complying with NFPA 2112, "The Standard." on Fire Resistance Clothing for Security of Workplace Personnel Against Flash Fire," which is a standard set by the National Fire Protection Association. This product line produces secure clothing for workwear, public services, the service sector, and other markets that demand high levels of security.
- **Kidzip:**

Talon prioritizes safety, especially for young children. KidZips are made to be sturdy and lessen the risk of choking from the small zipper pieces! The Talon KidsZip is also up to date with all dangerous substance requirements.

- **Character Zipper:**

The industry of zippers has never seen anything like Talon's Character Zip. The zipper's creators used cutting edge technologies in the creation of this incredibly unusual product. The Character Zip is cutting edge because it gives customers a sophisticated and effective way to show their brand devotion. Fantastic for allowing children to showcase their most beloved animated characters and for sports lovers to indulge in their passions in a novel way. Zipper that bling up for all to see! The Character Zip's proprietary design makes it simple to use, which is its strongest feature. An developed high-quality mechanism that satisfies every one of the durability and compliance standards has been designed to replace the conventional zipper.

- **Specialty Zippers:**

Talon provides customized zippers for particular uses, such Foot Zips and Bag Zips, ensuring that each product works effectively in high-stress situations. These accessories will have the longest possible duration of life thanks to the greater durability of these zippers, which will withstand anything from the abuse of footwear to overstuffed bags. Several dimensions, finishes, and tape shades are offered.

Talon Provides 3 types of specialty zipper to its customers.

- **Bag Zippers:** For purses, tote bags, and all other types of bags, zippers have a special slider. Modern fasteners that have been designed to glide smoothly for the convenience of customers.
- **Foot Zippers:** Especially made to meet the strict specifications of foot applications. manufactured to last the full shoe's lifetime. For the user's comfort, heavy-duty slider for FZ zippers offer security and strength. The chain durability of metal FZ zippers is increased by a tape weaving and metal tooth design. Sliders made specifically for coils FZ zippers will stop the teeth from distorting. Say good-bye to any separation since premium sewing threads make the coil teeth's connection to the zipper tape tighter and stronger. The weaving of the zipper tape extends the lifespan of the zipper by reducing abrasive wear.
- **Soleil Zipper:** With ultraviolet (UV) defense for unmatched effectiveness under even the most extreme maritime circumstances, Talon Soleil Zippers revolutionize durability in the field of marine equipment. Their resistance is increased by the inclusion of UV protection, which provides protection from the sun's harmful rays and guarantees longevity in harsh settings.

Trims

Besides zippers, Talon produces a wide range of Trims products to its customers. For the top apparel manufacturers, Talon International proved the first to implement sophisticated trim programs. We provide specialty drawcords, labels, buttons, and paper marketing. As all our trimmings are made-to-order, Talon makes sure to coordinate with our customers. The company will be the major emphasis of our approach at every stage. These accent items, whether hangtags or buckles, will effectively define your brand's personality through color, polish, and size. Leave it to our international team of specialists, who assure you that they will offer a flawless solution for all your design demands.

Before going in depth in the trims business let's first look at what is trims and its importance in RMG sector.

What are Trims?

As an equivalent for fabric, trims are a simple way to designate the unprocessed product used in clothing production. They aid in the assembly of the garment and are affixed directly to it. They give the clothing a stylistic component. The remaining items used in clothing that are not textiles and trims are referred to as accessories. A few examples of Trim materials include threads that are running buttons and the lining, interlining, zips, tags, maintenance tags, interlining, elastic, etc. Trim is a term that has applications in both fashion as well as clothing and is the same for both. In the fashion industry, trimmings are just as significant as clothing. Trims are the only additional component to fabric that we need to create cloth.

Trims are defined as material elements other than the garment's primary fabric. Trims are applied as an embellishment to a garment to improve its aesthetics or utility. While functional trims, like as buttons, labels, edge finishes, etc., have a functional role in the garment, decorative trims, such as embroidery, screen printing, appliqués, etc. improve the visual appeal of the garment.

Importance of Trims in RMG sector:

Trims are typically employed to improve a garment's hanger appeal, differentiate a product, or fit with a collection's theme or fashion trend. For ease of handling and application, trims are frequently placed before garment assembly, but their location or phase of placement depends on the garment's design requirements. They might be included in the garment structurally or just on the surface.

Many different types of trims and accessories are used while finishing a product in the Garments line. Below is a list of different trims and their importance in garments finishing.

Labels:

It is impossible to sell clothing without utilizing labels of one form or another, especially when exporting clothing. Labels refer to a material used in clothing on which some important details are written, such as the garment's size, what kind of fiber it is made of, how to care for it, where it was made, its manufacturer, its brand name, etc. Typically, labels are sewed onto clothing. Labels are used in clothing of all price ranges. Expensive labels are utilized in clothing of high price.

Zipper:

Chain or zippers is a crucial component of clothing embellishments, especially in the creation of pants, jackets, and skirts. Certain elements of clothing can be opened and closed using zippers. It is a utilitarian part of a garment that is also occasionally utilized to enhance its appearance. To close the open areas of a garment, two rows with identical features, such as teathed or spiraling rows made of metal or plastic, are positioned on narrower tapes, and joined with sliders. By properly sewing, the two narrow tapes are fastened to the garment's two edges.

Buttons:

Almost all styles of clothing need buttons, which are an essential finishing touch. It can be utilized in clothing either as a utilitarian or ornamental element, or it can serve both purposes simultaneously. Natural materials like bone, wood, pearl, and others are used to create buttons. However, the cost and availability of buttons created from these substances are both high. Buttons made of artificial (man-made) materials, such polyester, nylon, acrylic, metal, etc., are relatively inexpensive and simple to find.

Hook and loop fastening:

This unique kind of trimming can be utilized in place of a chain or button. On one nylon tape, the loops are set in lines, and the attachment points are set in pairs on another nylon tape. The hooks are relatively powerful. When a hook set tape is firmly applied to the loop set tape, the two tapes become linked and can't be separated by pulling them in opposite directions, but they can be readily detached by drawing them up.

Besides these there are some other types of Trims used in RMG sector to make the finishing garments better looking. Without these trims the garments may only look like fabric but with trims it looks so much better looking like a sleek and elegant product.

Talon International also supplies different types of Trims products for its customers. The trims talon supplies are below:

- Paper Trims
- Labels
- Hardware
- Heat Transfer
- Tapes and Draw cords.
- Patches

Paper Trims:

Paper trims are a crucial component of brand identity because they are often the first things a buyer will touch and are essential for generating consumer appeal for your brand. Talon manufactures a wide range of paper advertising in our cutting-edge, global printing facilities. High-definition graphics, clear colors, and a variety of special effects, including metallic inks, foil, gorgeous finishes, and die-cutting to produce one-of-a-kind forms, will be present on your hangtags, pocket flashers, jokers, and more.

Talon currently supplies 5 types of Paper Trims. They are discussed below in short.

- **Hangtags:** Hangtags are a unique type of paper advertising that is hung from the clothing to display the genuine beauty of the brand. They typically contain the brand name. can be constructed in a variety of ways using a range of materials.
- **Pocket Flashers:** a unique paper marketing technique that is typically tucked inside a pocket of clothing. Used to create a visual impression using colors and graphics; may contain details about the brand's vision, the inspiration for new collection, and more.
- **Joker Tags:** Also known as overrider joker tags are a type of folded paper advertisement worn around the waist of clothing. Various designs and styles, including historical and contemporary.
- **Shirt Tag:** It is a type of Paper advertising that appears folded over into a pocket or attached to a button. may have additional buttons. usually includes the brand name and represents the brand's style. can be produced using several textures.
- **Size Strips:** Size strips are a strip of adhesive used to identify the measurements and fit of garments.

Labels:

Labels are crucial for brand recognition because they give consumers an easy method to keep your name in mind. There are several alternatives from Talon, including woven, imprinted, and even eco-friendly products. Our exquisitely crafted labels will be the ideal finishing touch for your collection.

Talon Provider three types of labels for its customers.

- Printed Label
- Woven Label
- Specialty Label

- **Printed Label:** contains details about the apparel inside the item, such as size, brand, and care instructions. The ink used to display information may have any color. There are several sizes available for labels.
- **Woven Label:** contains details about the apparel inside the item, such as size, brand, and care instructions. Various threads are used to weave words, pictures, and textures to display information. There are several sizes available for labels.
- **Specialty Label:** labels with distinctive elements, such layering and distinctive embellishments. Other options available include eco-friendly labels manufactured from plastic bottles and bamboo yarns.

Hardware Items:

Every time clients wear any brand, they will notice the hardware, which is a crucial component of clothing. With your brand's concept in mind, Talon can design the most inventive hardware parts. Our broad collection features innovation that will draw consumers to your brand, from bright metallic finishes to enameled covers and everything in between.

Currently Talon provides 10 types of Hardware items.

- Rivets
- Sew on Buttons
- Snaps
- Tack buttons
- Metal plates
- Toggle
- Stopper
- Pins
- Buckle
- Eyelet and Grommets

- **Rivets:** A nail and a cap are two little pieces of hardware required to secure layers of material together. can be artistically created to reflect the brand's mission.
- **Sew on Buttons:** Buttons attached by sewing to a variety of garments. come in a variety of designs, from plastics to pearl. Style, size, and the number of holes are just a few of the many possibilities available.
- **Snaps:** An effective fastener option that is adaptable to a range of dimensions, finishes, and designs, perfect for shirts and jeans.
- **Tack Buttons:** Tacks, which come in cap and diecast varieties, are simple button closures made of a support, socket, and nail. There are countless design options, including a variety of substances, appearances, dimensions, and even shapes.
- **Metal Plates:** Diecast personalized plates that were created with the company's image in mind.
- **Toggle:** An useful piece of hardware attached to the drawcord's end to help it compress and stay in place. can be made to fit the brand's aesthetic by being aesthetically appealing.
- **Stopper:** A stopper, albeit just like a toggle, secures the drawcord in place. Leather may also be used in the creation of this product.
- **Pins:** Typically constructed of metal, safety pins are used to fasten a hangtag to a garment. There are numerous possible finishes and styles.
- **Buckles:** Belts and straps are fastened with metal and plastic hardware. can be altered to improve a brand's look using straightforward or complex patterns, shapes, and finishes. The two available styles are pronged and slider.
- **Eyelet and grommets:** A component of hardware that prevents clothing from fraying around holes is usually used to provide a passageway for a drawcord, but it also makes an attractive decoration element on its own. comes in a range of finishes, such as metal, rubber, or enamel.

Heat Transfer:

Talon's heat transfers are simply aesthetically beautiful, long-lasting, affordable, and cost-effective. These trims are ideal if you want to achieve a sleek, contemporary design. Our thermal transfers will convey the modern essence of your brand.

Talon Provides 5 types of heat transfer for their customers.

- Rhinestone
 - Printed
 - Silicone
 - Reflective
 - Flocking
-
- **Rhinestone:** Heat-resistant plastic or metal accents grouped into personalized inscriptions or emblems. can be processed to produce a range of hues.
 - **Printed:** An ink which can be used for flat printing. can be built with any hue and modified with phrases or logos. Shiny and matte designs are available.
 - **Silicone:** Ink with a silicone base that can be used on clothing. will provide a spongy, raised graphic transfer.
 - **Reflective:** Tiny reflecting beads shaped into logos or other designs. After application, it will brightly reflect back.
 - **Flocking:** A raised, suede-like feel. Soft to the touch, fluffy, and matte.

Tapes and Draw Cords:

The most significant effects will always come from the smallest aspects. Our top-notch tapes, cords, and cable ends will exquisitely adorn your brand's most recent and upcoming collections.

Talon provides 7 types of Tapes and draw cords to its customers.

- Flat drawcord
- Tubular drawcord
- Tips and ends.
- Printed tapes
- Woven tapes
- Elastic
- Ribbons.

All these drawcords and tapes are described below in short.

- **Flat Drawcord:** Numerous weave patterns are possible with a flat drawcord.
- **Tubular Drawcord:** A more organized tubular construction is made possible by this drawcord. enduring with a polyester weave design for continuous yardage.
- **Tips and ends:** The drawcord's "accent pieces". Drawcords can be preserved from fraying while being tailored to be aesthetically pleasant. Whether the brand is sporty or modern, there are options for plastic, metallic, and silicone construction.
- **Printed tapes:** On a woven tape, images are repeatedly produced using ink.
- **Woven tapes:** An ongoing yardage tape with images or patterns that repeat.
- **Elastic:** A drawstring or ribbon that has a stretchy cord center and a weaved outer shell that produces the "bungee cord" look. will swell but always return to its previous position.
- **Ribbons:** Ribbons, which are material strip which can be velvet, grosgrain, or even non-woven, give off a delicate and silky appearance. Perfect for eye-catching packaging and adding a feminine touch to clothing.

Patches:

Jeans, sweaters, coats, and even surf wear all frequently feature patches. They can be made in countless ways to fit any kind of garment. Talon is prepared to help you produce fashion-forward designs on time and, most crucially, on a budget, whether your brand's approach demands for traditional leather, vibrant rubber, or elaborate embroidery patches.

Talon provides a range of Patches for their customers.

- Embroidered
- Jacron
- Fabric
- PU
- Leather
- Silicone
- Latex
- Rubber/TPU

All these patches are described in brief below.

- **Embroidered:** Fabric patches with woven thread edges and a strong backing. Customized artwork and colors will make the brand's look stand out. great levels of detail are possible.
- **Jacron:** Water-resistant and long-lasting patches that resemble paper and won't tear. For a vintage look, finishes like printing, dying, and staining are used.
- **Fabric:** Weaved, canvas, printed, distressed, and even layering with leather or PU are all options for fabric patches.
- **PU patch:** Want fake leather instead? The high-quality "leather-like" feel of PU comes with more color and treatment possibilities.
- **Leather Patch:** 100% genuine cowhide, offered in a variety of hues, textures, and effects. This is perfect for debossing and printing.
- **Silicone:** a particular rubber trim. Patches that are waterproof and flexible may be one color or may have a variety of vibrant layers and hues. Sonic-weld construction was used. great texture for grip.

- **Latex:** This waterproof, bendable rubber-type trim provides excellent grip and a more appealing texture.
- **Rubber:** These flexible, waterproof patches offer improved texture and excellent grip. Can be a single eye-catching hue or have various striking layers and colors.

Packaging:

Our top concern is making sure your customers have a positive first experience. The creative team at Talon is prepared to bring your ideas to life and offer a one-of-a-kind sensory experience through touch, sensation, and sight. By collaborating with our product design team, you can establish a connection with your customers right away.

Talon Provides a wide range of Packaging products to choose from. They mainly provide below items:

- Boxes
- Bags
- Specialty items.

These are described in brief below.

- **Boxes:** Our unique boxes can be made in any size and with a wide variety of graphics. These boxes can be used for a variety of things, including shoe boxes, branded boxes, retail gift boxes, and PR giving. An excellent strategy for making customers fall in love with your business's image at first sight.

Talon provides 3 types of Boxes.

- **Folding Boxes:** Craft paper with ridges that is flat in construction and has a unique dyeline. little wasting of paper.
- **Rigid Boxes:** Robust with a thicker, more walled-off construction. dependable; won't budge or collapse.
- **PVC Boxes:** PVC material in sheet form is used to create custom-molded polyvinyl chloride (PVC) jars that may also be used to build a walled folding box.

Bags:

Our top-notch bags, whether made of fabric or plastic, may be made in any dimension with a wide variety of images. There are countless options available to us, such as drawstring bags for bags for shopping, jewelry bags, and garment bags. Excellent for retail packaging. If you decide to use fabric, options range widely and include burlap and chiffon. With these bags, you have numerous chances to express the aesthetic of your company.

Talon Provides a wide range of variety of bag designs to choose from. They have 4 different options of materials bag to choose from.

- **Home Compostable (Food Based)**: consist of a fold-over with glue or a zip-top. Options for environmentally friendly materials include entirely recycled LDPE poly bags, recyclable PET poly bags, compostable bags, soluble bags, oxy-biodegradable plastic bags, and anti-microbial bags.
- **Draw string pouch:** Pouches can be made from several materials, including burlap, cotton, and muslin. Smaller pockets can be used to store sewing supplies, additional buttons, and collar stays.
- **E-Comm Mailer:** For brands who sell directly to consumers. used to keep clothing safe while being environmentally friendly during shipment! may be altered to promote the brand. Sustainable brand-building choice.
- **Non-woven garment bags:** The material of non-woven clothes bags is robust and resembles fabric. How is that even possible? It is constructed of recyclable plastics. a great environmentally friendly choice for your brand. Excellent as shopping bags or strong garment bags.

Specialty:

There are countless approaches to designing exquisite specialty packing for your brand. Taking the "specialized" route is the best method to get customers to connect with the company before they even enter the store or handle the real product, whether it be through in-store displays or leather shirt bands.

Talon also provides some specialty items. These are described below:

- **Header Card:** The main function of a swinging card is display. The base of this kind of container is typically made of thick cardboard.
- **Hanging Card:** The main function of a dangling card is display. Typically, the base of this kind of package is made of thick cardboard, and it may also include a hanger made of plastic for convenience.
- **Shirt Band:** A thin form of packaging that encircles the item and provides information about the brand and clothing.

Bonding:

Talon Bonding creates cutting-edge solutions that offer convenience and performance, as well as aesthetic, seamless, and water-resistant applications. Flexible tapes, adhesives tapes, overlaying tapes, and seams sealing tape films are all included! Our Bonding develops value-added solutions that improve the end-user experience with an emphasis on quality, technology, and creativity.

Talon provides 4 Types of bonding solutions.

- Flex-it
- Adhesives
- Overlay
- Seam sealing Tape

All these are discussed in brief below:

- **Flex-it:** Our Flex-It Films provide the best comfort and healing possible. It is ideal for compression applications since spandex is compressed between two layers of glue. without the weight of traditional elastics, exceptional elasticity. This film offers the strength, comfort, and durability you need whether you're going for a leisurely stroll or a vigorous workout. Perforations can be added to these products to improve ventilation.

- **Adhesives:** Our Adhesive Films provide high-performance robustness to withstand any garment's inevitable wear and tear while maintaining exceptional softness, flexibility, and support. We can bond many types of fabrics, leather, and foam with our films, which have a variety of melting points and stretch and recovery capabilities. Perforations can be added to these products to improve ventilation.
- **Overlay:** Any surface can have our Overlay Films put to it for aesthetic reasons. They give clothing protection, stability, and durability against fading and stretching with time.
- **Seam sealing tape:** To boost water repellency, high-quality adhesive films are placed to all types of water-resistant footwear, clothing, and seams. Ideal for water-resistant bags, skiing, hiking, outdoor, and labor safety apparel.

Geographical Location of Talon International.

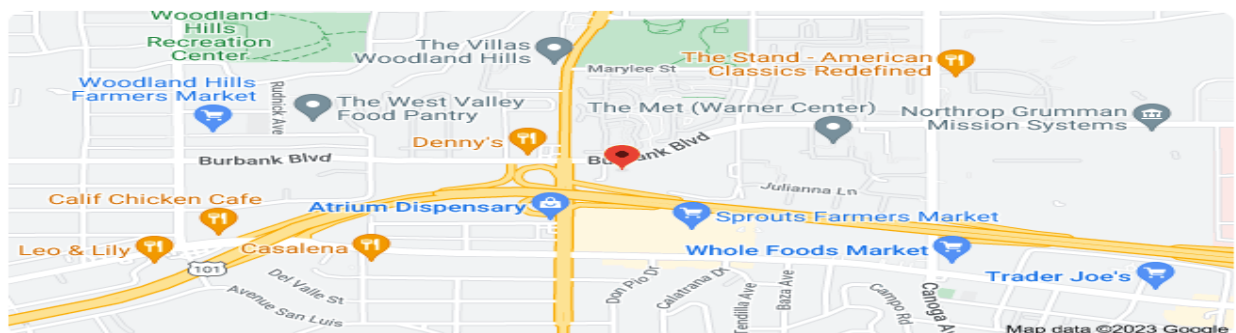
Talon International has offices in 13 locations in the world. Among these locations USA is the global headquarter for all the locations. Besides this the headquarter for Asia region is Hong Kong.

The location of some of the offices is shared below with the help of google Maps.

USA World Headquarter:

21900 burbank boulevard Suite 270

Woodland Hills, CA 91367

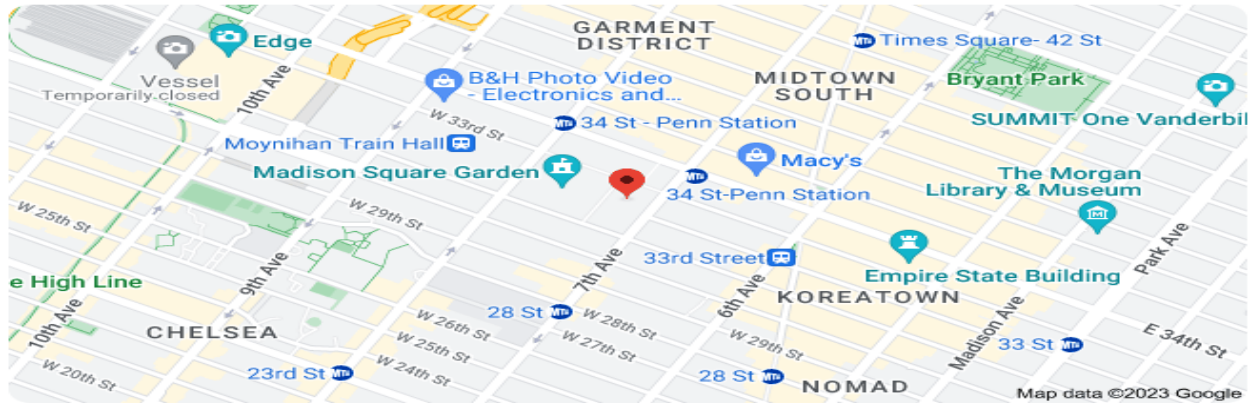


New York Office:

2 Penn Plaza

15th Floor

NY, NY 10001



Hong Kong Office:

Unit 101, 1/F, Sunbeam center

27 shing Yip Street, Kwun tong

Kowloon, Hong Kong



Shenzhen Office:

TALON ZIPPERS (SHENZHEN) LTD

16 floor, Block C

Tian An International Building

Renmin South Road, Luohu district

Shenzhen China



Shanghai Office:

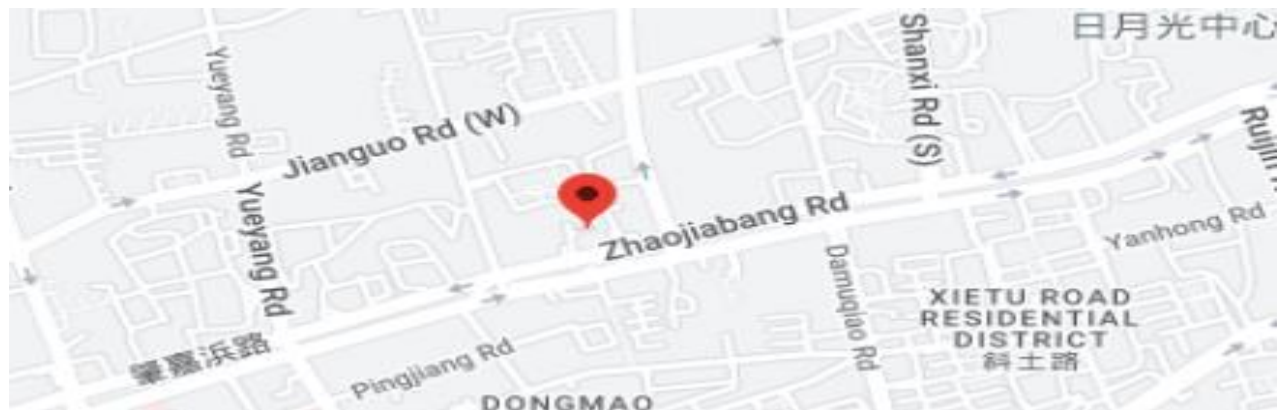
Talon Zippers

Room 1107

No 376 Zhaojiabin Road

Light industrial Building

Shanghai China 200023



United Kingdom Office

The Barn sedges farm

Great Missenden

Buckinghamshire HP 16 0HQ



Taiwan Office:

Talon Zippers

Room 315, 3F No 262

Sec.2 Jianguo N. Road

Taipai Taiwan



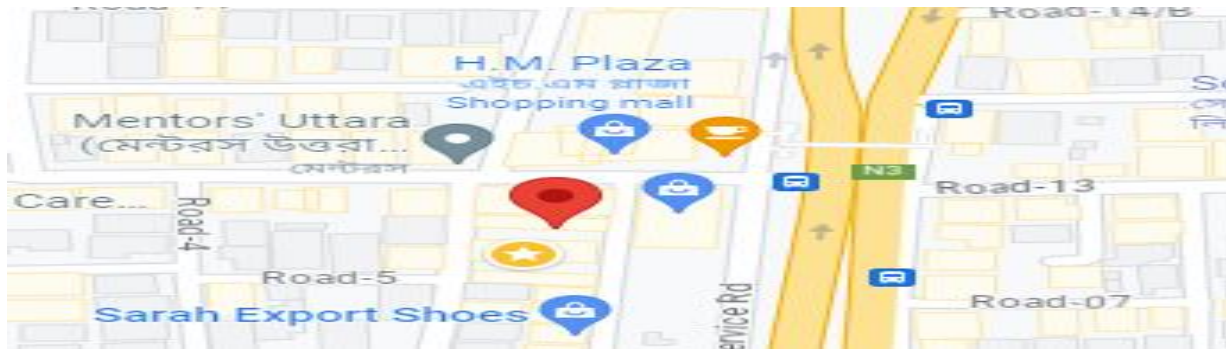
Bangladesh office:

Talon Bangladesh

Flat No 4D. House no 32/B

Road no- 02, sector 3

Uttara model town, Uttara



Mentioned above are some significant locations where Talon successfully runs business. Besides these they have office setup and business in India, Sri Lanka, Pakistan, Indonesia, Taiwan and middle east.

Brands we work with

Talon International works with numerous well-known brands all over the world. They provide export quality trims materials for these brands. For some brands Talon is a Nominated supplier for Trims.

The brands Talon work with is shown in the list below.

Sl	Brands
1	Guess
2	Urban Outfitters
3	FATFACE
4	Polo Relph Laurence
5	Eddie bower
6	Next
7	7 for all mankind
8	Brooks brothers
9	ZARA
10	Burton
11	Fox Racing
12	Express
13	Kohls
14	Macys
15	Lands end
16	QVC
17	Merrell
18	Paige
19	Superdry
20	Acne studio
21	Reebok
22	Volcom
23	Spanx
24	American Eagle
25	Dawley
26	All saints
27	Venhusen
28	Walmart
29	LEGENDS

Besides these there are some other brands trims of which are in the development stage. Some will start the production process soon.

Certifications of Talon International

Talon International has achieved numerous certifications over the years that shows its quality and sustainability as well as social responsibility behavior towards the fashion industry and its customers. Below is a list of certifications that Talon international has achieved over the years that makes the company as great as it is today.

- **ISO 9001:** Talon has achieved the ISO 9001 certificate which certifies its high-end quality management system and shows how committed the company is in product quality as well as customer satisfaction.
- **ISO 14001:** Talon also achieved ISO 14001 certification which shows the company's obedience towards environmental management standards which shows its commitment to sustainability and eco friendly practices in overall operation.
- **Oeko-Tex Standard 100:** By achieving this certificate the company ensures that talons textile products does not contain any harmful substances which makes the product safe for human health.
- **REACH compliance:** With the help of this certification talon is demonstrating obedience related to the safe use of chemical use for selling its products in the European zone.
- **Global organic textile standard (GOTS):** As a company which Is producing organic textile products, this certification demonstrates the company's strict environmental and social criteria in the entire process.
- **WRAP (Worldwide Responsible Accredited production):** This is a major achievement for Talon international the company as a whole which certifies the company's fidelity towards ethical manufacturing practices as well as social compliance in the production of apparel and textile industry.
- **CPSIA:** It stands for Consumer product safety improvement Act. This certification ensures the products talon supplies are safe for children.
- **BSCI:** BSCI stands for Business social compliance initiatives. This certification shows Talon's commitment to ethical and social responsibility in supply chain.
- **FSC Certification:** Talon has achieved FSC certification which is important for companies which use paper and wood-based materials and confirms the responsible sourcing of forest products.

Besides these, Talon's compliance department is working on achieving many more international certifications to help make a stronger business presence and achieve sustainable solutions in the coming years.

Sustainability practices at Talon International.

In response to growing concerns about environmental sustainability in the garment and clothing sector, many businesses—including Talon International—have taken steps to integrate environmentally friendly procedures into their daily business operations. Below are some of the major steps taken as part of sustainability here at Talon.

- **Sustainable Material:** Talon International and its production partners always make sure to use sustainable materials when they are carrying out the R&D as well as the production process.
- **Reducing Environmental impact:** Talon always makes sure they use environmentally friendly products in their production process that reduces negative impact on the environment.
- **Ethical sourcing:** Talon Always believes in ethical sourcing and makes sure proper use of the materials collected from different sources.
- **Reducing chemical usage:** Talon always makes the minimum use of chemicals in their production process because they want to leave a positive impact and user-friendly impact on people's lives.
- **Recycled products:** Talon uses recyclable products as well as reusable materials that helps maintain a balance in the environment.
- **Saving the ocean:** Talons' objective is to gather and reuse discarded fishing nets into useful and sustainable items that can assist people for eternity due to the harm that ghost nets make to our ecosystem and the effects they have on our aquatic creatures. Ghost nets offer us a means of lowering the global plastic production rate and moving forward an environmentally friendly future.



Future Goals of Talon International.

Just like any other company Talon also believes in growth and prosperity. They keep doing a lot of research in the development of different products as well as getting nominations of Trims and accessories from world famous brand as their sole supplier for specific trims items that help grow their business faster. Below are a list of plans they are working on.

- **Sustainability:** Talon is working with the R&D department of different world-famous companies and organization on enhancing the sustainability of their products and will continue to do so in the future.
- **Innovation:** Talon Prioritizes innovation every step of the way and they plan on bringing new and innovative products every year.
- **Market Expansion:** Talon does many different marketing activities for their market expansion, and they want to be the sole distributor for different brands accessories and working towards that step by step.
- **Digital Transformation:** Talon international is now on the phase 4 of taking orders online system which helps in productivity.
- **Diversity:** Talon plans on bringing a diversity among its products and want to provide all and every type of diversified trims products the business has to offer.
- **Quality assurance:** Talon international is well known for its unmatched quality products and will go to any extent to make sure the customers gets 100% quality goods each and every time.
- **Cost efficiency:** Talon is looking to use recycled products in the production process to reduce cost as well as increase profit of the company.
- **Regulatory compliance:** Talon is looking forward to all the available certification within the textile world which will show the strength of the company. The compliance team is working with the regulatory authority and making sure all their efforts are going in the right direction. The talon authority is trying to make sure they do not face any regulatory challenges soon.

Chapter 2

Market analysis of Trims Business in Bangladesh

TRIMS INDUSTRY IN BANGLADESH.

In the garments industry after the fabric is ready some items are attached to them as part of the enhancement process. These are trims items. As discussed in the report before trims are a crucial part of the finished product. Without trims the product will look like a normal piece of clothing but after the trims are attached the fabric looks sleek, elegant and something people would like to wear.

One of the very first things we look at while inspecting a bag or outfit is the fabric. Although the foundation fabric or element is the most crucial element of every fashion creation, other, smaller elements help the textile or foundational component stay in place. We couldn't build many things if we only had a piece of cloth, but accessories like stitching string, metal pins patches, dazzling stones, buttons, hooks, zippers, etc. enable us to turn a single piece of textile into a pair of pants. If there were no trims, a fabric would just remain a fabric. Trims are parts or materials that are used in fashion goods which assist the base fabric or material take the desired shape.

There are two primary uses for fashion trims. both aesthetics and functionality. A simple garment can have modular, practical features added to it using trims in fashion. Look at these jeans for a moment. The button provides some level of protection and decency to the garment, while the zippers offer easy wearability. You would undoubtedly notice a stretchy waistband, which is once again a trim, if those were absent. Numerous fashion accents, such as buckles, clasps, straps, linings, zippers, rivets, hoops, and rings, all contribute to the appearance and functionality of a bag.

On the other side, we additionally feature fashion accents that are ornamental or decorative. Rhinestones, beads, patches, and other embellishments can add visual appeal in addition to functionality. Many fashionable designers and brands like more straightforward clothes and enjoy experimenting with trim types, locations, and designs. Some even go so far as to tailor their trimming designs to the brand's image and aesthetics.

The textile and apparel sector in Bangladesh makes a significant economic contribution and is a key participant in the international textiles and apparel market. Bangladesh was the second-largest exporter of clothes in the world in the fiscal year 2021–2022, with exports of clothing totaling \$42.613 billion USD (Export Promotion Bureau data).

With over 4 million workers (about double the total population of New Mexico), the textile sector is also a significant generator of employment and wealth for Bangladesh.

According to (BGMEA), exports of ready-made clothing (RMG) from Bangladesh reached \$29.825 billion in the first eight months of 2022, an increase of 38.39% over the same period in the previous year.

With over 21.50% of total exports, the United States is Bangladesh's top export market for clothing. Following the United Kingdom and Canada, the European Union (namely Spain, Germany, Italy, France, Belgium, and the Netherlands) is the second-largest export market for BD clothing.

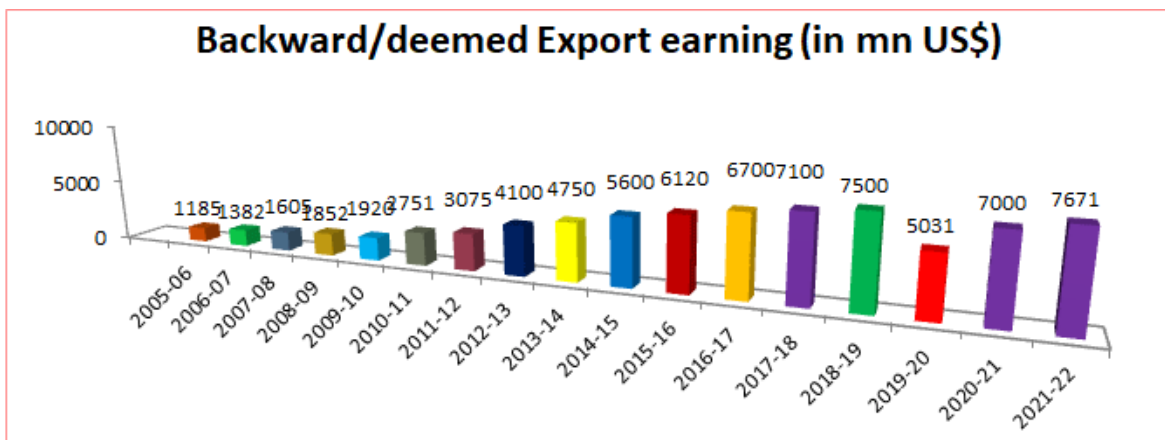
The garments industry in Bangladesh is big. By 2025, the textile and apparel sector in Bangladesh is anticipated to continue expanding and represent over ten percent of the worldwide market, according to BGMEA. As more and more nations attempt to broaden their supply chains, the sector stands to gain from the ongoing change in global sourcing trends.

As the industry itself is huge, it also needs a lot of supporting businesses. This is where trim comes into play. Bangladesh has a lot of Trims suppliers which supports our textile business.

As the garment sector expanded quickly, there was a huge increase in the need for raw materials. The trim and accessory industries in Bangladesh are well advanced. It fully maintains demand and offers value-added services and goods. Bangladesh produces trims and accessories of extremely high quality. Since the textile industry has expanded, the trim and accessories market has become more than sufficient. Bangladesh is currently rising to the difficulties posed by the international market and offering the highest quality complete products.

According to Bangladesh Garments Accessories and packaging manufacturers and exporters association which started its intense journey in the year 1989, they will take all the necessary steps to safeguard the 1900 organizations that are supplying a wide range of Trims and accessories products to the textile sector of Bangladesh.

Garments accessories and packaging industry is a backward linkage of RMG sector in Bangladesh. According to Bangladesh Garments Accessories and packaging manufacturers and exporters association in the fiscal year 2021-22 the trims and accessories sector has been able to bring in 7.67 billion USD for Bangladesh from direct and indirect export of Trims and accessories-based items. Among this amount USD 1 Billion came from direct export. 35 thousand crore taka has been invested in this industry which has added around 40% value. By the end of 2025 Bangladesh plans of reaching 12 billion USD as export amount. Around 7 lack people are working in this industry including man and women. Currently the worldwide business is around 700 billion USD. To help the RMG sector achieve its USD 50 billion target by 2025, this industry needs to increase its contribution from 17% to 20%

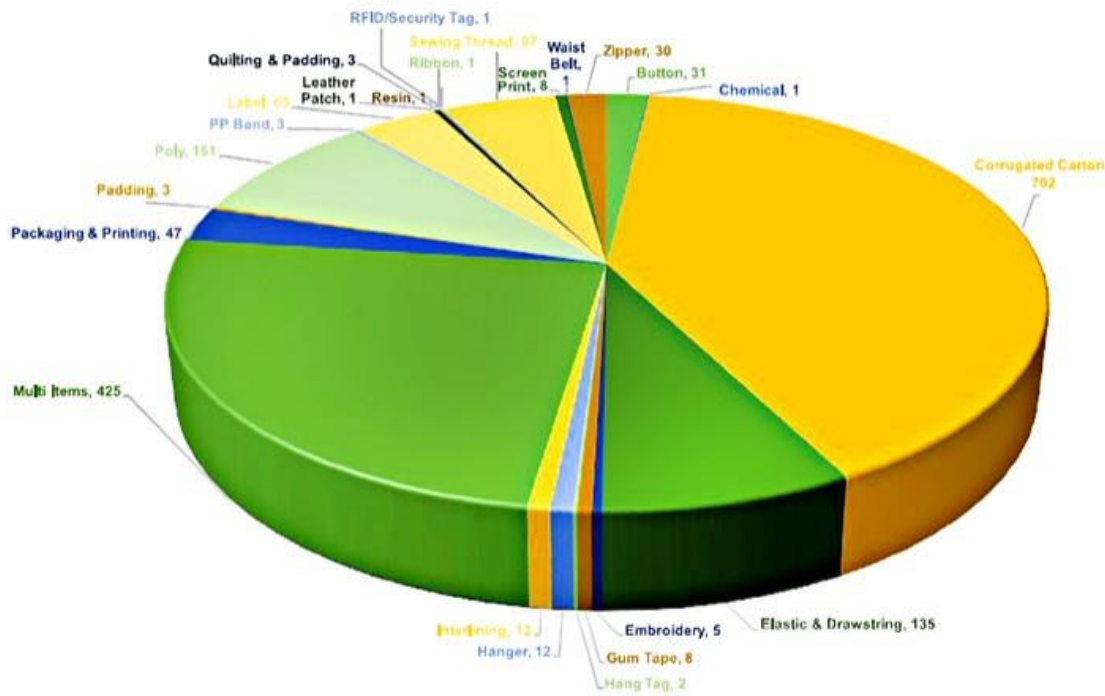


Export Earning from Backward Linkage sector in RMG.

It is obvious that the backward-linking industry will be affected by COVID-19 because it is linked to the RMG sector. The COVID-19 problem and the ensuing economic slowdown prompted the government to announce a Tk 956 billion (\$11.2 billion) economic stimulus package.

As per Asian development bank report BDT 50 billion for RMG and other focused export sectors could merely be used to pay the wages and fringe benefits to employee's and workers in this sector.

The Export Development Fund has seen its size increase from USD 3.5 billion to USD 5.0 billion in the last year. This fund provides short-term support for procuring necessary supplies for export-oriented firms.



Factories Distribution of Backward Linkage

After analyzing the given data, we can easily say that Trims industry plays a huge role in the development and fulfillment of our most important RMG industry in Bangladesh. If the government of Bangladesh makes more investments in the development of the small business in this sector, they can turn out to be great opportunities for enhanced export income for a developing country like Bangladesh.

Now we will investigate the industry analysis based on Porters 5 forces model and PESTLE analysis for the Trims and accessories sector in Bangladesh.

Porters 5 forces Model

Before going in depth about the industry let us first know what Porters 5 forces model is and its significance in Industry analysis is.

The Porter Five Forces Framework is a tool for analyzing how a business's rivalry affects its operational environment. Five forces that control the level of competition and, consequently, the profitability of an industry are derived from industrial organization economics.

Significance on Industry analysis:

Porters 5 forces model has great significance in industry analysis. It helps an industry and its competitors in numerous ways. Below is the significance of porters 5 forces model in industry analysis is described in brief.

- **Comprehensive assessment:** The five forces model of porters helps to assess an industry's idealness. This model analyzes different aspects of business which have great impact on successful business conduction. With the help of this model an analyzer analyzes the suppliers of the business, buyers, new entrance as well as substitute products of a business. This also helps identify the key competitors, their market influence as well as any potential threats.
- **Industry specific information:** The Five Forces model's capacity to adapt strategies to industry-specific issues and features is one of its primary benefits. Each sector has unique circumstances, and this model enables organizations to learn about those dynamics in order to develop industry-specific strategies that specifically cater to their market's needs and desires.
- **Power dynamics:** The power relationships within an industry are highlighted by the Five Forces paradigm. It aids in determining who is in charge, whether it be strong buyers, dominating suppliers, or prominent stakeholders. It is essential for businesses to comprehend power dynamics since it enables them to make the most of their advantages, strike favorable deals, and devise plans to lessen the impact of powerful entities.
- **Identification of Opportunities:** Businesses can find potential industry prospects for collaboration and innovation by using the Five Forces. It is possible to spot market gaps, unmet client wants, and emerging trends by analyzing the dynamics at play. By creating cutting-edge products, services, or partnerships, businesses can take advantage of possibilities and acquire a competitive edge thanks to this knowledge.

- **Recognition of Threat:** The Five Forces model's capacity to recognize and solve potential risks and problems is another important advantage. Companies can effectively foresee and react to issues by assessing the potential danger of new competitors, rivalry among competitors, buyer influence, supplier influence, and the possibility of replacements. This aids them in creating strategies to defend their market position, erect entry barriers, and successfully handle competitive threats.
- **Strategic decision:** The Five Forces framework is a useful tool for making strategic decisions. It offers a well-organized framework for selecting a market entry strategy, introducing fresh goods and services, and creating competitive tactics. By considering the forces at work, organizations can develop strategies that are more successful and effective by making well-informed choices backed by a greater grasp of the industry dynamics.
- **Prepare for change:** The Five Forces concept gives companies the flexibility to respond to shifting market circumstances. This paradigm aids businesses in remaining flexible and responsive to changes in the marketplace's level of competition. Businesses can notice shifts in buyer behavior, supplier power, or the appearance of new replacements by routinely reevaluating the forces, which enables them to modify their plans.

PORTERS 5 FORCES MODEL FOR TRIMS INDUSTRY IN BANGLADESH.

The trims industry in Bangladesh has great significance in the development of the most important foreign exchange earning sector in Bangladesh also known as RMG sector. Without Trims RMG sector is just a few stitched up fabrics but with the trims coming into the role these stitched up fabrics become recognized branded cloths.

Here I have tried to do the industry analysis of Trims using the Porters five forces model to help better understand the industry. This data is based on work experience within the industry as well as information available over the internet in this regard.



Five Forces Model

- **Rivalry among existing competitors:** Since the size of the main industry is quite big the backward linkage industry is also quite big. And as we understand the bigger the industry the bigger the competition. The trims industry is no different to that. There is fierce rivalry going on between the companies who supply different types of trims products to capture a greater portion of the market by providing a wide range and variety of products. In Bangladesh currently the number of registered and unregistered factories who supply Trims is around 1900 which seems like a lot of competition to handle even for a giant multinational company like talon. So, if any company is looking to come into the business of supplying trims in this existing competitive market, the decision to do so might backfire as there are so many factories which are supplying a huge number of trims items to garments factories every day. Even with the increasing volume of the business it might get tough for new factories to survive in the market unless they have exclusive market power from different sources (Political and financial power). If any new factory wants to supply trims, they must put a herculean effort in their promotional activities as well as provide all types of trims at a lower cost than other factories along with shortest possible time delivery. Besides this if any new factory wants to come, they must always maintain 100% highest quality product which seems difficult for any new company. Besides that, despite exclusive marketing the customers may not want to switch suppliers who have been supplying them for a long time due to loyalty issues. Besides all of this if any company wants to exit the market after unsuccessful business attempt, they must go through a huge amount of sunk cost or industry switch cost because the machineries used for the business is quite costly but unfortunately does not give much of a resale value which will eventually be quite a big loss for the owner of the business. Since there is fierce competition within this industry, in my opinion it is not the best idea to enter this industry without doing more background work and competitor analysis.
- **Threat of New Entrance:** As there is already fierce competition going on in this industry and there are a lot of competitors already present in the market, it will not be an easy task for new factories to enter the market. Even if any company manages to successfully enter the market it could be quite difficult for them to fight with so many competitors as well as their strategies. Also new companies may find it difficult to achieve the trust of the customers as they have been previously working with some specific suppliers for a long time unless the new company can ensure 100% quality as well as fastest possible delivery time among other competitors. Besides that, when a company first starts its business it may not be able to supply products with 100% quality as well as at a cheaper cost as much as the existing suppliers can. This is very bad news for any new company planning to enter the market. On top of that to create a new company machinery needs to be purchased and the machinery is very highly costly. The new company may not be able to meet the capital requirement for providing all types of trims in the beginning and not offering a wide range of products is not an option because of the high competition in the market. Access to the distribution and raw materials is also a big issue as the new company may not have enough knowledge or market reach to get the required materials at a cheaper rate and on time. Also new entrance may not know the whole dynamics of the business fully before they enter the market. To top it all running a factory with all sorts of trims products needs a lot of experience which new companies may not have. There are also some legal and govt policy issues which may not bring a positive result for new business. Policies such as high tax and legal bindings for

specific production processes are carried out, it may be difficult to always maintain good business strategy. So, based on the market the threat of new entrance is less in this sector due to all these issues. If any new company wants to enter the market it will not at all be easy for them to handle all the issues at the same time and maintain customer as well as business throughout Bangladesh.

- **Bargaining power of Suppliers:** In the trims sector raw materials are very important. Some brands even have their own specification on the material that needs to be used for the trims production. Many of these materials are not available in Bangladesh and only a few suppliers have the permission to import those materials. Besides some important raw materials suppliers may have contracts with specific factories to supply raw materials at a cheaper rate. Again, raw materials suppliers sometimes do not get the required materials on time due to unavailability of those materials in the global market which makes it difficult to get high quality raw materials from the market. Since many raw materials are required to be purchased via import it also imposes import tax and some other fees and quotas. This makes getting some high-quality raw materials on time very difficult which leads to business loss. The number of quality raw materials suppliers is also not enough in Bangladesh as this business needs a lot of investment as well. This is why now a days many suppliers provide low quality fake raw materials, and some companies use low quality materials knowingly or unknowingly which is degrading the quality of products exported from Bangladesh and damages the image and integrity of Bangladesh as a country. The government of Bangladesh should take necessary steps to help facilitate raw materials import and production in Bangladesh. This will eventually facilitate the development of a much larger RMG industry in the future.
- **Bargaining power of Buyer:** There are approximately 5000+ RMG factories who are involved in the RMG sector of Bangladesh. So, this can be said there are a lot of competitors within this industry. Here the buyers of Trims have power as they are high in number. As there are many suppliers in the market for specific items the buyers tend to go for the supplier who can give them trims at a lower cost. Besides this there are also nominated Trims providers from whom buyers must purchase trims from. Talon is one of the nominated Trims suppliers for specific items for quite a few brands in Bangladesh. As trims are much needed for completing the product the switching cost from one supplier to another is quite a bit high and difficult for the buyers. Here buyers have less power.
- **Threat of substitute products:** There are not enough substitute products against the trim's products in the market. All these products are required in the finishing line to make a final product. As without trims no garments can be worthy of market value we can say that there is no substitute for trims items. Without trims cloths are just plain fabrics which no one likes to buy with a high price. Trims increases the price of garments a lot and enhance foreign exchange.

After analyzing the porters 5 forces model, we can say that despite some general problems in the trims business the sector has high potential and there are a lot of room for new players in the market if they can maintain high quality product, manage good relationship with top garments factories as well as give products at the shortest possible time.

PESTLE ANALYSIS FOR TRIMS INDUSTRY IN BANGLADESH

For any kind of business operated in a country the country's external environment has a huge role to play on that. The external environment of a country can make or break any industry that's running business in the market.

For the trims industry this is the same as well. The PESTLE environment of Bangladesh has an effective role in the business of trims and accessories in Bangladesh. Here in the below discussion, I will try to discuss the effect of PESTLE analysis factors in the business environment of Bangladesh.



Here the full abbreviation of PESTEL analysis factors are

- Political
- Economic
- Social
- Technology
- Environment
- Legal

All these factors have great influence on the business of trims sector in Bangladesh. These are discussed in brief below.

- **Political:** The political environment in Bangladesh is currently going stable. The more stable a country's political situation is the better it is for foreign business. The government policies are in favor for business which is why there has been a lot of development in the business sector in recent years. This is great news for the development of the economy of a country. The country is politically stable currently. They are keeping good relations with many other big countries which is helpful for foreign business development opportunities. The foreign trade policy is also in favor of business in Bangladesh which is why many foreign companies and multi-national companies are opening their factories to do business in the country. As the new businesses get tax rebate it helps business grow faster.
- **Economic:** Economic environment of Bangladesh is ok. Many people of Bangladesh are unemployed which is creating some pressure in the economy yet the govt of Bangladesh is trying their best to manage as much as possible to make sure people of Bangladesh do not have to sleep on an empty stomach. Even though the inflation rate in Bangladesh is quite high which is having some negative effect in the overall economy, yet it can still be said that people of Bangladesh are managing their finances well. The better the finance management the better it is for business. As the population of Bangladesh is quite big people need many cloths which is a basic human need. RMG industry supplies those cloths and exports a lot of garments as well. Bangladeshi people also have some disposable income which increases the sale of good quality clothing items. So we can say for trims business Bangladesh is a very good country as there is a scope of growth within the industry,
- **Social:** Now a days the social environment of Bangladesh is quite suitable for business. People of Bangladesh are putting their steps in many different businesses as well as they are seeking good education. Education makes it easier to have a better income, which in turn serves the economy. The population growth rate is also coming to an acceptable level. People are more concerned about others. Socially the country is in a far better position. As people of Bangladesh are going through a stable the business of different types is also stable in Bangladesh. Now a days people of Bangladesh likes to buy regular wear cloths as well as exclusive wear cloths. The more cloths are required the more business is present for RMG sector and its backward linkage Trims industry.

- **Technological:** The technological aspect in Bangladesh is within a normal range. The country has shown tremendous progress in the technology sector and are now a days using many new and advanced technologies in different business sectors including RMG as well as Trims. Bangladesh is also doing a lot of research and development activities in the technological betterment. They are getting aware of new technologies and trying to develop those in Bangladesh to help people of Bangladesh enhance their business. Better technology helps factories achieve their sales target and reach to international markets as well. As the business of RMG is growing rapidly the backward linkage industry is also getting its benefits. Even though Bangladesh is unable to use huge amounts of technology in their trims business, still they are working on the better use of technology every step of the way. If the trims business in Bangladesh can keep on doing the good job they can go a long way in the future.
- **Environmental:** Bangladesh is not doing very well in the sector of environment. In any type of production, a lot of waste and pollution is generated, which has a negative impact on the environment of the country. The govt has imposed strict laws and regulation to maintain the health of environment in Bangladesh. The climate and weather is changing in Bangladesh rapidly which is not a good thing. Bangladesh govt has policies that every factory must recycle natural resources and do needful to release as less harmful air in the environment as possible. But it is a matter of fact that these technologies are very expensive and many small companies can not keep up with the cost. Despite all these Bangladesh government is helping businesses a lot to help grow and develop by giving them all types of support in need as much as possible.
- **Legal:** The law and order in Bangladesh is great. The county's government is taking all sorts of actions to protect the interests of all the businesspeople by maintaining strict anti-corruption laws in place. There are also employee protection laws to protect the rights of employees. Bangladesh also provides laws to protect customers. Health and safety laws ensure the safety of products. Since there are a lot of legal restrictions it can be problematic for small businesses initially but slowly and steadily, they can achieve success. The trims industry is going well under the supervision of government of Bangladesh and has a lot of potential to grow.

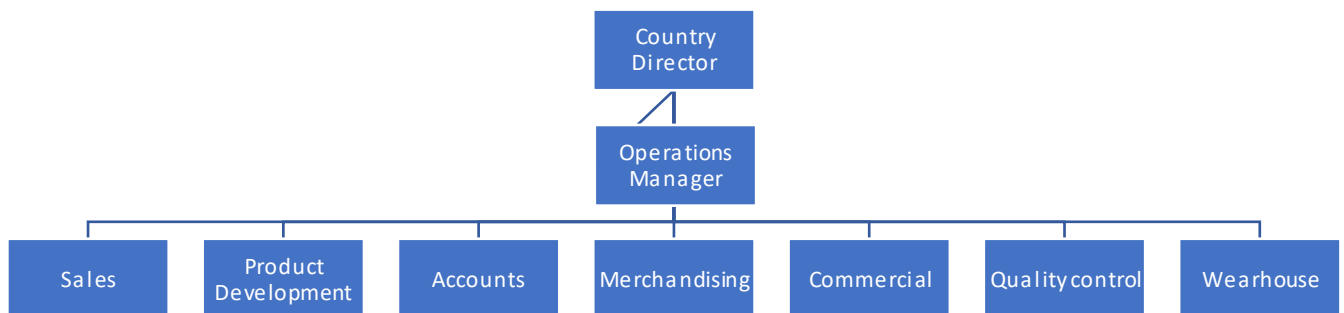
To end the business analysis, it can be said that Bangladesh has a lot of opportunities for Trims and RMG businesses as this is one of the best and most foreign remittances earning industry.

Chapter 3

Talon International Bangladesh operational procedure

ORGANIZATIONAL ORGANOGRAM OF TALON BANGLADESH

Talon International Bangladesh is well known among its customers for their service quality and perseverance towards great support whenever needed. The secret behind this success is not only their attention to detail but also their great structure of the organization in Bangladesh which helps them do the required work effectively and efficiently. Before going in depth on the work procedure let us look at the Organogram of Talon International Bangladesh first.



In the Bangladesh office of Talon there are 7 Department currently running the whole operation. The departments work as a team and individually to make sure the customers receive the goods on time and all the other documentation-related issues are cleared within the required time frame. As a result of this the company has a good reputation in Bangladesh among many customers of different brands. The merchandising and sales team keeps good communication with the buying houses that helps them get the nominated items order easily. The company has a very strict policy and no room for error in any work. If any error is found the employee must explain the issue by filling in a form and sending it to higher management for reconsideration. The management is helpful and very friendly to all the staff members and helps the employees a lot to recover from the mistakes (if any) are made by any employee. They believe that mistakes are a way of learning, and the company puts in to make sure all employees are working smoothly and without any hassle from any other department. If any employee faces any issue working with another employee, they must bring it to the management's notice and the management will make sure every problem between those employees is solved without any further damage to the relationship of those employees.

MY ROLE AS A MERCHANDISER

Here at Talon international I am currently working as a merchandiser. I have specific tasks assigned to me as a merchandiser to be performed at my work. Below is a list of work I must do at my workplace.

- **Prepare order file:** After getting order from customer on our designated format which we receive over email I have to put in some important data in the file and make a prepared order file.
- **Generate PI:** The next step at my work is to generate Pro forma invoice. We currently use Netsuite as our ERP system to generate PI and send it to the customer for sign back purposes. After receiving PI sign back we go forward with the further process of production.
- **Generate PO:** After customer confirmation on Pro forma invoice is ok to proceed I generate Production order from Netsuite. After generating the Production order I need to send it to the production unit long with the size break file.
- **Follow up on production:** As a part of my main responsibilities, I must follow up with the production unit and make sure we have all the goods in-house at our warehouse within a specific period. (10 days)
- **Payment proof collection:** Talon follows a policy that all customers must give payment proof before delivery or collection of goods from the warehouse. As a merchandiser I need to make sure we have the payment-proof copy before the goods are ready for delivery or collection.
- **Delivery plan:** It is one of the most crucial point of my work. I have to maintain the delivery schedule and make a liaison between the customer and our company to make sure the customer gets their goods within the required date.
- **Order closer:** After all the activities regarding an order is done, I need to make the order closer by making sure the payment has been received in the bank after which we can do the order billing and close the order.

There are some additional steps that are required within this job as supporting activities, but these are the main responsibilities I must fulfill as a merchandiser here at Talon International Bangladesh.

DEPARTMENT INTRODUCTION WITH MEMBERS AT TALON INTERNATIONAL BANGLADESH.

There are currently 7 departments running under the Trims section in Bangladesh under Talon international Bangladesh. I will introduce all of them one by one. But before going in depth let me talk about our country director and our operations manager.

- **Country Director:** The Name of our country director is Shahid Ahmed Khan. He has previously worked for pacific zippers as well as many other companies previously. Currently he is serving as a country director in Talon for the last 10 years. Besides that he has won best employee of the year award for the last 7 years in a row in Bangladesh and has made all members proud.

- **Operations Manager:** The person who is going hand in hand with our country director is our operations manager Asger Hossain. He has years of experience under his belt and helps the employees with constant support and guidance throughout the work process to help operations go smoothly.

- **Sales Department:** Currently there is only one person working in this department whose name is Mr. Al-Amin. He directly reports to the Operations manager and country director regarding bringing in new order and development.

- **Product development department:** In this department currently one employee is working in Bangladesh. His name is Mr. Sazib Hossain. He reports directly to our operations manager.

- **Accounts Department:** In this department there is only one employee currently. His name is Fahad Mohiuddin. He is a CA student. He reports to our global team member Ken Ko.

- **Merchandising Department:** This is the biggest and most important department at Talon International Bangladesh. Here there are 3 employees. Ms. Mahbuba Alam, Myself Samina Ahmad and Mr. Raiyan khan. We report to our operations manager and when required our country director.

- **Commercial Department:** This department is run by Mr. Jahirul Islam who maintains all the bank related activities and reports to operations manager and country director.

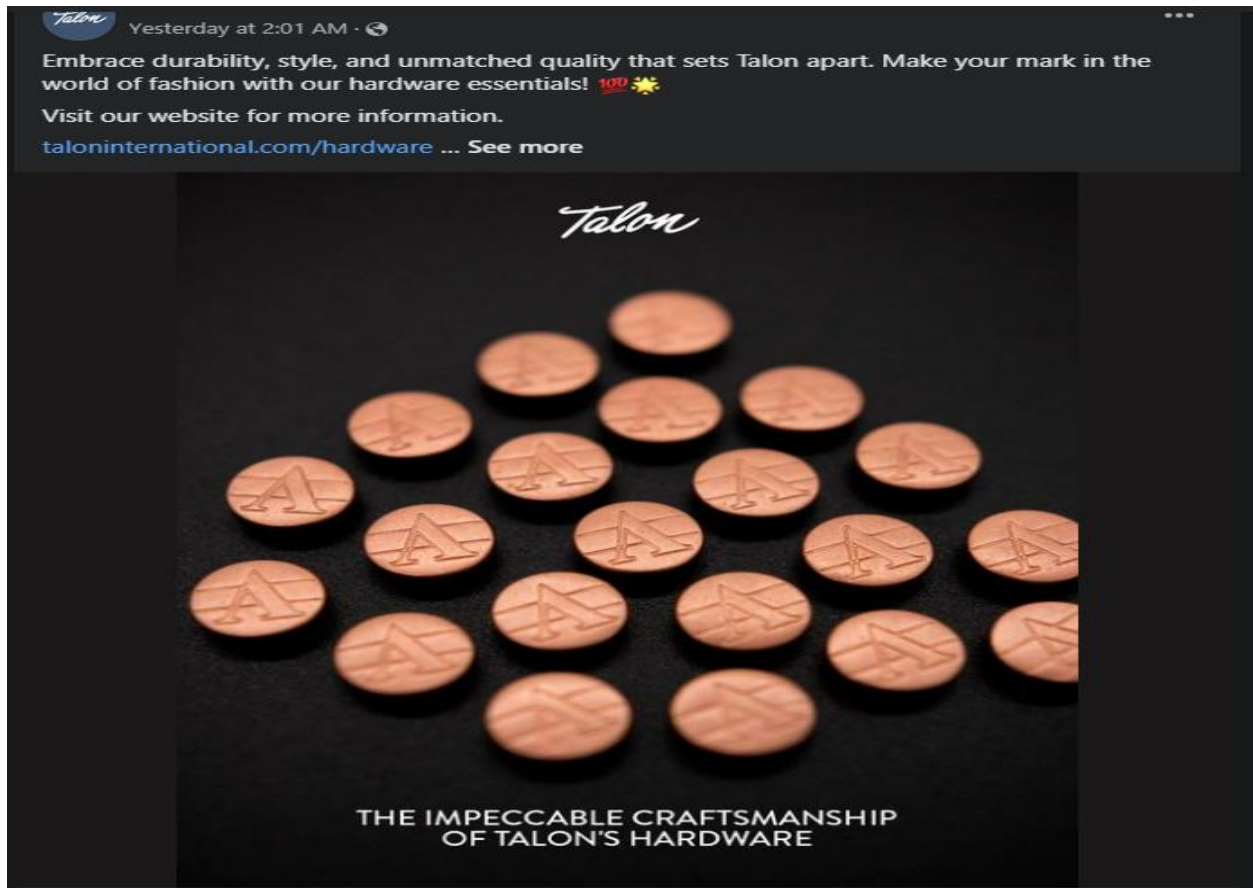
- **Quality control:** In this department we have 1 employee named Mr. Nazrul Islam whose work is to check the quality of product and he reports to operation manager.

- **Wearhouse:** Here there are two employees. Mr. Irfan ul Mahbub is the store manager and Mr. Selim is the delivery person.

MARKETING ACTIVITIES OF TALON BANGLADESH

Talon international is a renowned and nominated supplier of accessories for many international brands. So, its marketing activities must be very strong. Some of the activities for Talon Bangladesh are managed by the global team and some are done directly here at Bangladesh. The marketing activities carried out for Talon Bangladesh globally and locally are discussed below:

- **Social Media Marketing:** Talon has strong social media marketing team with the help of which talon has access to many companies who work with the brand talon is a nominated supplier of. They share different kinds of posts on Facebook, linked in as well as Instagram. The global team does all the social media marketing and boosts the page to reach more customers. They also share about new products and updates regarding the company which helps increase the market value of the company. Here I am sharing some screenshots of the marketing activities on social media.



Talon September 28 at 10:15 PM · 🌐

With our custom hang tags, you will improve the exposure of your products, and display important information for your customers on a tag.
 Click the link in our bio or visit taloninternational.com/product/hangtag/
 #taloninternational #talontrims #labels #papertrim #fashion #tags #clothingdesign #womensfashion #mensfashion #menswear #denim #tags #hangtag



Talon

CONVEY GARMENT INFO WITH HANGTAGS

Talon talon international inc. August 30 · 🌐

These fire-resistant zippers feature flame-resistant tape, conforming to the NFPA 2112 standard and providing a safe solution for workwear and industries requiring high-level protection.
 Click the link in our bio or visit taloninternational.com/product/flameresistantzippers/
 #talonzipper #fireresistant #firefighting #firesafety #workwear #frzipper



Talon

FIRE RESISTANT ZIPPERS

2

Talon is an international company that can provide solutions, wherever you are located in the world.

...see more



These are a few snapshots of Talons social media Marketing in different social media platforms.

- **Trade shows and exhibitions:** Many Buying houses and RMG related organizations arrange tread shows and exhibitions throughout the year in Bangladesh. A few members of the talon Bangladesh team represent Talon in those exhibitions.
- **Quality assurance:** Talon is very well known for its quality and always provides 100% quality product to its customers. This is why many customers repeatedly order from Talon Bangladesh.
- **Customer relationship:** Talon Bangladesh merchandising, and sales department maintains customer relationships well. They keep over phone and email communication with customers.
- **Raw Materials use:** The raw materials use by Talon in Bangladesh are exclusive quality material and helps with perfect finishing on the product line which actually brings customers back to talon repeatedly.
- **Networking:** Talon finds key contacts and commercial prospects by actively engaging in business conferences, joining industry groups, and interacting with other RMG sector players.
- **Supply chain:** The supply chain of Talon is quite strong. They make sure the customer gets the goods delivered at their doorsteps on time. Due to this reason many customers prefer to work with Talon Bangladesh.

- **Sustainability:** Talon Believes in sustainability practices. They are committed to reducing pollution in the environment and uses environmentally friendly materials in their production processes. This helps keep businesses ongoing with brands like Next, American Eagle, Kohls, Fat face, GAP etc.
- **Personal selling:** The sales department of Talon Bangladesh visits customers and approaches them to order from talon by showing them the catalog of Talon and submitting samples and bringing in new developments.

These are some of the most used methods of Marketing in Talon Bangladesh which keeps the business running smoothly.

PRODUCTION OPERATION OF TALON INTERNATIONAL BANGLADESH LTD.

Talon international supplies many different types of trims items to its customers. Here I will be discussing 3 main items that customers buy from Talon International Bangladesh. The Trims items that are most ordered are as follow.

1. Woven Item
2. Paper Item
3. Elastic Item

- **Woven Item:** The process of woven item production is simple. Just a few steps to follow in the process. Here I am showing the process after sending the order to the production unit.



The production process of our woven label unit

Many different machines are used in the production process. Pictures of some machines are shared in the report.



Print in Progress



Print in Progress



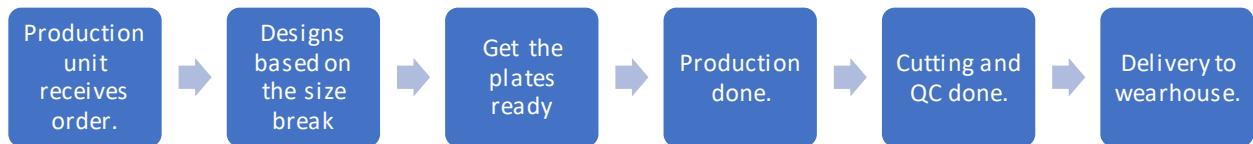
Print in Progress

There are a few machines used in the Woven label unit. They are as follows.

1. Computerized woven label machine.
2. Ultrasonic Cutting & Folding
3. Heat Cutting & Folding
4. Ultrasonic Slitting (soft edge) woven.

These are the most used machines in the woven label unit for production.

- **Paper item:** The process of paper item production is a bit different from woven label and a bit time consuming. A few steps to follow in the process. Here I am showing the process after sending the order to the production unit.



The production process for paper items is a bit time consuming since the production unit must do the same work in multiple steps. At first after plating is done, they put a layer of solid print over the Paper. After that they leave it to dry. Once the paper is dry, they put the paper back on the machine to print the variable information. After that is done, the printed items are left to dry in natural curing for 24-48 hours. After that cutting and QC is done.

In the case of Hangtag after the variable print is dry string attachment work is done. Once that's finished the production unit does the QC and sends the goods.

Many different machines are used in the production process. Pictures of some machines are shared in the report.



Production Machine



Production in progress



Production in progress



Production Machine

There are several machines used in the paper item production unit. They are as follows.

1. Offset Printing 5 Color Machine
2. Offset Printing 2 Color Machine
3. Offset Printing Single Color Machine
4. CTP (Plate Makeing Machine)
5. Lamination
6. Auto Dye Cutting
7. Polar Cutting
8. Paper Cutting
9. UV Lamination
10. Foil Printing
11. Pasting
12. Dynamics Design Section

These are the most used machines in the paper item production unit.

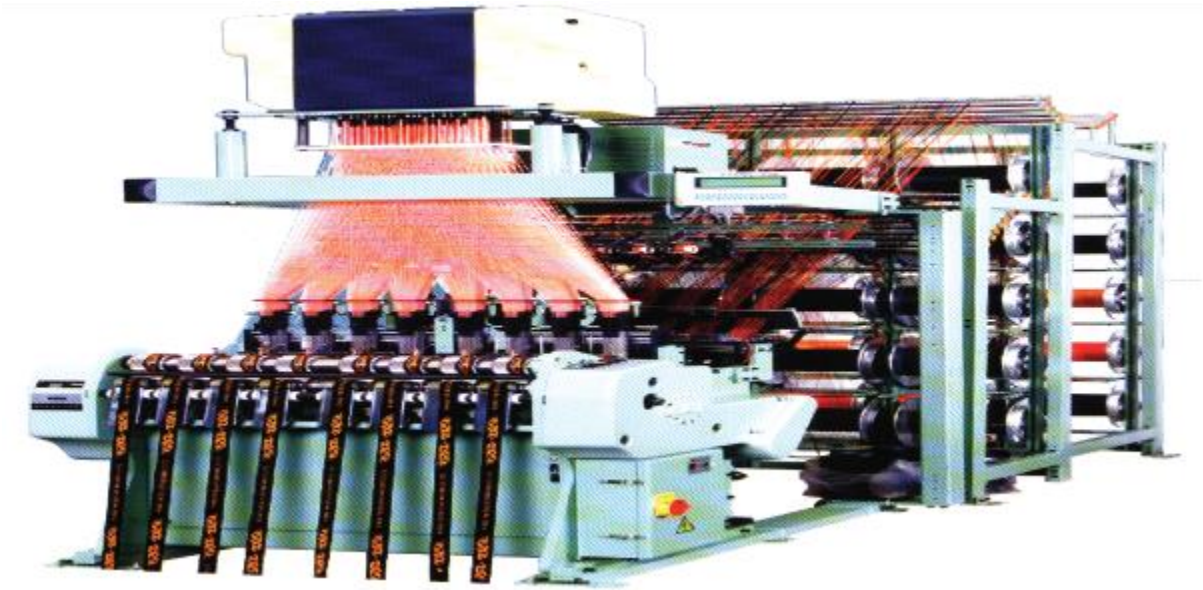
- **Elastic item:** The process for Elastic item is also relatively simple. Just a few steps to follow in the process. Here I am showing the process after sending the order to the production unit.



In the elastic print unit two machines are mainly used. Here I am sharing some pictures of those machines.



Elastic production



Elastic production

SWOT ANALYSIS OF TALON INTERNATIONAL BANGLADESH

For any company their strength, weakness, opportunities, and threat is very important for their survival. In the case of Talon International Bangladesh Ltd. that is no different. Just like any other company Talon also has some of each. Here I will be discussing the SWOT analysis of Talon International Bangladesh ltd.

<p>Strength</p> <ul style="list-style-type: none"> • Nominated Supplier. • Great support structure • International recognition • Very strong R&D department • High quality products • Huge variety of Products 	<p>Weakness</p> <ul style="list-style-type: none"> • Low Manpower • Shared production • High Lead time • Internal communication gap issue • Complicated structure for order execution • Customer Relationship Maintenance not strong enough.
<p>Opportunities</p> <ul style="list-style-type: none"> • Foreign investment in the RMG sector • New brands can be added to business. • International certifications that help get further business. • Changing dynamics in the global business. • New customer generation from old customer due to good relationship with sales and merchandising team 	<p>Threat</p> <ul style="list-style-type: none"> • Lots of competitors giving at a better price • The War in Russia causing business to fall. • Brands opening the nomination business items. • Exchange rate fluctuation

All these are the Strength, weakness, opportunities, and threats of Talon International Bangladesh. These are described below.

Strength of Talon International Bangladesh

Talon started its journey in Bangladesh in the year 2021 In trims section. Before that Talon only provided Zipper in the Bangladeshi Market. Bringing in new products in trims section has helped build up a lot of reputation among the customers of Talon in Bangladesh. There are some strengths that helps talon fight well in this business world. Those are as follow:

- **Nominated Supplier:** Talon is a nominated supplier for many brands for trims items. Which means if any factory is working with those brands and need trims they have to buy the trims from Talon. Bangladesh is a nominated supplier for many brands such as NEXT, WWG, Justice, Fat Face, American eagle, Gap, Kohler, Relph Laurence, Target USA,
- **Great support structure:** Talon Bangladesh has great support structure for their clients in Bangladesh. Even though they have high lead time for goods ready if the customers requested, they need the goods early talon will do whatever needed to be done to make sure the customers receive the goods within ½ days of the desired date.
- **International Recognition:** Talon has an international Recognition as a nominated supplier of many well recognized brands. This is a big strength for talon Bangladesh as they are mostly doing nominated business.
- **Strong R&D team:** Talon has a very strong R&D team which innovates new products and takes nominations from brand which makes them sole producer and distributor for specific items which customers must buy from Talon only.
- **High Quality of Product:** When it comes to quality of the product talon doesn't compromise. They keep 100% quality product all the time and does all needful to make sure customers get correct product on time with high quality.
- **Huge variety of products:** The product list of Talon has been shared before here in this report. If we analyze it we can safely say talon does provide a wide variety of trims items to choose from.

Weakness of Talon International

Just like any other companies' talon Bangladesh also has some weakness. The company management is trying their best to manage the situation very well but time to time they also face some troubles. The problems faced by Talon Bangladesh are as follows:

- **Low manpower:** As described earlier in most of the department of Talon only 1 person works. This low manpower sometimes hampers timely finish of all the order related works.
- **Shared production:** As Talon have shared production, they have partnered up with some production unit to help run the operation but due to this they face time management issues.
- **High lead time:** The goods ready lead time in talon is 21 days which is a lot for Accessories and trims. Due to this reason sometimes, customers don't want to order from talon Bangladesh,
- **Internal communication gap issue:** Occasionally, there are some communication gap issues that take place among the employees which makes it difficult to complete important work on time.
- **Complicated structure for order execution:** There are several internal complicated structures that an employee has to go through to execute the order properly and in time. Complex structure sometimes makes it difficult to do so.
- **Customer relationship management:** The customer relationship management process is not up to the mark here at talon. The process is a bit complicated which makes it hard to maintain friendly relationships with customers.

Opportunities for Talon Bangladesh

There are some great growth opportunities for Talon Bangladesh. The opportunities are as below:

- **Foreign investment in RMG sectors:** As there are many new foreign investments in RMG sectors new factories which are working with recognized brands are also coming to Bangladesh. This is a great opportunity for Talon Bangladesh.
- **New Brands:** Talon Bangladesh is getting affiliated with new brands which will do business in Bangladesh and becoming their nominated suppliers. As a result, they are getting many opportunities for advancement.
- **International certification:** Talon has achieved a lot of international certifications over the years. These certificates are helping them get more business opportunities with renowned brands.
- **Changing dynamics:** The business dynamics is ever changing and is going on an upward trend. This creates opportunities for Talon Bangladesh.
- **New customers:** The current customers of Talon Bangladesh are recommending new businesses to purchase from Talon which is a great business opportunity.

Threat of Talon International Bangladesh

Despite having many opportunities there are also some threats that Talon is facing. Those are discussed below:

- **Competition:** There are many competitors of Talon in Bangladesh who are also providing similar items for brands. These competitors are attracting the customers by providing the goods at a lower price. The biggest 3 competitors of Talon Bangladesh are SML, RPAK, BRITANICA
- **Russia war:** The Ukraine Russia war has caused the economy to fall quite a bit which is a threat for any type of business.
- **Open nomination:** Previously some items were sole nominated for Talon which means customers must buy from Talon. But now a days to make matters worse some brands have opened their nominations to other competitors for trims items.

- **Exchange rate issue:** The exchange rate in Bangladesh is fluctuating which is causing some loss in terms of payment for production fleet.

Despite all issues Talon Bangladesh is going strong and will try their best to remain this way in the future as well. They might have to take a few steps to reduce their weakness and enhance their opportunities and strengths. If they can manage to do so they have a very good chance of surviving in the market.

PROBLEMS FACED BY TALON BANGLADESH IN OPERATIONS

Just like any other company Talon Bangladesh also faces some problems while running their day-to-day operation. The major problems they face are described below.

- **Competitors:** There are a lot of competitors in the market fighting to survive in the market and as there are a lot of competitors it makes it very difficult to keep track of all the competitors' moves.
- **Low Manpower:** As shared earlier the manpower of Talon Bangladesh is not enough. At times this causes problems in the smooth operation of the business.
- **Quality Management:** Just like any other production unit, talon also has to suffer loss due to wastage. Sometimes they must go for reproduction on the entire order.
- **Raw material cost:** The raw materials are very costly, and, in some items, they do not have any profit margin as the production process is very costly.
- **High lead time:** The general goods ready lead time is 21 days which is very high for any trims business. This sometimes creates problems keeping hold of the customer's loyalty as well.
- **Exchange rate:** The fluctuating exchange rate sometimes causes more cost in purchasing necessary raw materials. This causes loss sometimes.
- **Electricity issues:** The electricity support in the factory is not satisfactory. Sometimes once the electricity goes it takes around 3-4 hours to come back and it hampers the production process. Even though there is a generator it backs up only for two hours, which hampers production tremendously.
- **Gas issue:** To complete the production the factory needs to dye the materials to get the correct color in them. As the gas pressure is low it takes more time and costs much more than previously to complete the dying process.

- **Skilled worker:** There are not many skilled workers in the factory which is why sometimes the production is done wrong and whole production goes to waste. This creates big losses for the company.

Despite all these problems Talon Bangladesh is still trying to work through it all and maintain a good business. If these problems can be reduced it will be a great help for the business.

Recommendation for Talon Bangladesh

After working at talon for over one and a half years I have some recommendations for Talon which can help them make sure the loss is minimum and they can successfully continue the business. The recommendation for Talon Bangladesh are as follows.

- **Analyzing competitors:** Talon must analyze its major competitors and do needful strategically to fight back any of their moves. They cannot compete with all but they can compete with their top competitors.
- **Increasing manpower:** As the manpower in Talon Bangladesh is quite low the company must employ new people to fill the gaps. This can help the production process to be smoother and easier.
- **Quality:** The team of Talon Bangladesh needs to use TQM method of operations management to maintain the quality of products and services.
- **Raw material sourcing:** Talon should try to source their raw materials from the local market when possible so they can reduce the import cost of raw materials.
- **Reduce lead time:** The lead time of Talon is very high and if they want to continue their business, they must reduce their lead time.
- **Train workers:** Talon should invest more on training workers so they make less mistake and sign a bond that they cannot leave the job within 5 years. It can save a lot of recruitment costs.

If Talon can make these changes and keep doing business, they can successfully survive in the market.

Conclusion

Talon International is a very renowned company in the sector of Apparels and fashion. They are nominated supplier of many world-renowned brands which collect their products from Bangladesh. Even though they have a lot of competitors they are still successfully running and maintaining their business. They also face some challenges just like any other company. If they take steps in place to remove those problems or reduce them to a certain level, they can fight off the competition and do well. The company should make liaison with other well-known brands and start its production operation in Bangladesh so the company has more customers to serve and can also earn economies of scale with high production. By managing raw materials from local sources, they can also reduce the cost and enhance profit. Talon is working on becoming a nominated supplier for more and more brands each day and plans on continuing to do so in the future. As the RMG industry is large the backward linkage industry is also large. There are a lot of business opportunities, and it can be utilized. With proper utilization of business, the company can make huge profit in the future years. I must say during my timespan of work at Talon International Bangladesh, they have made a lot of progress in their daily activities for different brands. They are very organized and open to change. According to the CEO of Talon International, Talon always looks forward to better performance than previous years. Talon has successfully kept its promise and showed great innovation and positivity to change every step of the way. Talon always has a plan of employing forward thinkers who can take the company to the next level. Despite some shortcomings Talon is managing everything quite well in Bangladesh. If they can keep on giving their best services to the customers and keep moving forward with innovation and development simultaneously, Talon can do exceptionally well in this sector. When Talon first started out their only business was Zipper business. With time they have managed to provide all type of trims products. They manage their compliance and legal issues quite well and make sure they keep maintaining all the govt rules and regulations, so they don't face any major legal issues. As Talon is a nominated supplier for many international brands trims in Bangladesh, they have very good future prospect. Even though the company must fight with competitors and there is an issue of open nomination, Talon has been proven to be a tough competitor for many of the other trims supplying company. So, we can say that the future looks bright for Talon in Bangladesh and worldwide.

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