

Report On
The Impacts of the Sustainability & Green Marketing on the
Textile industry in Bangladesh in the context of “Chargeurs PCC”

Submitted By:

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelors of Business and administration

BRAC Business School
Brac University
March, 2024

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Declaration

It is hereby declared that.

1. It is an internship report submitting my original project while completing my degree at BRAC University.
2. The report does not contain any information previously published or written by third parties, except where this is formally cited by means of complete and accurate references.
3. The report does not contain information that has been accepted for, or submitted for, a degree or other degree at the University or any other institution.
4. I acknowledged all major sources of support

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Supervisor's Full Name & Signature:

To, Mrs. Tania Akter

Senior lecturer, BRAC Business School.

BRAC University,

Letter of Transmittal

To, Mrs. Tania Akter

Senior lecturer, BRAC Business School.

BRAC University,

Dhaka 1212

Subject: “The Impacts of the Sustainability & Green Marketing on the Textile industry in Bangladesh in the context of “Chargeurs PCC”

Dear Ma’am,

It is a great pleasure for me to complete my internship report on “The Impacts of the Sustainability & Green Marketing on the Textile Industry in Bangladesh in the context of “Chargeurs PCC” using the skills and understanding I gained while doing training at Chargeurs PCC is doing the work. Thank you so much for your guidance and support. The report could not be completed without your appropriate guidance and assistance.

I expect the report to accurately reflect my experience in internships.

Sincerely yours,

Alvi Mahmud Nijhum

ID 17204057

BRAC Business School,

BRAC University.

Non-Disclosure Agreement

The contract has been negotiated and executed between Chargeurs PCC (Fashion Technologies) and Alvi Mahmud Nijhum, an accredited student of BRAC University. I, Alvi Mahmud Nijhum, hereby certify that this report will not contain information that is confidential, harmful, or physically dangerous to Chargeurs PCC (Fashion Technologies). This report will be compiled with the help of the office manager and will be based on my daily experience. As a result, my internship program evaluation report will not be published online; It will be kept at BRAC University instead. Finally, I trust that this report will not discredit the company and that the sources will be cited appropriately.

Acknowledgment

I would like to start by dedicating this event to my Almighty Allah. Also, I would like to express my gratitude to my advisor, Mr. Shamim Ahmed, a lecturer at BRAC School of Business, for his supervision and guidance in completing the report. In addition, I would like to thank Mr. Abdullah Al-Farouk, Sales and Marketing Manager, Chargeurs PCC (Fashion Technologies) for his on-the-job observations during my training. In addition, I would like to thank my classmates and colleagues for their constant support.

Table of Contents

Declaration.....	1
Student’s Full Name & Signature:	1
Supervisor’s Full Name & Signature:.....	1
Letter of Transmittal.....	2
Non-Disclosure Agreement	3
Acknowledgment.....	4
Executive Summary	6
Chapter 1: Overview of Internship	7
1.1 Student’s information:.....	7
1.2 Organizational Details:.....	8
1.3 Organization Mentor Details:.....	8
1.4 My Responsibilities In the Organization	8
1.4 Benefits of the apprenticeship program:	9
1.5 My goals from this apprenticeship program:.....	9
Chapter 2: Organization Part.....	9
2.1 History Of Chargeurs PCC.....	10
2.2 Management practice:	11
2.3 Sales and Marketing Team	12
2.4 SWOT Analysis:.....	13
2.5 Porter’s Five Forces	15

Chapter 3: Industry Analysis.....	20
3.1 Introduction:	20
3.2 Literature Review	20
3.3 Objectives.....	21
3.4 Methodology	21
3.6 Green Marketing Strategies.....	22
3.7 Green Market Orientation:.....	22
3.8 Discussion.....	23
3.9 Recommendations	24
3.10 Limitations.....	25
3.11 Conclusion:	26
References.....	27

Executive Summary

From 1972, Being sustainable has been a great global concern. Both the government and the common people are highly aware of it and are actively creating pressure on companies not adhering to their movement. Impactful Global organizations like the United Nations Environment Program (UNEP), the UN High-Level Forum on Political Forum on Sustainable Development, and the Intergovernmental Panel on Climate Change (IPCC) are pushing industries to abide by Environmental sustainability regulations. Even governments of some nations are providing incentives to those trying to be sustainable and penalizing those not abiding by the movement. Many companies from different industries are adhering to such

regulations and changing the production process of their goods or services to such an extent that they would not harm the environment in any way. The Textile Industry, is such an industry that fulfills one of the five primary needs of Human beings and every person residing on Earth is using products produced by the Garments. Usually, Garment factories produce an immense amount of industrial wastes and chemical wastes. Thus they are bound to be extra careful. Textile companies have realized that they can win more acceptance from their customers if they promise and maintain sustainability measures.

Chargeurs PCC (Fashion Technology), is a globally renowned Interlining manufacturer that is assisting renowned garment companies in creating the most luxurious garments. It is an Interlining manufacturing company based in France and has Manufacturing facilities in Bangladesh, Sri Lanka, China, France, Argentina, and Brazil. Chargeurs PCC manufactures Cotton, Tetoron Cotton, Polyester based Interlinings which are used for Collars, Cuffs, Plackets, Waist Bands, Front ply, etc for the clothes of top brands around the globe. It is a B2B company and we provide these interlinings to the Garments factories that create the final goods that are ready to wear. These interlinings are used for clothes for premium brands like Calvin Klein, Geoffrey Beene, Levi's, GAP, American Eagle, Van Heusen, JCPenney, LuluLemon, etc. Chargeurs PCC also taking many initiatives and actions to reduce its Industrial waste, chemical waste, Water usage reduction, and Environmental footprint and trying to become more sustainable. One of Chargeurs PCC's core mission and vision is to become 100% sustainable within 2027. One of the core steps of such a vision is to make better use of "Green marketing" so that they can stand out from the increasingly competitive environment and also become more credible and favorable to existing customers and new segments of customers.

Keywords: Garments, Textiles, Sustainability, Marketing, Green Marketing, Industrial waste, Manufacturing, Global brands.

Chapter 1: Overview of Internship

1.1 Student's information:

Name: Alvi Mahmud Nijhum

ID: 19304049

Program: Bachelor of Business Administration

Major: Marketing

Minor: CIM (Computer information management.)

1.2 Organizational Details:

Company Name: Chargeurs PCC (Fashion Technologies)

Period: 3 months (1st February 2023 to 30th April 2023)

Department: Sales & Marketing.

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

1.3 Organization Mentor Details:

Name: Abdullah Al-Faruque

Position: Manager, Marketing

1.4 My Responsibilities In the Organization

I had multiple responsibilities as an intern at Chargeurs PCC (Fashion Technologies). My prior knowledge and experiences from part-time employment have been very helpful to me in a number of ways. I used to write the company's PIs, and sample requisitions and made presentations on different topics. It was my responsibility to acquire new clients and keep up formal communications via phone calls and emails with current ones. Also, I collected and organized samples, test reports, and documentation for the clients to come up with solutions for their manufacturing problems. To make sure we receive repetitive buyers, I also followed up on clients regarding orders and pushed for the LC and clearance documentation. Occasionally, I had to go see clients in order to bring in new business. I also made several trips to our factory in case of, any issues with orders and guarantee prompt delivery.

1.4 Benefits of the apprenticeship program:

Chargeurs PCC (Fashion Technologies), We could work with various departments to accomplish company goals, enhance their strengths, and gain professional experience. I learned how to deal with clients more competently from this organization. I've developed my communication skills and organizational norms best fit for my coworkers and our clients. Moreover, I have learned how to work under pressure. While I was working for this textile company, an individual had to reach out to clients via email, text message, and phone, which could support the development of interpersonal and communication skills.

Additionally, I've acquired valuable skills in collaborating with others and being an effective team member. This experience has provided me with insights into maintaining professionalism and avoiding conflicts in the workplace. I've also gained an understanding of the company's hierarchy and developed the ability to handle various situations adeptly.

Unlike many businesses while apprentices are not compensated for their time and effort, Chargeurs PCC (Fashion Technologies) values and appreciates the contributions of apprentices. As a result, we offer a monthly stipend, cover round-trip transportation to meetings, and provide additional perks to support and recognize their hard work.s.

1.5 My goals from this apprenticeship program:

1. To gain knowledge and experience in real workplaces.
2. To apply in the real world what is taught in BRAC University lectures, textbooks, and course mood.
3. Provide focused field service with on-site computing capabilities.
4. Present possible operating conditions.
5. Complete prerequisites for lesson plans.

Chapter 2: Organization Part

2.1 History Of Chargeurs PCC

Chargeurs PCC is a multinational corporation with a wide range of business interests that leads both manufacturing and service sectors in particular areas. It is among the world's leading producers of interlining for clothing. Chargeurs is a foreign-owned firm that makes up a substantial portion of Bangladesh's foreign direct investment. Chargeurs Interlining is an expert in every aspect of this intricate product, that is sandwiched in between the lining and their fabric to preserve shape and make clothing flexible. Chargeurs Interlining, one of the leading producers of interlining worldwide, has the products, know-how, and skills necessary to use interlining in any part of a garment. Women's nonwoven and woven clothing, shirts, bottoms, wool, bi-elastic, etc., are all available at Chargeurs PCC. The BGMEA's estimates indicate that Bangladesh's interlining market generates about 1.2 billion dollars in revenue annually. Nearly 25% of the market is accounted for by Chargeurs PCC. (Rahma & Khan, 2023)

According to their Website, Chargeurs operates 8 manufacturing facilities, 3 innovation studios, and 28 subsidiaries all over the world. Etacol Bangladesh Ltd is their subsidiary for Bangladesh and one of the most important sales points for South Asia. Their Bangladeshi manufacturing facility is at the Dhaka Export Processing Zone (EPZ). Chargeurs PCC designs and distributes eco-friendly goods that are safe for consumers and the environment. Chargeurs Interlining has implemented quality control processes that comply with Oekotex and Reach standards, thereby putting these principles into practice. Most of the Chargeurs PCC's Interlining materials are Oekotex class 1 certified. This business is accredited to ISO 9001. A comprehensive dedication to corporate social responsibility is the sustainable 360 degree. Chargeurs PCC has many Sister concerns operating under its brand and these are

- I. Chargeurs Some of PCC's most successful accessory brands around the world include. DHJ: DHJ is a world leader in shirt interlining.
- II. Lainiere de Picardie: Lainiere de Picardie manufactures and sells a wide range of fusible knit interlinings worldwide. A world leader in knitwear, Lainiere de Picardie specializes in the women's clothing and suit canvas industry.
- III. Inticel: Inticel is a specialty non-woven material.

- IV. Etacol Bangladesh Limited: Etacol is one of the leading manufacturing companies in Bangladesh. Thanks to sustainable investment and social compliance, Etacol is a privileged partner of leading retailers operating in Bangladesh.
- V. S.Yak: Yak is the most widely produced canvas in China.
- VI. PCC: PCC specializes in nonwoven & tricot

Chargeurs operates eight manufacturing facilities, three innovation studios, 28 subsidiaries, sales offices, and Etacol Bangladesh Ltd. at the Dhaka Export Processing Zone worldwide. Chargeurs Interlining designs and distributes environmentally friendly goods that are safe for consumers. Chargeurs Interlining has implemented quality control processes that comply with Oekotex and Reach standards, thereby putting these principles into practice. The great majority of Chargeurs 11 Interlining products are certified Oekotex class 1. This business is accredited to ISO 9001. A comprehensive dedication to corporate social responsibility is the sustainable 360 degree.

2.2 Management practice:

The French head office is responsible for operations, with France HRM's Asia-Pacific headquarters in Singapore. The Bangladesh office is supported by its counterparts in Singapore. India is known to be the second most important headquarters after Singapore. Bangladesh's team is responsible for overseeing plant maintenance, communicating with employees, and coordinating the sales team's efforts to settle bank statements. Additionally, the head of the Bangladeshi team handles a variety of other resource management functions.

Etacol Bangladesh was first established by Bernard Frey on June 28, 2003, as a sole proprietorship in the Dhaka Export Processing Zones (DEPZ). In February 2008, Bernard Frey sold Etacol to the Chargeurs PCC, becoming the Chargeurs PCC brand. Chargeurs can sell domestically to all textile export industries as it has a manufacturing facility in Dhaka EPZ (Export Processing Zone), which is the base of the business Chargeurs Singapore provides essential support to Etacol in terms of procurement, logistics foreign, accounting, and finance.

Following a change in ownership in 2015, Chargeurs PCC Antoillez sold its ownership to Fitexin.

A major market success came with the management's decision to combine PCC-CFT, a move that had a significant impact on the market. This merger represents a strategic "square attack" into the market, with Singapore, Includes Hong Kong and Bangladesh. He oversees Asian brands, the Singapore headquarters makes key decisions related to the business. The company's chairman, Peter Seah, influences companies in Bangladesh, India, Sri Lanka, Vietnam, Ethiopia, and Cambodia.

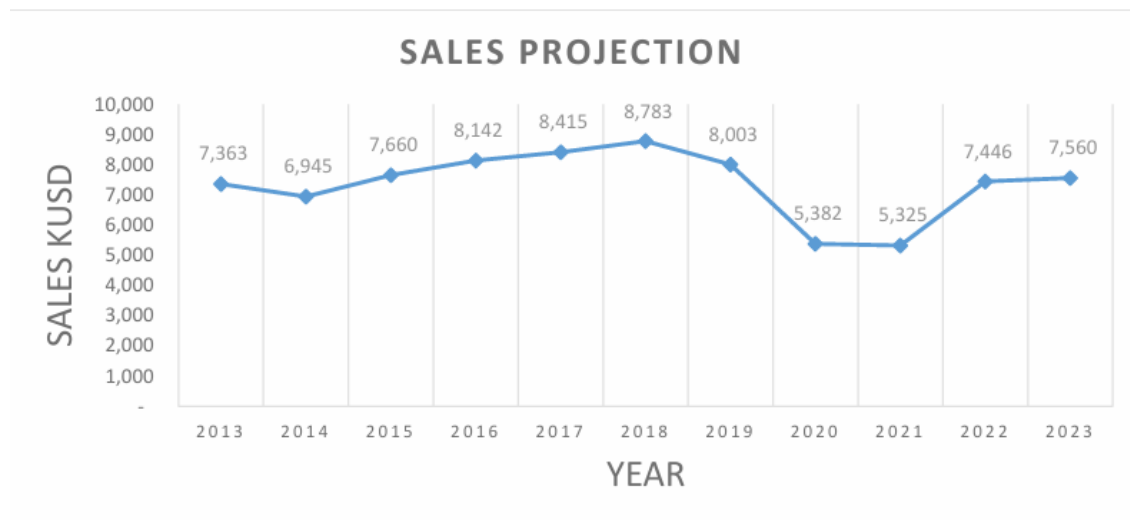
2.3 Sales and Marketing Team

Businesses are starting to realize how important it is to emphasize a relationship approach in their sales and marketing campaigns, and this trend is expected to continue (Corsaro and Olivieri 2021). Chargeurs are aware that their best resource for establishing direct connections with consumers and purchasers is their sales and marketing division. Chargeurs interlining brands rely exclusively on this division since it manages order fulfillment and brand presentation to customers.

One of the most important responsibilities of the sales and marketing team is establishing reasonable goals for the sales. Based on historical sales information and accurately estimated projections, Chargeurs sets monthly targets for the sales team. The team is also responsible for deciding whether certain interlinear items in the current catalog should be eliminated altogether or if their prices should be revised. They base their judgments on a variety of variables, including trends, previous sales data, customer feedback, order projections, and other data.

The sales and marketing department needs to stay in constant communication with existing clients, find new ones, answer their questions, and keep an eye on the activities and goods of rival companies to get orders and deliver them effectively. They make sure that their work contributes to the organization's overarching goals by keeping lines of communication open and direct and providing any information that could be important to other departments. To maintain seamless operations and provide customer assistance in the event of a problem, the team collaborates closely with the production and commercial divisions.

Operating on every continent, Chargeurs PCC is renowned for being a trailblazer in the product and sustainable process domains. It upholds the strictest environmental regulations and is always in search of methods to minimize its waste and carbon impact. The goal of the marketing and sales division is to reach the company's sales targets. The firm had a sharp decline in revenue during the epidemic, but by 2022, it had recovered well, with sales data indicating a notable uptick until April.



The sales and marketing department of the corporation is working tirelessly to meet the organization's sales target. Although revenues for the firm fell significantly during the pandemic, they managed to recover and reopen in 2022.

2.4 SWOT Analysis:

SWOT analysis stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is a useful tool in corporate strategic planning because it can be used in both macro and micro environmental studies. External and internal strategies are summarized using SWOT analysis. The company has strengths and constraints that enable and constrain and consequently, the organization can achieve its goals. Threats and opportunities are evaluated as external factors that in turn weaken or hinder the organization's ability to achieve its objectives Considering

the current state of flow through the business, SWOT (Strengths, Weaknesses, Opportunities) is used, and Threats) analysis is provided in the following sections:

Strength:

A wide range of strong supply chains drawn from international companies is the key to the success of Chargeurs PCC (Fashion Technologies). Their selection enabled them to surpass other local competitors. Everyone knows this company's reputation for providing high-quality products and services, and they hardly cut corners in these areas.

This company's state-of-the-art R&D department continues to develop a wide range of merchandise keeping in mind customers' needs. Customers can choose the best clothes from a wide selection thanks to more than 1,000 products of this company. Moreover, they handle their business in compliance with all federal laws and regulations, so they never face any legal issues.

Weakness:

Chargeurs Fashion Technologies, or PCC, is a company with several shortcomings, just like any other. They are lagging behind their competitors because of their strict pricing policies. Vendors are reluctant to accept the increased rates even if product prices are rising as a result of growing raw material costs. This is a serious shortcoming for the organization, which has to be addressed to avoid losing a significant amount of revenue. Furthermore, longer cycle durations are the outcome of the protracted lead time for raw materials. Customers become agitated as a result of the deliveries taking longer than expected. The whole management system is confused with a lot of paperwork which makes the delivery system a bit slow. Freedom of some degree to operate freely might pace up the working cycles of the company.

Opportunity:

Chargeurs PCC (Fashion Technologies) has great prospects as it continues to improve its products in response to customer requests. To fulfill their corporate responsibilities, most apparel brands work to create a sustainable environment and products. For this, sustainable and recyclable alternatives need to be explored. To meet their corporate responsibility goals, most

apparel companies work towards environmental and production sustainability. To achieve this, alternative recyclable and sustainable materials should be explored. In response to these efforts, Chargeurs PCC has undertaken a number of initiatives under its "sustainable 360 degree" program, which serves as the company's approach to corporate social responsibility.

Threat:

The company's greatest danger at the moment is the global recession, which is brought on by rising prices and a decline in customer orders. Should the problem not be resolved, the company's revenues will suffer greatly. The whole cost of manufacturing is being negatively impacted by the costs that are always rising. Furthermore, there is a lot of rivalry in this industry, and a large portion of the market is dominated by local businesses. In an attempt to attract more customers, they also lower their prices, but doing so comes at the expense of both the caliber of the goods and the degree of service. Chargeurs may now face danger from this in the form of potential clientele losses.

2.5 Porter's Five Forces

Porter's five forces model is a useful framework for analyzing the profitability and attractiveness of the modern textile industry from the outside. Porter's five powers cannot be said to be irrelevant anymore. It remains true that every organization operates in a network of suppliers, customers, competitors, substitutes, and new entrants.

Porter's five strengths are as follows.

- Competition between existing competitors
- Threat to new entrants in the market
- Supplier bargaining power
- Customer bargaining power
- Threat of substitute goods and services



Rivalry among existing competitors

The competitor's ability to undercut a corporation is a measure of the level of competitiveness among the Five Forces' current rivals. The less leverage a corporation has, the more competitors it faces and the more identical items it provides. Bangladesh's textile industry is highly crowded and competitive.

Since overseas buyers have many alternatives when it comes to identical products, it is challenging for a business to outperform its rivals. Currently, Chargeurs PCC (Fashion Technologies) is up against both domestic and foreign interlining producers. Rivals have an equal chance of attracting a consumer by providing superior pricing and service since their items are equivalent. Still, it's among the greatest. We supply well-known international brands due to our excellent reputation and exceptional offerings.

The threat of new entrants into the market:

Bangladesh's textile and garment manufacturing industry is distinguished by low entrance barriers and high exit obstacles. Due to conveniently accessible inputs such as labor and materials, a business-friendly legal framework, and improvements in technology and

manufacturing techniques, new rivals may enter the market with ease. However, because of the high related expenses and investment speculation that results in overproduction and lower earnings, it is difficult to quit the market. In particular, online manufacturing makes it difficult to exit the market without significant losses as it requires strong financial commitment, specialized equipment, trained personnel, and close relationships with suppliers for its customers.

Supplier bargaining power:

Porter's model can be used to analyze industry competition and see how investments affect a firm's profitability. This approach takes into account the number of suppliers, the uniqueness of their contributions, and the ease of switching suppliers. These characteristics affect the level of interaction between suppliers and customers in an industry, which in turn affects the profitability of businesses in that industry.

Bargaining power of suppliers is relatively limited because there are many certified suppliers in this industry. The ability to easily switch to different suppliers with few problems and balanced energy equality between suppliers and buyers extends for the same reason that increased competition among suppliers is unlikely. Chargeurs PCC will face higher prices or additional demand from any one source.

Chargeurs PCC benefits from increased flexibility and supply chain robustness when they can choose from approved suppliers. If a current supplier faces challenges or fails to meet required quality standards or supply chains, Chargeurs PCC uses its agility to manage supplier risks on Chargeurs PCC that can turn to suppliers next to another with greater delay in execution or less is handled efficiently and consistently.

Despite the fairly even power distribution, the Chargeurs PCC is vulnerable to market factors and competition. Chargeurs PCC has always emphasized innovation and adopting creative solutions to maintain a competitive advantage. By prioritizing environmental concerns, consumers actively seek brands that match their perspectives. This team takes the company's commitment to sustainability and environmentally friendly solutions seriously. Chargeurs PCC has successfully established itself as a leader in eco-friendly supply chains.

Customer Bargaining Power:

Customer negotiation capabilities depend on how price changes affect consumers and their ability to negotiate better terms in product markets. Companies seek to reduce the purchasing power of their customers while maintaining high profitability through various loyalty programs and other methods of implementation.

Consumers exert tremendous power in the offline industry due to the large number of vendors and the relatively easy way to switch between them. Offline plays an important role in many industries such as clothing and textiles. Customers can choose from a variety of vendors to fulfill their in-line needs. The solution: Increased competition among suppliers gives customers an edge in negotiating fair prices and terms.

Buyers increased their profits on deals made due to lower conversion costs. When switching from one vendor to another, customers may face switching costs, financing, or even logistical issues. In the offline market, customers can simply switch suppliers without significantly disrupting their operations. Consumers now have a greater ability to compare multiple options and make the best choice by switching to another supplier.

In the manufacturing sector, consumers have greater bargaining power, giving them more influence over prices. Suppliers may need to change their pricing strategies to meet customer requests for lower prices or better terms. This can put financial pressure on suppliers, causing them to take measures such as cost reduction and efficiency to gain financial advantage.

Furniture manufacturers such as Chargeurs PCC must use customer satisfaction and loyalty strategies to meet the challenges posed by the increased buying power of their customers. One successful way to achieve this.

The threat of substitute goods and services:

The availability of substitutes has a significant impact on a firm's assessment of the competitiveness of its business. Replacement at the interline location is safe. Interstitials are an important part of textiles and textiles. The goal of textile manufacturing is to improve the quality and functionality of textiles through the structure, support, and process of inclusion.

In the interlining industry, the lack of suitable alternatives to the lower risks posed by substitutes is significant. There are few competing options for interleaving in terms of capabilities and properties. It is difficult to incorporate materials or other components without compromising the quality or functionality of the end product due to its unique characteristics and functional characteristics.

Furthermore, fabric fillers are important in the production of finished garments. It has a huge impact on the overall look, comfort, and durability of the final garment. Manufacturers and companies use interlining to create the qualities they need for their visual and functional products. As a result, the online marketplace remains static, with consumers showing little interest in exploring other options.

The reason for the low risk of alternative solutions may also be due to its important role in apparel manufacturing. Interlining materials are commonly utilized in a variety of products, and several brands and manufacturers have developed expertise in their application. Adopting different materials or components would necessitate considerable changes to the manufacturing process, potentially resulting in higher costs and quality difficulties. As a result, consumers are unlikely to simply switch to alternative interlining materials due to the high expense and trouble required in doing so.

There is little competition from equivalent commodities in the interlining manufacturing industry. The industry is resistant to alternative goods since there are few direct competitors, interlining plays an important part in garment manufacturing, and shifting to other options is expensive and complicated. Chargeurs PCC and other interlining companies can improve their market position and competitiveness by identifying and resolving other important business problems. Supplier power, buyer power, competitive rivalry, and entry restrictions are all important dynamics to examine.

Chapter 3: Industry Analysis

3.1 Introduction:

The Bangladeshi economy benefits significantly from the textile and apparel industry, and textile and apparel exports are major sources of foreign exchange. A staggering 77% of Bangladesh's total merchandise exports are garments, garments and ready-to-wear, making the country the second largest supplier to international apparel companies (Rahma & Khan, 2023). Although locally produced textile machinery accounts for the bulk of the industry, 82% of fabrics and 67% of yarn are imported (Rahma & Khan, 2023). Despite these limitations, recently the textile industry has made remarkable progress in terms of performance improvement information is available |. With this research, I tried to reduce the use of green marketing in the textile industry in Bangladesh. How the industry can benefit from the implementation of green business practices and how to use them as a key selling point in the global market. Also, I have tried to identify the benefits and challenges of sustainable green marketing.

This report might be a great opportunity for upcoming researchers and market leaders as it focuses on Bangladesh's textile industry. Also, the report is made using the latest data and trends which might help to get a greater overview of how the market sees fit to adopt sustainability currently rather than in the future.

3.2 Literature review

Positive relationship with ecological knowledge (Ansar, 2013), while socio-demographic variables are not significantly associated with green shopping intention. Environmental advertising, price, and environmental packaging were all found to be positively associated with purchasing green products.

Sustainable Green Marketing Practices by Textile Industry in India. Alam and so on. (2024) used structural equation modeling to examine the factors influencing the adoption of green marketing strategies and their impact on the environment, society, and economy. The results show that environment meeting and socioeconomic factors are associated with differences in the adoption of green marketing practices in various textile industry firms. Provides insights

into the importance of integrating green business practices, recommends policy development, and emphasizes the need for further research on green marketing.

For consumer textiles, the integration between green marketing orientation, green innovation, green competitive advantage, and purchase intention. Purchase intentions have a significant effect on green competitive advantage but not on green innovations. Green competitive advantage is greatly enhanced by green marketing strategy. However, there isn't much direct impact of the green marketing approach on purchase intention. Furthermore, the relationship between green marketing intentions and purchase intentions is mediated by green competitive advantage rather than green innovation. Using eco-friendly marketing strategies and developing eco-friendly products to achieve sustainable business growth.

3.3 Objectives

To investigate the impact of development and green marketing on the textile industry in Bangladesh and relate the results to Chargeurs PCC (Fashion Technologies).

3.4 Methodology

The research article approaches the subject in an exploratory manner. The primary and secondary review was part of the research endeavor. The main source of data for this study are the articles and journals which are the results of brilliant research work from some very intelligent researchers. Also, I have worked with individuals who are actively working in Bangladesh's textile sector and shared their knowledge as everyone was so keen to let us know about the great contributions, opportunities, and obstacles of the textile industry of Bangladesh. Also, I did some interview sessions with Bangladeshi manufacturers of ready-made garments (RMG) and representatives of the Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA). Secondary research on Bangladesh's textile business is carried out by consulting books, articles, reports, journal research papers, and websites.

3.6 Green Marketing Strategies

We can implement many strategies to use green marketing as an effective tool to increase sales and save the environment simultaneously. Some of these strategies are-

Factors positively associated with green purchase intention: Age, education, environmental advertising, price, and poor-quality packaging all have a positive impact on green buying behavior so according to Ansar (2013). those with higher levels of education and the elderly have a positive attitude toward green products. This is due to their high level of ecological awareness, which means they understand and know about environmental challenges and sustainable practices.

Effects of age and education on biological knowledge: Age and education are positively associated with environmental knowledge, indicating that older and university-educated people are more likely to hear things about environmental issues According to Ansar (2013), increased environmental awareness leads to more positive attitudes towards green products manufacturers engage more in purchasing

Impact of environmental advertising: Environmental marketing plays an important role in encouraging green purchasing decisions. Ansar (2013) found that such advertising significantly increases consumers' understanding of green products and affects purchasing decisions. Environmental marketing encourages consumers to make more environmentally friendly choices than average by increasing awareness and providing benefit information.

Price and green purchase intention: Price is another important determinant of green purchase intention. Ansar (2013) finds a positive relationship between price and green shopping intentions, which means that environmentally conscious people are willing to pay more for environmentally friendly products and this willingness to pay more reflects the importance of sustainable conservation and environmental protection.

3.7 Green Market Orientation:

Chahal. (2014) proposed a conceptual framework for green marketing that includes three main components: green innovation, greening of processes, and green supply chain. The study shows that focusing on green marketing is also important to gain a competitive advantage in the green marketing industry. The priority of environmentally responsible market-oriented organizations

is to integrate green innovations, implemented through strategies to reduce and prevent corporate waste environmental damage. Green innovation emphasizes the creation of products or processes that comply with environmental protection regulations. Companies can offer a variety of innovations, including environmentally friendly ones, by implementing green practices.

Managerial strategies, organizational innovations, production innovations, and process innovations with environmentally Sustainable development are priorities. Deshpande and Farley also stated that environmental consciousness involves inter-agency strategies and activities that prioritize ecological concerns in the market with the aim of organizing and meeting consumer needs through surroundings applying and experimenting with our environmental concepts in supply chain operations that are environmentally friendly, as well as increasing customer value as well to show.

3.8 Discussion

The use of green marketing (GM) strategies significantly increases the financial efficiency of the firm and establishes a strong link between its economic and social performance (Bıçakcıoğlu et al., 2020). This study presents a theoretical framework that explores three distinctive features of GM strategies. The aim is to increase our understanding of the relationship between these mechanisms and their overall impact. The strong relationship between the three GB characteristics is supported by the significant findings from data collected from 250 individuals in an analysis of RMA members, as reported by M.J. Alam and others reported it. In his analysis of uncertain supply chain management (2024). A recent study by Khan et al. (2019) found a higher correlation between social and economic development compared to the correlation between social development and the environment. The firm's choice to adopt environmentally sustainable practices is primarily motivated by economic benefits, and our study supports this finding. Often, mandatory sentences are also considered less important (Aboelmaged, 2018). Supporting industries in India prioritize economic development but also fulfill their ecological responsibilities as required by the government as per the study contributed by Kemble et al (2020).

Liao et al. (2020) used a structural model and bootstrapping resampling to study the relationship between green consumer value, attitudes toward green products, and green purchase intentions. The study showed that green consumer value affects the perceived value of products with products an environmental image impact, which affected the perception of green consumers benefits of green products. The relationship between consumers' positive green values and positive attitudes towards green products

3.9 Recommendations

Apparel companies can use eco-friendly marketing and corporate social responsibility policies to capitalize on consumer interest in eco-friendly products. Important policy recommendations include mandating tree planting, green buildings, waste management, and energy efficiency; tax breaks and subsidies for sustainable practices such as water recycling and waste disposal; and strict pollution control regulations to discourage the use of environmentally friendly technologies. Moreover, it encourages technological innovation and reduces carbon emissions by encouraging cooperation with educational institutions and research centers. There is a need for effective implementation of strict environmental regulations, such as subsidies for green industries.

Within the larger framework of green marketing (GM) research, companies can focus on five key strategies to increase their financial efficiency and sustainability initiatives:

To maximize customer value, companies should prioritize improving the perceived value and environmental image of their sustainable products. This can be done by effectively explaining the environmental benefits and high-quality green products, thus creating a positive perception of these products.

Implement green marketing strategies: The link between economic and social development can be strengthened through comprehensive genetic engineering strategies that highlight the ecological and social benefits of products. This strategy not only meets customer expectations but also promotes long-term financial goals.

Companies should invest in educational programs to educate and engage consumers, and to increase understanding of the environmental impact of their products. Companies can enhance their perceived value and reputation for environmental sustainability by demonstrating the tangible benefits of non-environmental practices through strategies that comply with transparency and efficiently engage customers.

Use of economic incentives: Emphasizing the economic benefits of environmentally friendly products, such as the potential for lower energy costs or longer lifespans, can capture respectable customers at the surface of the value problem of finance. This approach is consistent with previous research showing that financial incentives tend to motivate sustainable use practices.

Government compliance and beyond: While companies are expected to meet certain environmental standards, they should strive to exceed them. This proactive approach can help the company's reputation and attract environmentally conscious customers.

3.10 Limitations.

Our study, which utilizes both primary and secondary data, may include mistakes if workers intentionally submit deceptive information about the organization. The report's conclusions may be inaccurate due to these evaluations. Furthermore, this study exhibits many deficiencies:

1. The interviews were conducted within a limited timeframe, which hindered our ability to gather further data. Obtaining pertinent data was difficult due to the dearth of substantial research and publications in the same industry.
2. It was challenging to arrange appointments with textile authorities for interviews.
3. The available information on the Bangladesh brand Etacol under Chargeurs was inadequate, and in many examples, access to essential papers and the data was limited.
4. The lack of sufficient access to industry specialists posed a difficulty in obtaining thorough insights.

5. The limited amount of time prevented us from conducting a more comprehensive examination.
6. Inconsistencies in the information obtained were due to the variability in data sources.
7. The presence of language hurdles posed challenges in acquiring and comprehending local information and publications.
8. The study's scope was limited due to financial restrictions, which reduced the extent of data collection.
9. Insufficient collaboration from some stakeholders hurt the comprehensiveness of the acquired information.

3.11 Conclusion:

The Bangladeshi textile industry is taking advantage of the green market to increase its global market presence. Factors such as age, education, environmental advertising, price, and environmental packaging positively influence green purchase intentions. The industry faces challenges from domestic and international crossover manufacturers and new entrants, but Chargeurs PCC (Fashion Technologies) has shown progress through a commitment to sustainability and partnerships with leading companies Porter's Five Forces model of supplier bargaining power, customer bargaining power and substitute goods and services It gives us an insight into the topic. Chargeurs PCC's negotiating capabilities are limited by certified suppliers, but they benefit from increased flexibility and enhanced supply chains. Green marketing strategies, such as age, education, environmental advertising, price, and eco-friendly packaging gain a perception that they will buy a positive effect on the green stuff. Companies should focus on green business strategies to increase economic efficiency and promote the strong link between economic and social development.

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