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**Internship Report On
The Dacca Dyeing & Mfg. Co. Ltd.**

INTERNSHIP REPORT ON

“The Dacca Dyeing & Mfg. Co. Ltd.”

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Letter of Transmittal

25 December, 2014

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Subject: Submission of Internship Report

Dear Sir,

It gives me enormous pleasure to submit the internship report on “The Dacca Dyeing & Mfg. Co. Ltd.” I expect this report to be informative as well as comprehensive.

While conducting the report, I have gather lots of knowledge about backward and forward linkage and many unknown facts, problems and prospect of supply chain on different Zaber & Zubair, Acs textile, Noman Terry Towel, etc. I believed that the experience I acquired from the study will facilitate me a lot in my future career life.

It has also to be mentioned that without your expert advice and cooperation it would not have been possible to complete this report. I shall be pleased to answer any sort of query you may have regarding the report.

Sincerely Yours

Mosaddyature Rahman

ID: 12164013

Acknowledgement

At the beginning I am very much grateful to almighty Allah for giving me strength and opportunity and sound mind to complete the internship report. It is common practice to thank all those people who contributed to the task that one has to achieve I see no reason to change this custom.

Preparing the internship report on “The Dacca Dyeing & Mfg. Co. Ltd.” it is not an easiest assignment where the information should be analyzed properly and some data yet to be disclosed on the report. This descriptive paper is the outcome of my practical working experience in The Dacca Dyeing & Mfg. Co. Ltd. For successful completion of this report, I have been fortunate to have the support, assistance and encouragement of a number of individuals. Many of them played a decisive role in helping me making this report, although I honestly accept full responsibility for all the errors and omission.

There are those people who contributed in conducting my report, those who have provided information and those who have read, reviewed and provided moral support and encouragement. I like to thank specially to honorable sir **Mr. Majibur Rahman**, General Manager of The Dacca Dyeing & Mfg. Co. Ltd., who gave me the opportunity to conduct my internship at The Dacca Dyeing & Mfg. Co. Ltd.

Secondly, I would like to show my heartiest gratitude to **Birendra Chandra Saha**, In charge HR & Admin, The Dacca Dyeing & Mfg. Co. Ltd., who helped me with providing lots of information regarding my internship report. My gratefulness to **Mr. Ali Ahsan Mohbob**, Chief Financial Officer, who have guided me from the very beginning in marketing department and help me in gaining practical experience in marketing. They are very supportive in supervising my works and I am so much grateful to all the employees of The Dacca Dyeing & Mfg. Co. Ltd. for their whole hearted cooperation.

Finally, I am very much thankful to my honorable faculty **Dr. Tanvir Ahmed**, Asst. Professor of Marketing, BRAC Business School, BRAC University, who always gave guide lines and suggestion during the period of completing my internship report.

Executive Summery

The Dacca Dyeing & Manufacturing Company Limited was incorporated on 31.12.1963 as a public limited company with an authorized capital of Tk. 1.25 crore divided into 12.50 lac shares of Tk. 10.00 each. The Company was nationalized in 1972 and again returned back to previous shareholders in 1977. The Company is taken over by the present sponsors on 8th August 1995 by share transfer. Subsequently, the authorized capital was increased on July 26, 1996 to Tk. 100.00 crore, comprising 10.00 crore ordinary shares of Tk. 10.00 each. As on 30.06.2008 the paid-up capital of the Company had stood at Tk. 23.00 crore comprising 2.30 crore ordinary shares of Tk. 10.00 each that includes 30.00 lac bonus shares of Tk. 10.00 each. Then the company issued 50.00 lac right shares of Tk. 10.00 each amounting to Tk. 5.00 crore on July 10, 2008 among its existing shareholders. Finally, the company raised paid-up capital through IPO; issued 1.70 crore ordinary shares of Tk. 10.00 each (at per) amounting to Tk. 17.00 crore on 30.09.2009. The Company declared 12% bonus share for the year 2009-2010 to the existing shareholders. Considering the above events, the present paid-up capital of the Company stood at Tk. 50.40 crore. Considering the probable further increase of paid-up capital the company has increased its Authorised capital from Taka 100.00 crore to Taka 300.00 crore on 23rd March 2011. The shares of the company were listed in October 2009 with Dhaka Stock Exchange Limited and Chittagong Stock Exchange Limited which now is under “A” category.

The Company is now operating under The Companies Act 1994. The registered office of the company is situated at Sharif Mansion, 56-57 Motijheel C/A (4th floor), Dhaka- 1000 and the factory is located at QC Nagar, Pagar, Tongi, Gazipur on 11.71 acres of land and the total covered area is approximately 500,000 sft.

The Company owns and operates an industrial plant at Tongi, Gazipur having preparatory, weaving, dyeing and finishing facilities, producing high quality Towel, Bed sheet, Bedcover, Napkin, Table Cloth, Shirting fabrics (All sorts of home textile products) etc. for marketing at home and abroad.

The Dacca Dyeing is the pioneer and one of the successful ventures in home textile sector of the country and the recipient of the President Award for quality export in 1969-70, 1977-78 and the Prestigious International Award 1980. The Dacca Dyeing is an ISO 9001-2000 certified company issued by Moody International. The scopes of certificate are manufacturer and exporter of home textile products i.e. bed linen, table linen and terry items. The Dacca Dyeing also is an Oeko-Tex Standard 100 certified company.

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COMPANY OVERVIEW

DDMCL is one of the oldest and most reputed Home Textile Company of Bangladesh. This traditional company started its journey in 1963 and since then it did not look back. During the last 45 years by dint of our commitment to quality and wide range of innovative products, we have gained the confidence of unlimited buyers both at home and abroad.

It is a Public Ltd. Company incorporated on December 31, 1963 under the companies Act 1994 having an authorized capital of Tk 12.50 million divided into 1.25 million shares of Tk 10.00 each. The authorized capital of the company was increased to Tk 1.00 billion on July 26, 1996, comprising 100 million ordinary shares of Tk 10.00 each. The paid up capital of the company as on June 30, 2005 was 44 million comprising 4.40 million ordinary shares of Tk 10.00 each. In the year 2002-06 the paid up capital was increased to Tk 200.00 million comprising 20 million ordinary shares of Tk 10.00 each by issuance of 15.60 million right shares of Tk 10.00 each to the shareholders. The registered office of the company is situated at Sharif Mansion, 56-57 Motijheel C/A, Dhaka-1000.

The company owns and operates one Composite Textile Plant at Tongi, Gazipur having preparatory, weaving, dyeing, finishing and printing facilities producing high quality of bed sheet, bed cover, napkin, table cloth, shirting fabrics, towels, bath linen, kitchen linen and all sorts of home textile products for marketing in Europe and North America. To some extent the company's products penetrate into the local market as well. The company is by far the largest supplier of linens to the major institution of Bangladesh like Pan Pacific Sonargaon Hotel, Dhaka Sheraton Hotel, Radisson Water Garden Hotel, Apollo Hospital, Square Hospital, United Hospital and ICDDRB etc.

Mission:

- Partnering with buyers/ client to understand and fulfill their needs through a diverse range of products and services.
- Maximizing shareholders value through strong performance.
- Rewording employees to effectively developing buyers/ clients relationship.
- Serving diligently our communities with integrity and pride.

Vision:

To maintain market leadership of Home Textile for providing product and integrated services with special focus on creating value for our buyers, shareholders, employees and communities.

G. Factory Area:

11.71 Acres of land = 510100 sft

Covered area: 200000 sft.

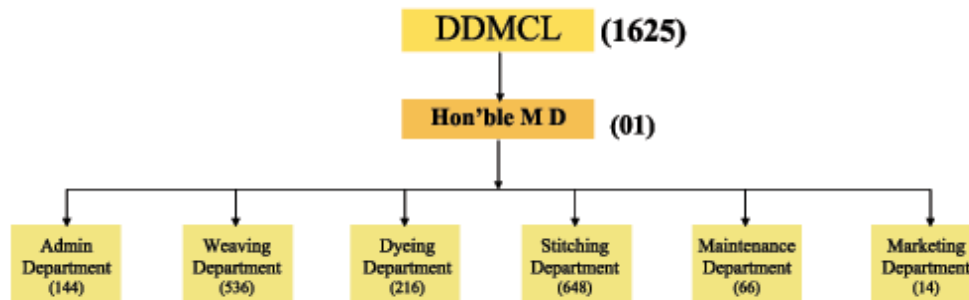
Department wise Manpower List:

Sl. No.	Name of Dept.	Total No.
01	Admin	144
02	Weaving	536
03	Dyeing	216
04	Stitching	648
05	Maintenance	66
06	Marketing	14
Total =		1624

Capacity:

Meter/day	Set/day
100000	20000

Outline Organogram Of The Dacca Dyeing & Mfg. Co. Ltd.



Weaving

DACCA DYEING has 215 nos. wider width shuttle less Sulzer & Dornier looms with 4 color insertion to produce high quality Bed & Table Linen @ 20,000 meters per day in plain, twill, satin & dobby design. Further to produce Plain, Dobby & Jacquard design terry towel it has 36 nos. wider widths European made (Vamatex) shuttle less terry looms.

List Of Machineries

Winding Section:

Sl. No	Particulars	Brand	Origin	Nos.
01	Cone Winder Machine	Schlafhorst	Germany	07
02	Doubling Machine	Murata	Korea	01
03	Twisting Machine	Murata	Korea	01
04	Two for one Twister	Leewha	Korea	02

Preparatory Section:

Sl. No	Particulars	Brand	Origin	Nos.
01	Sectional Warper	Schlafhorst	Germany	03
02	Direct Warper	Benninger	Switzerland	01
03	Sizing Machine	Sucker	Germany	01

Loom: Woven:

Sl. No	Particulars	Brand	Origin	Nos.
01	Sulzer TW 11 Looms – 130”	Sulzer	Swiss	24
02	Sulzer TW 11 Looms – 153”	Sulzer	Swiss	22
03	Sulzer PU – 153”	Sulzer	Swiss	16
04	Dornier Looms-8 colors dobby – 75	Dornier	Germany	100
05	Airjet Loom	Tsudakoma	Japan	40

Loom: Terry Towel:

Sl. No	Particulars	Brand	Origin	Nos.
01	Vamatex Jacquard Terry Looms – 130”	Vamatex	Italy	10
02	Hiraiwa Towel Looms 6 nos. – 114”	Hiraiwa	Japan	06
03	Sulzer Terry Looms with doobby – 110”	Sulzer	Swiss	20

Inspection:

Sl. No	Particulars	Brand	Origin	Nos.
01	Inspection Machine – 3.2 m	Uzu	Japan / Thailand	05

Printing

State-of-Art printing range includes one Zimmer made Rotary Printing machine of 16 colors and working width of 2.90 meters. Also it has another 8 colors printing machine from Stork with working width of 1.85 meters.

Printing Section:

Sl. No	Particulars	Brand	Origin	Nos.
01	Rotary printing machine, 12 colors, 2.9 m	Zimmer	Austria	01
02	Rotary printing Machine – 8 colors, 1.85 m	Stork	Holland	01
03	Loop Steamer – 3.2 m	Arioli	Italy	01
04	Loop Steamer – 2.8 m	Stork	Holland	01
05	Color Kitchen	Stork	Holland	01

Dyeing and Finishing

DACCA DYEING is pioneer in Bangladesh to produce yarn dyed (VAT color) staffs washable at 95°C. Fabric dyeing range of DACCA DYEING consists 2.80 meters working width Pad Thermosol Dyeing, which provide consistent poly cotton disperse re-active dyeing.

It has 3.20 meters Kuster made dyeing range (Cold Pad Batch).

List Of Machineries

Yarn Dyeing Section:

Sl. No	Particulars	Brand	Origin	Nos.
01	Yarn Dyeing Vassal	Theis	Germany	01
02	Yarn pretreatment vassal	Theis	Germany	01
03	Yarn Dryer	Theis	Germany	01

Towel Dyeing Section:

Sl. No	Particulars	Brand	Origin	Nos.
01	Hydro Extractor (400 kg. cap)	Chung Moo	Korea	02
02	Dryer (Towel)		Germany	01
03	Winch Machine		India	05

Fabric Processing:

(a) Pretreatment Section:

Sl. No	Particulars	Brand	Origin	Nos.
01	Singeing & Desizing Machine–3.2 m	Goller	Germany	01
02	Scouring & Bleaching Range–3.2 m	Goller	Germany	01
03	Mercerizing Machine–3.2 m	Goller	Germany	01
04	Washing Range–3.2 m	Goller	Germany	01

(b) Dyeing Range:

Sl. No	Particulars	Brand	Origin	Nos.
01	Cold Pad Batch Dyeing Machine–3.2 m	Goller	Germany	01
02	Jigger Machine	Vald Henriksen	Denmark	06
03	Pad Thermosol–3.2 m	Aztec	USA	01

(c) Finishing Section:

Sl. No	Particulars	Brand	Origin	Nos.
01	Stenter Machine–3.2 m	Motex	India	01
02	Stenter Machine-3.2 m	Virox	China	01
03	Stenter Machine–1.9 m	Victex	Korea	01
04	Sunforizing Machine–1.9 m	Poong Kwong	Korean	01
05	Calendar Machine–1.9 m	Kleinewefers	Germany	01
06	Calendar Machine-3.0 m	Ramisch	Germany	01
07	Folding Machine–3.2 m	Ramisch	Germany	01
08	Raising Machine–3.2 m	Lamperti	Italy	02

CAD & LAB:

To ensure quality and strict compliance of defined specification DACCA DYEING has fully computerized laboratory.

CAD department has most popular & sophisticated software for Dobby, Jacquard design to satisfy the total customer needs.

Laboratory Equipment:

Sl. No.	Particulars	Brand	Origin	Nos.
01	Sample dyeing machine	RBE	India	08
02	Laboratory winch	RBE	-Do-	01
03	Bowl vertical lab. Padding mangle	RBE	-Do-	02
04	Drying curing & setting chamber	RBE	-Do-	01
05	Open bath beaker dyeing machine	RBE	-Do-	01
06	Washing fastness tester	RBE	-Do-	08
07	“ZO” type pinking machine	RBE	-Do-	01
08	Light fastness tester	Paresh	Germany	02
09	Color Dispenser	Gain	Taiwan	01
10	Spectro Photometre	Mac Beth	USA	01
11	Oven	James H Heal	UK	01
12	Electrolux Wascator	James H Heal	UK	01
13	Tear Tester	James H Heal	UK	01
14	Rubbing Tester	James H Heal	UK	01
15	Tumble Dryer	James H Heal	UK	01
16	Verivide Lightbox	Verivide	UK	01

Cad:

Sl. No.	Particulars	Brand	Origin	Nos.
01	Software	Textronics	India	03
02	3D, Dobby, Jacquard, Printing	Textronics	India	1 PC each
03	Inkjet Engraving	A tex screen	Malaysia	01
04	Engraving	Sitera Eng.	Pakistan	01

Stitching

Presently we have our Confectioning unit in the same roof which covers an area of 28,000 sft. You will be pleased to know that another three storied building is coming up comprising a total area of 11.750 sft per floor. The 1st and 2nd floor of that building will be used for Stitching unit. We hope to start the new Stitching unit by the end of this year. With the starting of the new Stitching Unit we will be able to produce 20,000 sets of made ups every day. Stitching machinery list is shown below:

Stitching Machineries List:

SL No	Particulars	Brand	Origin	Quantity
1	Plain Sewing M/c	Typical	China	250
2	Plain Sewing M/c	Juki	Japan	25
3	Plain Sewing M/c	Yamata	China	3
4	Button Hole Machine	Brother (computerized)	China	9
5	Button Stitch Machine	Brother (computerized)	China	8
6	Button Hole Machine	Brother(Manual)	Japan	3
7	Button Stitch Machine	Juki(Manual)	Japan	4
8	Over Lock -5-Thread	Juki	China	109
9	Over Lock -4-Thread	Yamata	China	1
10	Over Lock -3-Thread	Pegasus	China	3
11	Over Lock -3-Thread	Jack	China	4
12	Snap Button M/c	Tacking	China	11
13	Blind Stitch M/c	Jusun	China	3
14	Cutting M/c	KM	China	4
15	Seller M/c	King Star	Taiwan	4

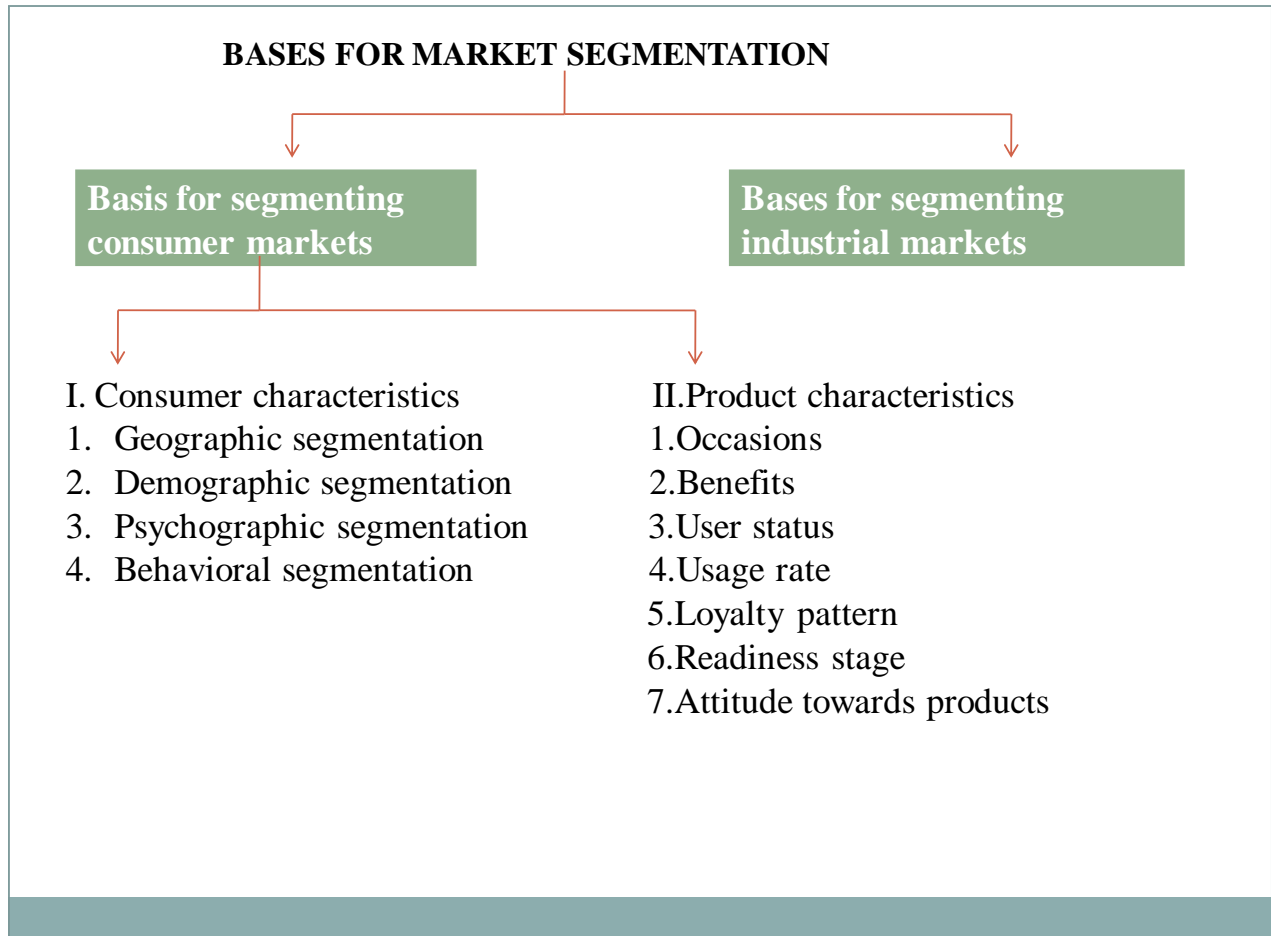
BUYER (EXPORT) STATUS OF DACCA DYEING

S.NO	NAME OF BUYER	COUNTRY	BUSINESS STARTED SINCE	EXPORT %
01	KOPPERMANN	GERMANY	1980	10 %
02	LITTLEWOODS	U.K	2006	08 %
03	ELLOS	SWEDEN	2006	03 %
04	IKEA	SWEDEN	2007	50 %
05	JYSK	DENMARK	2007	07 %
06	JOTEX	SWEDEN	2007	03 %
07	PRINCES	NORWAY	2007	03 %
08	DORMA	U.K	2007	03 %
09	ASHLEY WILDE	U.K	2008	03 %
10	VIVA	POLAND	2008	02 %
11	AHLENS	SWEDEN	2008	02 %
12	INTERIER TRADE	SWEDEN	2008	02 %
13	BARKOTO	SWEDEN	2008	02 %
14	ASIATEX GMBH	GERMANY	2008	02 %
TOTAL =				100 %



**SEGMENTATION,
TARGETING AND
POSITIONING**

Segmentation:



The DACCA DYEING has segmented the market base on customer characteristics and product characteristics. The whole market has been divided into local and international. The products are being produced according to the market demand. The product characteristics are also varies according to the needs. For example fabrics are being produced separately for European and American buyers. The sizes and pattern of the fabrics are different. At the same time local products are being made for area and occasion based.

Targeting:

I. Evaluating the target markets:

- ✓ Attractiveness of the market.
- ✓ Objectives [company].
- ✓ Resources of the company.

II. Selecting the market segments:

- ✓ Single segment concentration.
- ✓ Selective specialization.
- ✓ Product specialization.
- ✓ Market specialization.
- ✓ Full market coverage.

The company does market study every six month and based on that fix their target. Textile market is very competitive and every month new companies are coming besides buying houses are being working so competition is growing day by day. So DACCA DYEING is ready to face any kinds of competition depends on their resources. New products are being designed and introduced into the market and participate in the fairs so that attract more customers and create product specialty.

Positioning:

Developing a positioning strategy:

Positioning is the act of designing the company offers and image. So, that it occupies a distinct and valued place in the target customer's mind. When the company develops:

1. Best quality
2. Best service
3. Lowest price

Positioning strategies:

- Single benefit positioning.
- Double benefit positioning.

Based on the above DACCA DYEING has developed seven positioning strategies.

1. Attribute positioning.
2. Benefit positioning.
3. Use/ application positioning.
4. User positioning. {e.g.: Male, female, kids products }
5. Competitor's positioning.
6. Product category positioning.
7. Quality / price positioning.



**MARKETING MIX
STRATEGIES**

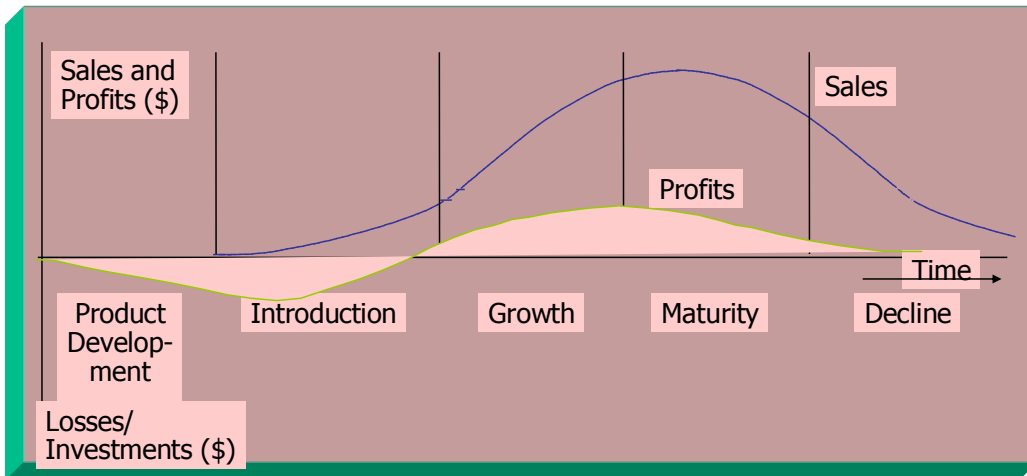


Product:

Household linen with kids' stuffs	Bed set, Cupboard, Sofa, Kitchen set, Dining set, Reading table, Chair, Bookshelf, Showcase, Bedroom sets and Study's stuffs of kids.
Office linen	Secretariat table cloth, Computer table cloth, Chairs, Shelf, Couch cloth
Restaurant linen	Chairs and Tables sets
Hospital linen	Bed and bath linen.

Product Life cycle:

Product Life Cycle



As we know there is a stage of product life cycle. Introduction stage, growth stage, maturity stage and decline stage. In introducing stage a company's product has very low sell, high cost per customer, negative or low profit, create product awareness and trial offer basic product, price is usually high and use cost plus formula, high distribution expenses, build product awareness among early adopter and dealers. In growth stage, there is rapidly rising sale, average cost per customer, rising profit, maximum market share, offer new product feature, extensions, service and warranty, price to penetrate market, increase number of penetrate outlet, build awareness and interest in the mass market. In maturity level there is peak sale, low cost per customer, high profit, then lower profit, maximum profit while defending market share, diversify brands and model, price to match or best competitors build more incentive distribution, stress brand difference and benefits. In decline stage a product has declining sales, low cost per customer, declining profits, and phase out weak items, cut price, reduce to level needed to retain hard core loyal customer. By analyzing the following objectives, we can identify the product life cycle stage of Dacca Dyeing.

Price:

The wide assortment of products that DACCA DYEING offers entails an extensive price range so as to remain within the affordability of even lower income group of people. The purpose is to provide the opportunity to purchase a DACCA DYEING product to diverse income segments and not necessarily only the privileged ones. A product in their office line may be

priced as low as Tk 1,000 whereas households item can a minimum of Tk 3,000. Moreover, they have even introduced a different product lines for different segments based on price, for example the 'Economy Series' targeted at the lower income socio-economic class.

Pricing Objective:

After considering the entire cost DACCA DYEING fix the profit. First their aim is to fix minimum profit so that they can survive in the market. Then their objective is towards the profit maximization and increasing market share. As they have already survived in the market so their current objective is now profit maximization.

Pricing Strategy:

Firstly DACCA DYEING determined the basic market then they make the pricing strategy according to production. For a particular production they distribute the cost in production and then fix a general price. But they have also a different department for individual customer where the customers can choose the design of the product and give order. Then the cost becomes high and they have to charge a premium price.

Pricing Approach:

DACCA DYEING product always provides a better quality and a reasonable price. But pricing decisions are affected by different cost factors. Its price mainly varies for its inputs and one of the most important inputs of DACCA DYEING products is petroleum. The price of petroleum is going up and down now a day. That is why it is also affecting the cost.

Place:

DACCA DYEING's head office is in Motijheel. It has one factory, which is situated in Tongi BSCIC, Gazipur. In Dhaka, they have two showrooms, Their showrooms are placed at Banani and Purana Paltan. DACCA DYEING has another showroom in Chittagong. They sell their products directly and through the dealers to their customers

Promotion:

Advertising and promotion:

The TV ads of DACCA DYEING use a number of stimulus characteristics such as extensive use of vibrant colors, good color contrast, stunning pictures of products, and soothing jingles that may uplift the viewer's mood. The color red and blue is used everywhere consistently in keeping with branding strategy. Also, group influences are portrayed since furniture is mostly not a product to be used individually and its consumption is extremely visible. Emotional appeal is used to some extent and reflects a changing modern society. The billboards are very much

attention-seeking and effective too since the design is excellent containing the bare minimum amount of information required to be communicated to the customers. The products promoted entail their entire range and no product is really targeted specifically. The languages of the message in the ads include both Bengali and English, e.g. *“Ei shukh ei hashi dhore rakhe DACCA DYEING”*. The product characteristics: ‘smartness’, ‘style’, and ‘world class’ are emphasized throughout their ads. DACCA DYEING’s ads are very limited in number and such marketing initiatives are undertaken mostly during festivals, till now Eid only, and launch of special offers. Moreover the ad content is usually very specific to that offer or event and not for enhancing product learning about some specific information that may be very important to consumers.

DACCA DYEING is also a regular participant in all types of industrial and general fairs including the Dhaka International Trade Fair, where they undertake activities to enhance public relations. Moreover, 10-15% discounts are offered during such events and, along with customer flow, sales reportedly increase by 15-20%.

Promotion mix strategy for DACCA DYEING products:

For their promotional activities and for their product DACCA DYEING spend a lot of money. By this customer get attracted for the product and become interested to buy the product. So there promotion mix strategy can be compared with pull strategy.

DACCA DYEING spends a lot of money for their promotional activities. They spend money for promoting their product to the customers. By this activity customers get attracted to the product and go to the distribution channels or to DACCA DYEING sales centre for the product. Thus their promotion mix strategy can be compared with pull strategy.



**PORTER'S FIVE
FORCES**

- Threat of New Entry:**
- Time and cost of entry
 - Specialist knowledge
 - Economies of scale
 - Cost advantages
 - Technology protection
 - Barriers to entry
 - etc.



- Competitive Rivalry:**
- Number of competitors
 - Quality differences
 - Other differences
 - Switching costs
 - Customer loyalty
 - Costs of leaving market



- Supplier Power:**
- Number of suppliers
 - Size of suppliers
 - Uniqueness of service
 - Your ability to substitute
 - Cost of changing

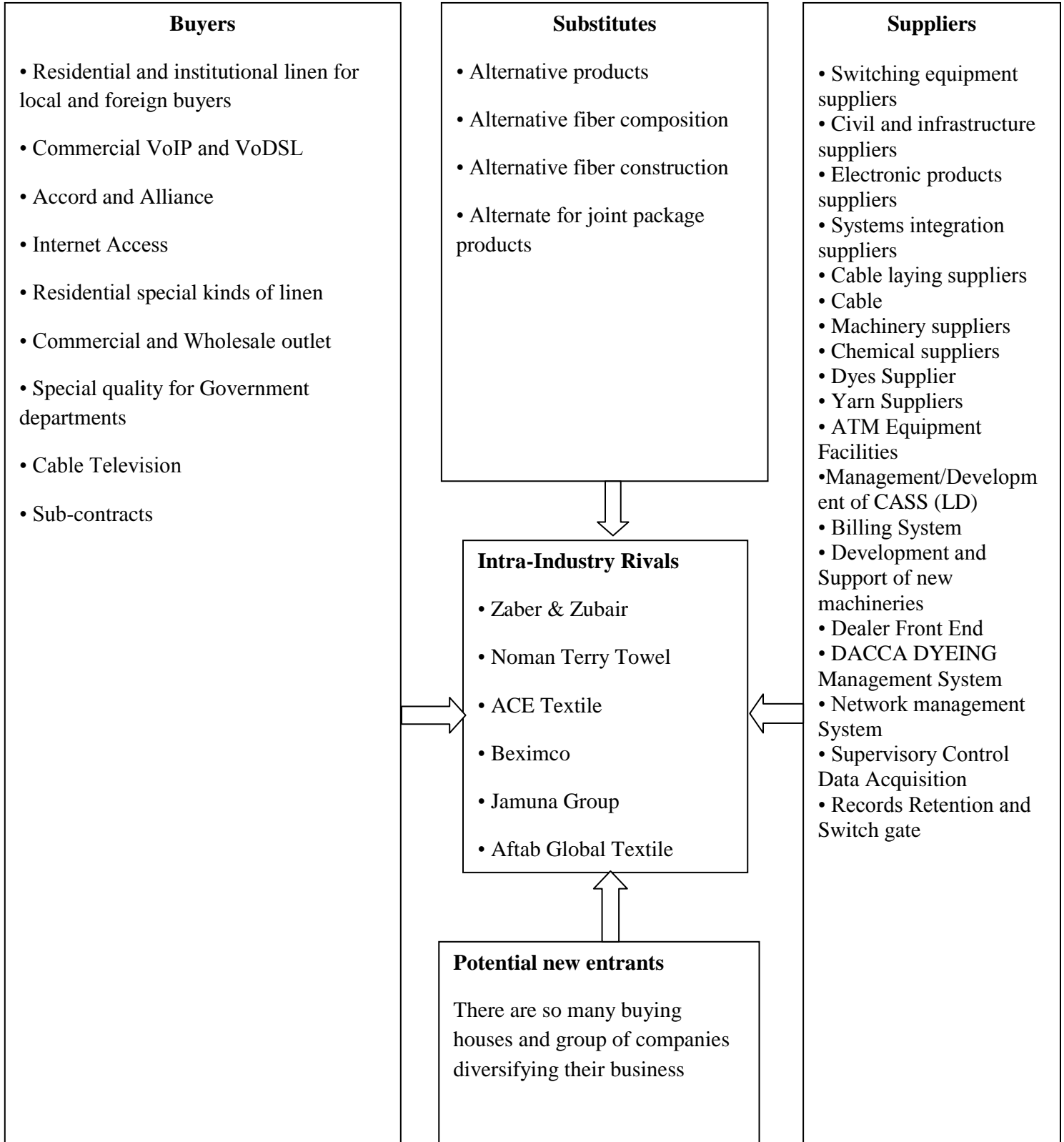
- Threat of Substitution:**
- Substitute performance
 - Cost of change



- Buyer Power:**
- Number of customers
 - Size of each order
 - Differences between competitors
 - Price sensitivity
 - Ability to substitute
 - Cost of changing

Porter's five forces model

DACCA DYEING's five force analysis:



SWOT analysis:

Strength:

- ❖ Mass production setup
- ❖ Cost conscious business
- ❖ Strong R & D for dyeing and finishing
- ❖ Low labor cost
- ❖ Capital investment availability
- ❖ Raw material supply
- ❖ Supportive management
- ❖ High performance machineries
- ❖ Production of value added textile

Weakness:

- ❖ Work environment
- ❖ Textile engineering skills
- ❖ Operatives fatigues
- ❖ Effluent treatment capacities
- ❖ Availability of water
- ❖ Fragmented company
- ❖ Slow speed of sample development
- ❖ Cost maintenance and spare parts

Opportunity:

- ❖ Market order export & local
- ❖ Common effluent discharge facility
- ❖ Technical textile

- ❖ New development in dyes, pigments and chemicals
- ❖ Low cost dyes and chemicals
- ❖ Mass production capacity

Threat:

- ❖ Ecological product requirement
- ❖ Availability fuel for steam generation
- ❖ Product lead time
- ❖ Market competition
- ❖ Social awareness
- ❖ High inventory cost
- ❖ High water consumption



**ANSOFF'S GROWTH
MATRIX**

The Ansoff Matrix



Market Penetration:

When we look at market penetration, it usually covers products that are existence and that are also existent in an existence market. In this strategy, there can be further exploitation of the products without necessarily changing the product or outlook of the product. DACCA DYEING use the promotional methods, putting various pricing policies that may attract more clients or can make the distribution more extensive.

Product Development:

In product development growth strategy, new products are introduced into existing market or it can involve the modification of an existing product. By modifying the product DACCA DYEING probably change its outlook or presentation, increase the product performance and quality. By doing so, it can appeal more to the already existing market.

Market Development:

The third marketing strategy is market development. It may also known as Market extension. In this strategy, the business sells its existing product to new markets. DACCA DYEING has been exporting to European market specially to Germany and Austria but now a days they expand their business in Spain and Portugal. Moreover she is searching new market in Australia and America. Canada is also in their forecast.

Diversification:

This Growth strategy involves an organization marketing or selling new products to new market at the same time. It is most risky strategy among the others as it involves two unknowns, new products being created and the business does not know the development problems that may occurs in the process. There are two kinds of diversification related and unrelated diversification. DACCA DYEING has introduced hospital uniform and other institutional products along side home textile. DACCA DYEING has set up new knitting machine and it's production capacity is 3000kgs. Earlier DACCA DYEING finished their cutting and making process outside of the factory that means when she got an order she made it outsourcing or sub-contract but installing the new garments floor does not require going outside of the factory so manufacturing cost of the products minimized.

My accomplishment during internship:

1. Set Good Goals: Early on, I and my site supervisor need to spend some time setting goals. Here's where my Learning Agreement comes in. Whatever my goals, I will feel a greater sense of accomplishment once I achieve them.

2. Take Initiative: Whenever I have seen an opportunity, asked for additional projects, offer to pitch in, or asked to be involved in additional organizational ventures.

3. Have Regular Meetings with my Site Supervisor: I have to initiate a regular meeting where I can receive assignments, share experiences (good and bad), give progress reports on my specific goals, and get feedback and information.

4. Learn About the Organization/Industry: I have been asked to attend company or industry meetings, conferences, and events; participate in workshops; and read company materials. Meetings increase my knowledge and build professional relationships. I talked to people outside my own area.

5. Ask Questions: While my site supervisor expects a certain level of work from me, I am not expected to know everything. I seek advice when I come across something unfamiliar. In other words, being an active and engaged learner.

6. Being Enthusiastic and Positive: I have completed all my work assignments with the same high level of enthusiasm and professionalism.

8. Share Concerns Early: If I have confusion with my job tasks, my relationships on site, my supervision, my workplace, or anything – I talked with someone who can help before they seem too big to handle.

9. Tangible Accomplishments: I have collected samples, printouts, copies of scripts, agendas, publicity, letters of recommendation and other items to add to my professional portfolio.

10. Finally, Enjoy Myself: Most internship is great experiences, so while I am working out there and learning, I didn't forget to find fun from my work.

Relationship between academic coursework and internship:

Throughout the MBA program I have gathered extensive knowledge of business, operation, marketing, accounting & finance and management. I have engaged my learning in making internship report. In every step I tried to match with my study outline. I have used my professional expertise and learning in making my internship report. I have maintained the proper sequence of reporting I learnt it from my course Business and Environment. While preparing my report I have to talk with many persons inside and outside my factory here I used my management skills. I have gone through the financial statement analysis, industry analysis which I learnt from my Finance courses. I have read the AGM report of the company and understand my company accounting system, internal & external audit, reporting system I learnt it from accounting courses. I have done marketing mix, SWOT analysis, segmentation, targeting and positioning, Ansoff's matrix analysis which I learnt from my marketing courses. I can understand company operation and production planning through operation management courses. Finally I can find a close relationship between my academic coursework and intern and overall my professional career.

Relationship between the internship and my future career goals:

In this company I am working as International Marketing Manager and after doing this internship I want to be at the top management level of the company because I am confident in my efficiency, knowledge and integrity.

By the end of the internship:

- ✓ Linked academic theory to practice in my discipline
- ✓ Applied my knowledge, skills, experience to a work environment
- ✓ Acquired new learning through challenging and meaningful activities
- ✓ Reflected on the content and process of the learning experience
- ✓ Advocated for my own learning in alignment with internship goals
- ✓ Demonstrated professional skills in the workplace
- ✓ Built and maintained positive professional relationships
- ✓ Demonstrated awareness of community and/or organizational issues
- ✓ Identified, clarified and/or confirmed professional direction as it relates to my academic studies and future career path
- ✓ Developed self understanding, self discipline, maturity and confidence
- ✓ Developed strong networking/mentoring relationships

Appendices:

- ✚ Company website: www.dacca-dyeing.com
- ✚ Company Annual report of 2013
- ✚ Factory departmental head and supervisors of dyeing, printing, weaving & finishing department
- ✚ Picture: www.google.com