Merchandising operation of Woolworths Global Sourcing





Internship Report

On

Merchandising operation of Woolworths Global Sourcing

(BUS 699: Internship)

An Internship Report Presented to the BRAC Business School in Partial Fulfilment of the Requirement for the Degree of Masters of Business Administration.

Submitted To

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Program: Masters of Business Administration

BRAC Business School

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BRAC UNIVERSITY

Letter of Transmittal

June 05, 2016

Asst. Prof. S.M. Arifuzzaman

MBA Coordinator, BRAC Business School

BRAC University

Mohakhali, Dhaka, Bangladesh

Letter of Transmittal

Dear Sir,

It is a great pleasure for me to submit my practicum report on the topic of "Merchandising operation of Woolworths Global Sourcing" I have prepared this report as a partial fulfillment of the course BUS699 practicum.

I have tried my level best to prepare this report to the required standard. It was certainly a great opportunity for me to write on this paper to actualize my theoretical knowledge in the practicum arena.

I express my heart full gratitude to you to go through this report and make your voluble comments. It would be very kind of you if you please valuate my performance regarding this practicum report.

Sincerely yours
Sheikh Hasib Humayun
ID # 13264055

Student Declaration

I, Sheikh Hasib Humayun, student of Master of Business Administration

(MBA), under BRAC Business School (BBS) at BRAC University declaring

that this practicum report on the topic of "Merchandising operation of

Woolworths Global Sourcing" have only been prepared for the fulfillment of

the course of BUS699 Practicum as the partial requirement of the Master of

Business Administration (MBA).

I hereby declare that this report has been solely prepared by me and to the best

of my knowledge. It contains no materials previously published or written by

any other person which have been accepted for the degree at BRAC University

or any other educational institution, except the quotations and reference which

have been duly acknowledged.

It has not been prepared for any other purpose, reward, or presentation.

Sheikh Hasib Humayun

Program: MBA

ID # 13264055

ACKNOWLEDGEMENT

At first, I would like to thank almighty Allah for giving me the opportunity to complete our term paper successfully.

With great pleasure, I would like to take this opportunity to express my sincere gratitude to *S. M. Arifuzzaman*, MBA co-ordinator, Department of BRAC Business School, his support, encouragement and directing enable us to prepare this paper.

Special thanks also go to *Mr. Kausar Ahmed*, Line Manager, Kidswear department, Woolworths Global Sourcing, for his help through giving us valuable information of himself as merchandiser & his company & also explaining those to us.

I would like to continue by thanking our parents and friends who have helped me in their own ways to finish my work successfully. For all of these reasons I have completed my assignment very nicely as possible. Without their support this assignment would not have been possible.

Sheikh Hasib Humayun

EXECUTIVE SUMMARY

In this internship report I have tried to focus on the overall information of *Merchandising operation of Woolworths Global Sourcing*. This report is a part of Internsip (BUS699). Internship is must to fulfill academic requirement. This internship report is based on my job experience at the Woolworths Global Sourcing (WGS), Bangladesh liaison office. This report contains several parts. In the first part of this report is about the company. Here I described about the company in details. The next part contains some description about the operation of WGS Bangladesh hub. In this part how WGS Bangladesh hub is operated is also described. The next part is a flow chart of an garment order execution process. Then a brief description of the working procedure is described. The next part is described about my job responsibilities in WGS BD hub as an trainee Assistant Merchandiser where whatever the work done by me is described in details where I emphasis on my tasks in order to execute a garment order. Those are broadly described in this part. My report may not sufficient. I have some limitations such as inaccurate search, insufficient time and the lack of experience. I am going to submit this assignment by May 25, 2016.

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Chapter-1 Introduction



1.1 Background of the study:

As a student of Masters Business Administration (MBA) everyone has to conduct a practical orientation in any organization fulfilling requirement of the 12 weeks internship Program. The main purpose of the program is exposing the student to the real world situation. This report is done as a partial requirement of the internship program for the MBA students. This report is prepared for the internship program consisting of a major in depth study of the merchandising operation and my job responsibilities of Woolworths Global Sourcing. Practical knowledge is fundamental for the application of theoretical intelligence. Bearing this in mind and internship program was being included in the MBA curriculum. The goal of this analysis is to expose the student in the organizational work situation and also to provide an opportunity for applying classroom learning in practice. There are some difference between theories and practice.

1.2 Origin of the report:

This report is done by partial requirement of 3 month internship program for the MBA student of BRAC University student, Bangladesh. Two months earlier of my internship period I joined Woolworths global Sourcing Bangladesh Liaison office. The title of the report is "Merchandising Operation of Woolworths Global Sourcing".

1.3 Objective of the report:

Primary objective:

The primary objective of this report is to fulfill the partial requirement of MBA degree.

Secondary objectives:

- To find out the merchandising operation of a trading house.
- > To find out the working procedure of merchandising in details
- To provide the recommendations for overcoming the problems of WGS.



1.4 Methodology:

The study methodology included observation of my working experience and their work procedure, analysis of their information in critical path and their output documents, face-to-face communication with the supplier, mail corresponding with buyer.

As per study objectives mentioned, the information used in this study has been received from the following sources:

Primary sources:

- ➤ Officials record of Woolworths Global Sourcing(WGS)
- ➤ Face-to-Face interview with the respective personal.

Secondary sources:

Official data, Internet.

Limitations:

The objective of this study is to earn real life practical experience in an international trading house. It requires long time to acquire to the real experience. The lack of available of data is another limitation. Maximum of merchandising activity are practical. Just reading the manual is not enough. To earn practical experience, it requires working with those events.

The main limitations are as:

- > Time constraint
- Merchandisers are very busy. Sometimes it seems hard to get their attention.
- ➤ Lack of published limited documents.
- Some information is confidential- not open to public.



Chapter-2 Organization part



2.1 Background of Woolworths Global Sourcing

Woolworths Global Sourcing is an extended wing of the Woolworths Limited, Australia's largest retail group. Woolworths Limited is an Australian company that was founded in 1924 in Sydney. It is one of the largest private sector employers in Australia and is employing more than 191,000 people, over 1.5 percent of Australia's entire workforce! We have operations in over 3,000 sites across Australia and New Zealand as well as sourcing offices in Hong Kong, Shanghai, Bangladesh with plans to open sourcing offices in Bangkok and Europe.

Its main operations include supermarkets (under the Woolworths brand in Australia and the Countdown brand in New Zealand), liquor retailing (as BWS and Dan Murphy's in Australia), hotels and pubs under the Australian Leisure and Hospitality Group (ALH Group) umbrella, and discount department stores under the BigW name in Australia. As Australia's biggest retailer, Woolworths Limited has the most trusted food, liquor and general merchandise brands. With recent expansion into home improvement, financial services and award-winning multi-option retail initiatives, our innovation and customer obsession is changing the face of Australian retail. Our brands include Woolworths & Safeway Supermarket, Big W Department Stores, Dan Murphy and BWS liquor outlets as well as Masters Home Improvement stores in Australia.

Woolworths Limited is a major Australian company with extensive retail interest throughout Australia and New Zealand. It is the second largest company in Australia by revenue, after Perthbased retail-focused conglomerate Wesfarmers, and the second largest in New Zealand. Woolworths has over seven retail chains across Australia and New Zealand. Of our many retail chains, our sourcing offices source and develop products for Big W, Woolworths, Masters and Ezibuy. Take a look at our Australian retailers individual websites to see some of the incredible products we work with! www.ezibuy.com.au www.bigw.com.au www.masters.com.au www.woolworths.com.au (general merchandiser, apparel, health & beauty and grocery).WGS is responsible for the sourcing, development and quality of a huge range of products. These include toys, hardware, apparel, electronics, footwear, health & beauty and a large range of other items every day and general merchandise items! WGS Bangladesh hub is growing at a rapid rate! With



the full support of Woolworths Limited, our WGS teams are developing new and innovative products every day.

Our WGS hub manages a wide range of kids, boys and girls, ladies and mens apparel items that include casual wear, schoolwear, activewear, outerwear, fast fashion, businesswear, plus size and swimwear.

Specialties

Sourcing, Quality Assurance, Merchandising, Product Development, Design & Packaging

• Website

http://www.woolworthslimited.com.au

• Industry

Wholesale

Type

Public Company

• Headquarters

Level 5, D2 Place, 9 Cheung Yee Street, Lai Chi Kok, Kowloon Hong Kong

• Company Size

201-500 employees

• Founded

2005



WOOLWORTHS LIMITED



2.2 About WGS Bangladesh hub

WGS Bangladesh hub started its journey in the year of 2013. Since then WGS Bangladesh hub continuing its operation under Woolworths global sourcing and keep sourcing kidswear, menswear, ladieswear and home textile goods to Big W and other supermarkets of Woolworths Ltd. In Australia and Countdown supermarkets as well in Newzealand. We work with the suppliers like Fakir Apparels, Renaissance, KDS group and Noman group and suppliers from India and Pakistan as well.

2.3 Mission of WGS Bangladesh hub

Sourcing of goods from compliance factories assuring best quality within minimum possible costand at the same time ensuring shipment of goods with no delay.



Chapter-3 Operation and Working procedure



3.1 Operation of WGS Bangladesh Hub

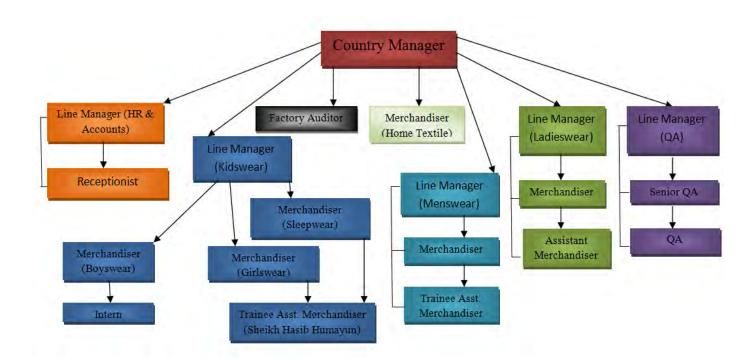


WGS (Woolworths Global Sourcing), which is an extended wing of Woolworths Ltd, source and develop products for Woolworths Ltd. According to that WGS Bangladesh hub source and develop readymade garments and home textile products for BIGW departmental stores and Woolworths supermarkets in Australia and for Countdown supermarkets in Newzealand.WGS Bangladesh Hub controlled and financed through WGS Hongkong hub. On the other hand Woolworths Ltd Australia create orders and forwards to us including garment details (order quantity, cost of the garments, garments artwork, garment making instructions and all other technical instructions related to any garment order) in order to source and develop readymade garments through us. We, WGS Bangladesh hub then contact with some of our nominated garment manufacturers to check either they are capable of doing this order or not. After price negotiation and checking some parameters when we think a particular supplier is capable to do that order then we forward that order to them and since then we strongly following up the order till the shipment in order to confirm quality products sipped on scheduled time. WGS Hongkong hub generates PO and forwards to our nominated factories through us. Woolworths Bangladesh hub started their operation from the year of 2013.



3.2 Woolworths Global Sourcing Bangladesh hub Hierarchy

WGS Bangladesh hub employs 23 people, which controlled by a country manager under whose supervision there are 5 line managers. Among them 3 Line managers belongs to Kidswear, Ladieswear and Menswear team and one line manager belongs to HR, Admin and Finance and another one belongs to Quality Assurance team. Under the supervision of kidswear line manager there are 3 Merchandiser, 1 trainee assistant Merchandiser (Me), and one Intern. Under Ladieswear team there is a Merchandiser and an assistant merchandiser. Under supervision of Menswear team line manager there is a Merchandiser and a trainee assistant Merchandiser. Also there is Home Textile Merchandiser and a Factory auditor who is supervised directly by country manager. Unnder Admin, HR and Finance line manager there is a receiptioninst and an office assistant.





3.3 Flow Chart of an order execution process

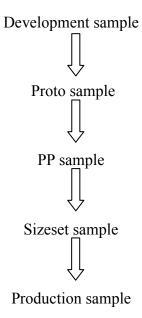




3.4 Working procedure

Sample development:

Prior to bulk production sample development is a must step to execute properly. There are few steps in sample development.



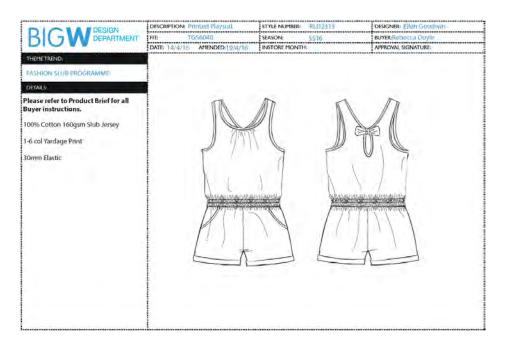
There are two seasons per year. One is summer and another one is winter that we follow. So, before the season starts BIGW sent us couple of techpacks including style details as like as brief sample sketch, specification, accessories details etc. We then forward the techpacks to our nominated RMG factories to check whether they are capable of doing these styles or not. If they are capable they prepare **development sample** following specification where it is not necessary to use actual accessories but styling and spec must need to follow. Then we send it to BIGW office. After checking samples of two RMG factories they check the samples and based on fitting and styling they select the factory with whom they are going to place the order and obviously with a standard minimum price and send an order confirmation file which named as BOI where all details of the order are included (ship date, colorwise quantity, port, cost of the product, selling price etc).



There are two types of order that we proceed those are

- 1. Knit order lead time 90 days
- 2. Woven order lead time 120 days

Some Images of Techpack



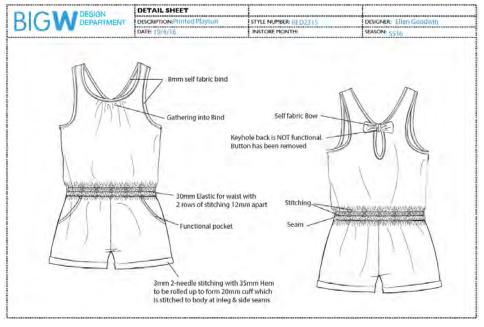


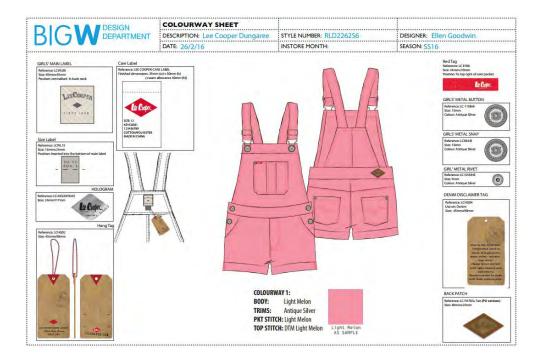








Image of another techpack with trim/accessories details



So, after checking or evaluating development sample buyer sometimes make some changeson the techpack but if buyer doesn't make any change then the development sample treated as proto sample. So, if buyer makes some changes then supplier go for **proto sample** following amended techpack and submit proto sample to our end. Then our quality specialist thoroughly checks the proto sample following new techpack and fitting as well. At the same time supplier send us QA file (Soft copy) of that particular style including order details, colorwise quantity, test reports that need to follow which also checked by me and our quality specialist and after checking he attach the spec sheet including his evaluation to the proto sample and we send the proto sample to the product specialist of BIGW office along with QA file to get the final approval.

After get approval of proto sample our suppliers go for **pre-production sample.** Sometimes BIGW QA makes some changes in specification on approval comments which needs to follow in further samples and production. Pre production sample is such kind of sample which needs to be actual as like as actual fabric, actual accessories etc. **Pre-production sample** need to be submitted colorwise on a specific size. Supplier submit this sample 40 days prior to shipment date along with QA file with all test reports donr by our nominated 3rd party testing company like SGS, Bureau Veritas etc. Then our QA team evaluate the sample and forwards evaluation report



to supplier and BIG W QA as well along with pre-production reference sample. After approval of pre-production sample supplier proceeds to production.

During this development stage supplier need to get fabric and accessories approval. There are 6 types of approval that supplier needs to submit to buyer through us and those are

- 1. Labdip approval for solid dyed fabric
- 2. All over print (AOP) Strikeoff approval
- 3. Placement print S/O approval
- 4. Bulk hanger approval for both solid dyed fabric and AOP print fabric
- 5. Accessories approval
- 6. Wash approval for denim and twill fabric
- 7. Embellishment approval as like as embroidery approval

After the approval of PP sample supplier prepares for Pre-production meeting prior to go for bulk production which conducted by our QA team with factory production team and prior to that they send a detailed production file to us with each and every required documents which is instructed by our QA team. After giving approval to this file we dispatch this file to the factory along with sealed pre-production to do the pre-production meeting. In a pre-production meeting our QA check with the supplier factory with every detail including technical things, production capacity, fabric and accessories inhouse status etc. After pre-production meeting supplier proceeds for bulk production. Right after 10 days of this pre-production meeting our QA again go to the factory to do inline inspection which is actually done to check production progress and if anything wrong process found in production then advise remedial steps.

In the meantime we raise PO for the order and forward it to the factory for further progress. We execute the payment process in T/T payment. Prior to 10 days of the delivery date supplier send us **production sample** along with inspection file which also checked by our QA team and merchandise as well to give them final approval for shipment. After checking again the



Inspection file which is actually the production file with some extra documents, we release the file along with sealed sample to SGS to do **inspection** process.

SGS then inspect the goods keeping our given sealed sample and sealed file as their reference. After inspection SGS send us detailed inspection report and according to the result we further take step to release the shipment and forward the message along with inspection report to our shipping agent.

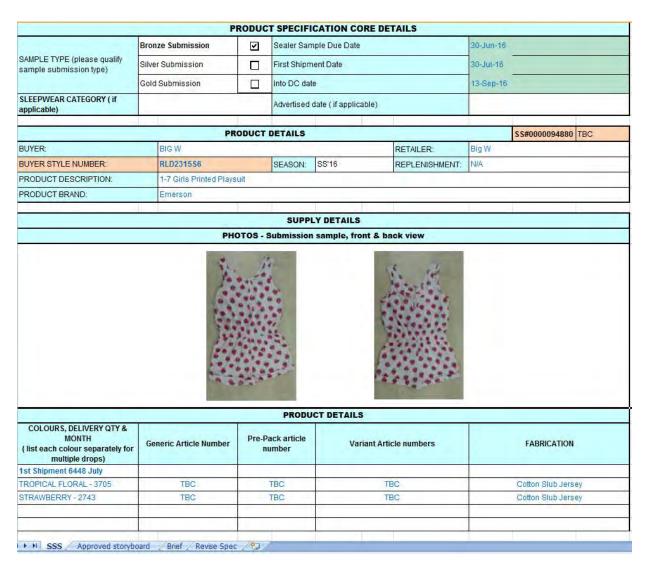


Image: Proto sample QA file



BIGW	SOFTGOO	DS QUALITY R	EPORT	SS#	94880		
Date:	4/20/2016 Vendor Style Number			1			
Product Brand	Emerson Junior		Vendor Name	BDSO			
Style number & description (as 1QA)	·						
Category Quality	Angela Tsiponis		Buyer:	Rebecca Doyle			
PRODUCT DETAILS							
AQL LEVEL FOR PSI INSPECTION: LEVEL II: 0 CRITICAL, 1. MAJOR, 4.0 MINOR					YES - ALL SHIPMENTS GENERAL INSPECTION LEVEL II: 0 CRITICAL, 1.5		
Buyer/ Rep approving brief:							
	FACTORY STATUS						
Factory Name:	Renaissance Apparels Ltd						
OVERALL AUDIT STATUS ETHICAL AUDIT QUALITY AUDIT	TUS Passed JDIT Approved						
FITTING AND SPECIFICATIONS: Required							
COMMENTS:							
	//SUAL AND CONSTRUCTION: Required						
COMMENTS: Buyer request garment to have a cuff at the hem of the short.							
FABRICATION:					Approved		
COMMENTS: Cotton Slub Jersey - 160GSM - as per SSS submission.							
LARELLING: (All mandator	ABEL LING: (All mandatory requirements) Approved						

Image: Proto sample approval report



Chapter-4 Job part



4.1 Nature of the job

The trainee Assistant Merchandiser is responsible for maintaining and supporting different aspects of merchandising operations of the organization. He/she reports to his immediate senior, merchandiser of the organization. He/she will be responsible for preparing the critical path, product development as like as making approval arrangement of fabric approvals, trim and accessories approval and sample approval etc. Trainee Assistant Merchandiser must work with QA team to ensure quality products and monitor and following up with the suppliers very closely about production, to ensure the goods be shipped on time. In this role, Trainee Assistant Merchandiser will be responsible for:

- Entering all product brief information into WGS sourcing system
- Monitoring the critical path to ensure that all time frames are met
- Communicating with Merchandisers on technical issues and problem resolution
- Mail corresponding with buyer and suppliers

4.2 Job responsibilities in Woolworths Global Sourcing:

Woolworths Global Sourcing is going through exciting growth! As am a proud employee of WGS I am a self-motivated individual with a passion and keen eye for fashion, trends and everything apparel.

1. Reviewing Samples submitted by Suppliers as per buyer requirements

Samples that submitted to our end by the suppliers that I used to review before the samples forwarded to our QA. I check the samples according to the techpack and with approved Labdip, Strikeoff and AOP Strikeoff, bulk fabric and approved trims/accessories as well. I need to check the QA file too in details to check is there any discrepancy present or not. Then I pass it to our QA along with my review. I also regularly follow up with my supplier to keep in track the sampling procedure so that samples come to our office on time and meet deadline effectively.



2. Following up Factories to be in line with the Critical Path for ongoing orders

I have a followup chart that is actually called critical path where a time frame is made by the suppliers which we get before the order starts. In this regard to meet the shipment deadline I need to regularly followup with my suppliers to look up are they really catch their plan date or not and facing any difficulties or not.

3. Understanding Quality Issues of Products

There are many more technical and quality issues that comes up every day that I need to address and consult with our quality assurance team to make it clear and forwards this to our supplier.

4. Communicating & following up with Suppliers in order to keep in track production progress

To do that I need to stick to the critical path on a regular basis to check is there any approval pending from buyer side and if pending then contact with buyer for quick approval, to lookup with suppliers are they stuck in the production due to any technical issues if the answer is yes then inform it to my senior and quality team etc.

5. Review of the Business Plan

There is a weekly business plan meeting that happened weekly basis in our office along with everybody to check the order status with our country manager where we have to submit our report of ongoing orders of current season.

- 6. Have to ensure -Correct Samples as dispatched to buyers
 - -On Time Shipment is confirmed
 - -Quality products are shipped
- 7. Updating Follow-up chart of season wise production

Input all kind of information as like as sample submission date, sample approval date, pp meeting date, trims/accessories submission and approval date etc to get us up to date about our ongoing orders.



8. Check the fabric quality, color tone as per buyer requirement

When supplier sends us labdip, strikeoff, bulk fabric for color and quality approval I check these according to the buyer requirement as like as check with buyer reference color code according to pantone color book, or according to original color swatch sent through buyer or according to the artwork of the techpack to check the color tone, fabric quality, shade variation etc. When I think as per buyer requirement fabric quality, color tone doesn't match according to buyer requirement then I reject their submissions and inform them to submit these again with correction and when everything seems ok to us then we send it to buyer to get final approval.

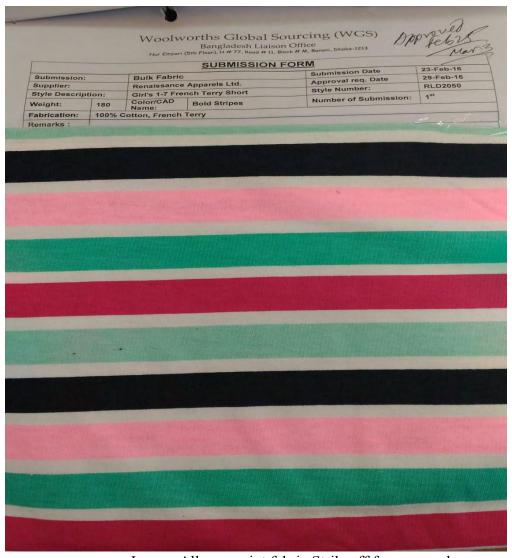


Image: All over print fabric Strikeoff for approval

9. Check the trims, accessories



Check the trims/accessories submissions by suppliers according to buyer requirement as well. Sometimes the button requirement is DTM (dye to match) means button color should match with fabric color. So, in this regard I check the buttons if everything seems fine then I send it to buyer.



Image: Button trim card for approval

10. Mail corresponding with buyer and suppliers



I have to maintain regular mail correspondence with buyer as well as with suppliers. We need to keep buyer up to date about ongoing orders. If suppliers face any difficulties then they inform us and we try to solve that problem discussing with our line manager but if we come to no remedies then I seek for some solutions from buyer side informing them the difficulties supplier is facing. For example, suppliers sometimes cannot meet shipment date and requests us for delivery date extension due to some difficulties and for that we have to inform buyer explaining the difficulties supplier is facing and thus request them for delivery extension.

11. Communicating with Merchandisers and Quality team on technical issues and problem resolution

Few days ago buyer needs to make a slight change about design on an order during bulk production. So, when we informed our supplier about the change then supplier informed us they have already done 900 pcs of garments which cannot be changed and they can apply this change to rest amount of garments. Then we inform this situation to our buyer and buyer agreed with the situation the supplier offers.

12. Entering all product brief information into our sourcing system

We have 4 followup chart I need to follow where I need to enter product brief information to these chart and keep it updated with required information so that everybody get updated information from these followup chart.

13. Factory visit

I need to go for factory visit on a monthly basis to check the production progress and inform it to my senior.

14. CP review meeting

CP review meeting is conducted by QA line manager on weekly basis in order to check with us ongoing order progress along with his QA to check PP meeting, Inline inspection completed on time or not and what is the sample status. Actually to track all these information we need to update another followup chart which is online based where QA team along with us work on this chart on regular basis.

15. Check and confirm barcode sticker layout

Check and confirm barcode sticker layout which put on the swing tag and if any correction I noticed then send it to supplier to make correction and send it to me and finally I send it to buyer for final approval.



S6 DEPT 762 SIZE 6 EMERSON KNIT TOPS 1-7 GIRLS PRINTED PLAYSUIT 454211 STRAWBERRY S6 DEPT 762 SIZE 7
EMERSON KNIT TOPS
1-7 GIRLS PRINTED PLAYSUIT
1484XEZ STRAWBERRY



S6 DEPT 762 SIZE 3
EMERSON KNIT TOPS
1-7 GIRLS PRINTED PLAYSUIT
484274 STRAWBERRY

56 DEPT 762 SIZE 4
EMERSON KNIT TOPS
1-7 GIRLS PRINTED PLAYSUIT
484279 STRAWBERRY

Figure: Barcode sticker layout for approval

\$6 DEPT 762 SIZE 5
EMERSON KNIT TOPS
1-7 GIRLS PRINTED PLAYSUIT
48A280 STRAWBERRY

S6 DEPT 762 SIZE 3
EMERSON KNIT TOPS
1-7 GIRLS PRINTED PLAYSUIT
4867/1 TROPICAL FLORAL

STYLE: RLD2315

COLOR: STRAWBERRY

56 DEPT 762 SIZE 1
EMERSON KNIT TOPS
1-7 GIRLS PRINTED PLAYSUIT
UBD276 STRAWBERRY

COLOR:TROPICAL FLORAL

ARTWORK: PRICE BARCODE STICKER

\$6 DEPT 762 SIZE 2
EMERSON KNIT TOPS
1-7 GIRLS PRINTED PLAYSUIT
486277 STRAWBERRY

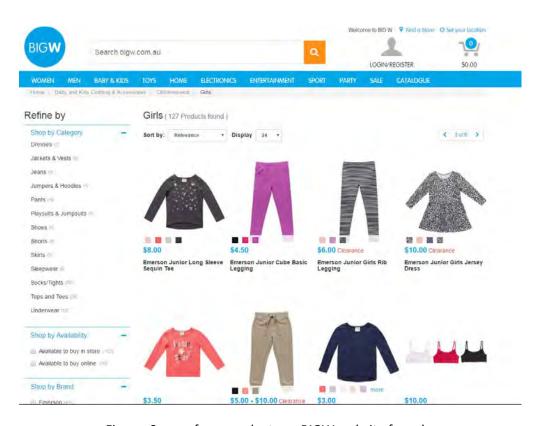


Figure: Some of our products on BIGW website for sale



Chapter-5 Recommendation & Conclusion

Chapter-6
Bibliography



5.0 Recommendation and Conclusion

As per my experience through working in Woolworths Global Sourcing I have no recommendations to advise as we are working mutually as a team with our other teams as like as QA team and buyer and working very closely with suppliers as well to get the best products from them. But to be exact I have a recommendation to advise that is quick and effective and efficient support from supplier to make the process as much productive as possible and to reach the delivery date without any delay so that we can work more in future and get them opportunity to work more with us.

The Ready-Made Garments (RMG) industry occupies a unique position in the Bangladesh economy. It is the largest exporting industry in Bangladesh, which experienced phenomenal growth during the last 25 years. The industry plays a key role in employment generation and in the provision of income to the poor. Nearly four million workers are directly and more than twelve million inhabitants are indirectly associated with the industry. Over the past twenty five years, the number of manufacturing units has grown from 180 to over 4000. The quota came to an end at 2004 but it continued to show robust performance, competitive strength and, of no less importance, social commitment. RMG's contribution to Bangladesh economy is well-known, well-appreciated and well-respected. Garments industry is the largest export industry for our country and it contributes 75% of total export. The industry is associated with its strength, weakness, threat and opportunity.

In this regard, we, the retailers like Woolworths Global Sourcing helping in the growth process of garment sector of Bangladesh through creating opportunity of letting them exporting RMG goods of millions of dollars of every year which plays an important role in development of this sector. We are very positive to the Bangladesh market for sourcing goods and we are hopeful that our support will keep continue and will increase business in near future as days goes on.

6.0 Bibliography:

- 🖶 Wikipedia
- Woolworths Global Sourcing Archive
- From job experience