



Internship Report on
The Sales Strategies and Branding Practices of
Yellow by BEXIMCO

Course: BUS 400

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Submitted To

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Letter of Transmittal

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To

Mr. G. M. Shafayet Ullah Adnan

Senior Lecturer

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Subject: Submission of Internship Report

Sir,

Courteously, Today I am very pleased to present you my Internship Report as the requirement of the completion of my BBA program. I have concluded my Internship at Yellow by BEXIMCO, a legendary group of companies in Bangladesh. I have successfully accomplished the task and responsibilities that were given to me and I have given my full concentration and tried very best to make the internship report according to your instructions and also followed the structure provided by the university.

Consequently Sir, through submitting the report, I hereby complete my academic internship at Yellow by BEXIMCO. I would greatly respect your valuable criticism and oblige thereby.

Sincerely yours,

Redwana Huq

ID: 12104069

BRAC Business School, BRAC University

Acknowledgement

Internship is the most valuable and vital experience for any student who wishes to attain a B.B.A degree. Furthermore, internship is the first step that is taken towards building the career of a business graduate as it provides with a great deal of prospects to apply the theoretical knowledge in the real working world. My internship voyage has given me a handful amount of knowledge, commemorations and a lot of love and support from my colleagues, supervisors and also department heads. I know in the near future, all the knowledge I have gained will come in handy in my professional life. This wonderful knowledgeable trip of professional experience would not have been possible without the mercy of almighty Allah and few great individuals who have helped me throughout my internship and made my journey of internship possible.

First of all I would like to thank the almighty Allah for giving me the strength and patience throughout my internship.

Mostly I would like to thank **Mr. G. M. Shafayet Ullah**, Senior Lecturer of B.B.S department. Thank you sir, for all the support you have given me to make the report more efficiently. I very much appreciate all the valuable time that you have given me for consultations to pre-check the draft of the report and making some necessary corrections. I'm really glad that I could done my internship report under your supervision.

Furthermore, I would like to thank **Mr. Jason Rubel Das**, Senior Sales Executive, BEXIMCO textiles Ltd, my direct supervisor at Yellow. I'm forever grateful to you for having full confidence in me and for teaching me all the sales functions of Yellow to make my work much easier. Moreover I would like to thank **Mr. Tawfiqur Rahman**, Marketing Executive; **Mr. Zohirul Islam**, Digital Marketing Executive for showing me the daily functions of Yellow and helping me to adapt the environment and rules of Yellow.

Finally I want to thank my mother and my late father for keeping their faith on me and continuously supporting and motivating me throughout my life.

And again there are many other people both in Yellow and BRAC University those who motivated me by standing beside me and also helped me in all the different ways, I'll always be grateful to them all.

Executive Summary

Bangladesh is now experiencing the new era of fashion industry day by day which is also booming as the lifestyle trends of Bangladeshi people is achieving the higher standards. But the task of survival in this booming industry is getting harder as there are a lot of strong direct and indirect competitions around the business. For Yellow, innovating, creating and changing the sales strategies and branding practices are the most important and continuous task towards their main triumph. To categorize the most appropriate target customers for brand positioning into the minds of the customers and developing a suitable increasing sales approach, analyzing about the overall fashion industry market situation and consumer's behavior towards purchase is necessary. However this task is very much difficult in case of clothing industry, as people tend to have different taste and other different liking criteria's about their wardrobe. Not only these, in fashion industry any organization need to update its sales strategies and branding practices according to the changing trends of fashion to make them further advanced and effective towards the goal of the organization and to keep them ahead of the rivals.

The aim of this report was to evaluate the present sales strategies and branding practices that is being initiated by Yellow. To analyze if all the sales and branding strategies are working in effective as well as efficient way by creating a unique image in the potential customer's mind.

This study gives us the indication that Yellow's sales strategies and brand practices are working smoothly and it has created a brand image on consumers mind. Nevertheless, Yellow has some problems regarding their Shahjadpur inventory hub issue which is affecting Yellow's sales. In case of branding, Yellow mostly depends on digital marketing. It generally does it's branding through online web store and facebook, which is actually making them more transparent towards their customer and creating a strong customer relationship and establishing a better way of achieving customer loyalty.

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Introduction

Beximco Ltd. is one of the oldest and renowned group of industries in Bangladesh. BEXIMCO was born but back then it had a different name. New Dacca Industries Ltd. - Jute yarn Manufacturer was founded by Late Faz-lur Rahman. In 1972 it was named BEXIMCO Ltd Bangladesh's first Export Import Co. Ltd (Amin, 2016). It is one of the best and successfully trusted organization in Bangladesh which has variety of business operations in many different areas. I feel I was very much blessed that I could do my academic internship under BEXIMCO Group of Industries. Internship is a compulsory portion of BBA program and I should say at the same time very important and crucial part. As it gives every business student the platform to prove their learned theoretical knowledge and showcase their skills as well as professionalism on the real professional world. This can similarly be reflected as the real life experience for a graduate in constructing his/her upcoming profession. For the period of my internship I was assigned under the Senior Sales Executive of Yellow Mr. Jason Rubel Das as a Sales Intern. I learned the basic things about sales and how branding works in Yellow but the most amazing part for me was to get to meet all the foreign renowned buyers like Walmart, TESCO and Calvin Klein. Meeting these company's buys and getting to know them and talk to them face to face felt like a dream come true.

As Yellow is a fashion brand, it is quite a challenge for Yellow to keep their strategies up to date. With the changing trend of fashion, Yellow has to change its strategies too to make their survival more strong towards the customers as well as to the competitors. So for me working with the sales strategies and branding practices of Yellow was getting new challenges every day of my internship. It may sound tough to do which it was but at the end of the day all it matters what you have learned and this new challenges everyday gave me buckets full of new experience, knowledge and also made me more patient as well as compatible with every changing situations.

Objectives

The objectives of this report are mentioned below:

- Understanding detail business functions of clothing industry
- Gaining information about fashion brands.
- Getting idea about sales procedures.
- Developing concept about sales and branding.
- Comparison between theoretical and practical learning.
- Getting the knowledge of apparel industry.
- To develop new sales strategies.
- To have an overview of managerial and technical procedure of apparel industry.
- To know the Administration Process in Garments Industry.
- To do an analysis over the Internship Report.
- To focus on the valuable parts of Yellow's Sales and Branding.
- To study the current market structure for the Bangladesh's garment industries those who are both involved in manufacturing and retailing.
- Getting knowledge on customers' perception about branding of fashion brand.
- To find the current scenario of sales and branding of Yellow.
- To find the ways of increasing the overall sales of Yellow and making the brand more renowned and trusted towards the customers.
- To complete the BUS 400 course to finish the BBA curriculum

Methodology

Different approaches which has been used although creating and doing the analysis part of this report are stated below,

1. Primary Source:

Mostly I gathered the data from primary source which is from my supervisor and from the Head of Digital Marketing of Yellow. I conducted several interviews with them and noted down all the information that they have provided. Furthermore, I have also conducted interviews at the stores with customers and showroom managers.

2. Secondary Source:

In some cases, I have used secondary source and took data from, websites, Yellow's earlier internship reports, software data, magazines, text books, and also from the annual report of BEXIMCO Ltd.

Scopes

Applicable information and analysis of Yellow as well as recommending new sales strategies and branding opportunities in different product divisions are stated in the report which could be a great scope for Yellow to consider the outcomes of their service in near future.

Limitations

There are few limitations while preparing this report; they are-

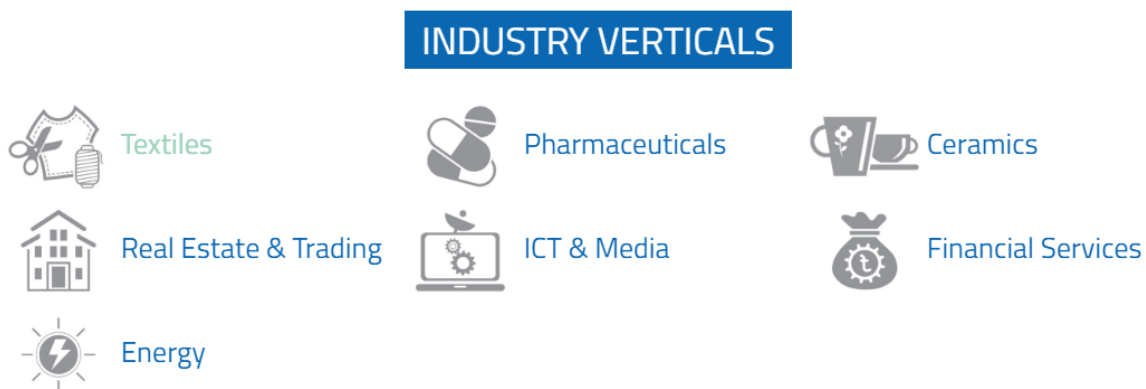
- Privacy issues raised in gaining most of the information.
- Reluctant behavior of some consumers while taking interview of them.
- Time constraint, it was quite a hard task to ask time from my supervisor and from the Head of Digital Marketing as they are always busy with office work and didn't have sufficient time to provide the information elaborately.
- Lack of overall information about BEXTEX in their archives.
- Lack of overall information about Yellow in their website.

Chapter 1

Organizational Overview

Today the BEXIMCO Group is the largest private sector group in Bangladesh. BEXIMCO was founded in the 1970's by two brothers – Ahmed Sohail Fasiur Rahman and Salman Fazlur Rahman. Since the early days, the Group has evolved from being primarily a commodities trading company to a leading, diversified group with a presence in industry sectors that account for nearly 75% of Bangladesh's GDP. BEXIMCO's corporate mission is "Taking Bangladesh to the world". (Amin, 2016)

As BEXIMCO has grown over the years, the flagship platform now has operations and investments across a wide range of industries including textiles, trading, marine food, real estate development, hospitality, construction, information and communication technologies, media, ceramics, aviation, pharmaceuticals, financial services and energy. The Group sells its products and services in the domestic Bangladesh market as well as international markets. BEXIMCO is the largest employer in the private sector in Bangladesh and employs over 60,000 people worldwide. The BEXIMCO name has now become one of the most recognizable brand names in Bangladesh. It is synonymous with innovation, trust and quality. The Group consists of four publicly traded and seventeen privately held companies. The publicly traded companies – Bangladesh Export Import Company Limited, Beximco Pharmaceuticals Limited, Shinepukur Ceramics Limited and Beximco Synthetics Limited – have a combined market capitalization of approximately \$617.34 million. The Group had total revenues of \$834 million in the year ended December 31, 2010.



1. Industry Verticals (Amin, 2016)

BEXIMCO encompasses one of South Asia's largest vertically integrated textile and garment companies. The Textile division is a fully integrated manufacturer of cotton and polyester blended garments for men, women and children, both for domestic and export markets. BEXIMCO is also the largest exporter of pharmaceuticals in Bangladesh with a presence in 46 countries including USA. The Pharmaceuticals division manufactures and sells generic pharmaceutical formulation products, active pharmaceutical ingredients (API) and intravenous (IV) fluids. The Group is also the largest ceramics exporter and has an investment in GMG Airlines, the largest private commercial airline in Bangladesh and in Unique Hotels & Resorts, which owns the Westin Hotel in Bangladesh. State-of-the-art manufacturing plants located in the vicinity of Dhaka provide the Group with a highly cost effective manufacturing base. A majority of its plants are in the BEXIMCO Industrial Park, a vertically integrated self-contained facility. This facility provides ready access to captive power generation, water purification, liquid nitrogen, waste water treatment and other key infrastructure. The Group's global clients include some of the world's best known brands including BT, Chevron, Calvin Klein, H&M, JC Penney, Macys, Zara, UNICEF, Royal Doulton and Villeroy & Boch. (Amin, 2016)

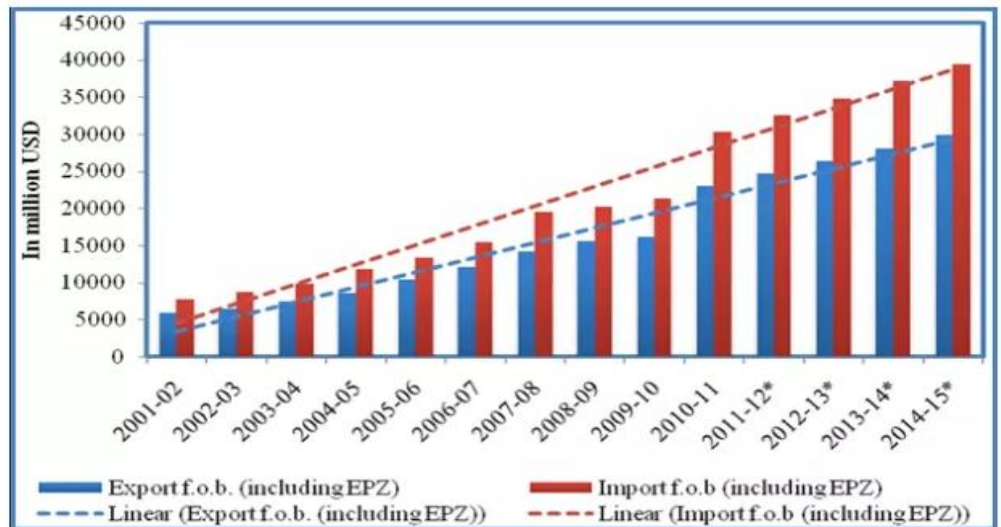
BEXIMCO is well positioned to capitalize on strong growth across industries in both the domestic and global markets. Each Group company is managed by an independent, professional team with significant depth of experience. Management teams have established a clear strategic plan that will further strengthen the overall platform. BEXIMCO intends to leverage its market position and global scale, further diversify operations into highly profitable sectors, capitalize on the domestic growth opportunity and selectively pursue international opportunities going forward. (Amin, 2016)

In recognition of its corporate success and creation of shareholder value, the BEXIMCO Group has and continues to make significant contributions to Bangladesh's society. Sponsored organizations include "Proyash", a specialized institute that works for the holistic development of children with special educational needs and "Gono Sahajjo Songstha", an institution that provides education for the underprivileged. BEXIMCO was also an official sponsor of the Bangladesh National Cricket team for the ICC Cricket World Cup 2011 and also the official title sponsor of the FIFA friendly match between Argentina and Nigeria held in September, 2011. (Amin, 2016)

TEXTILES- BEXTEX Ltd.

The foundation of textile sector was first established in the 60th decade of 19th century. For the first time, the industry exported shirts (Mercury shirt) to the European market in 1965-66, which was produced from Karachi. In the latter, 9 exporting industries were available in 1977-78. (Kiron, 2015)

RMG sector has played an amazing role in contributing Bangladesh's economy. It's visible from last decade, RMG division is adding more value to the national's economy in significant level. Nearly



2. Growth Rate of Garments Industry (Kiron, 2015)

76% of entire export earnings are derived through RMG division. Statistics shows that, in FY 2003-04 RMG sector of Bangladesh produced US\$ 5,686.06 million, in FY 2004-05 the value was US\$ 6,417.67.67 million, in FY 2005-06 the value was US\$ 7900.80 million, in FY 2006-07 the value was US\$ 9,211.23 million, in FY 2007-08 the value was US\$ 10,699.80 million, in FY 2008-09 the value was US\$ 12.35 billion and finally in FY 2013-14 the value stands at \$24.49billion. (Kiron, 2015)

Over the years, BEXIMCO has developed in-house design capabilities with teams based in Bangladesh and Spain. Furthermore it has partnered with some of the world's renowned design institutes, including Fashion Institute of Technology, Parsons, London School of Fashions, NIFT and NID, for access to talented designers. The Group has built strong working relationships with its core clients through a continuous dialogue. The Group's technology partners include Invista, Huntsman, CHT, Rudof and Clariant. Key clients include American Eagle, Arcadia Group, Calvin Klein, H&M, JC Penney, Macy's, Tommy Hilfiger, Warnaco and Zara. The Group is planning to expand the textiles business through capacity additions. Post expansion, the annual capacity of knit

fabric is expected to increase to 80 million lbs from 11 million lbs currently and the annual capacity of apparel knits is expected to reach 145 million pieces from 20 million pieces currently. The Group is also present in retail apparel through "Yellow", a youthful brand sold through BEXIMCO owned outlets. Yellow is a design driven brand that celebrates creative and original thinking to highlight a lighthearted and optimistic view of life through a superior quality product. Yellow captures a modern interpretation of fashion and relaxed attitude expresses a comfortable and confident quality. The adventurous spirit of the line is built from BEXIMCO Group's heritage in innovation and living a life full of passion that is open to discovery. Yellow is inspired by its customers; unconventional yet high-quality. (Amin, 2016)

Mission:

BEXTEX Ltd. is a full service vendor with strong vertically integrated production facilities as well as creative & analytical capabilities which clearly sets it apart from most other South Asian vendors. (Amin, 2016)

Vision:

- ❖ Gain market leadership in high value added apparel in USA & Europe.
- ❖ Use “Innovation” & “Speed” as prime drivers, rather than cotton & cheap labour.
- ❖ Dominate these markets in high quality:
 - Men's, Women's , Children
 - Shirts (Dress & Casual)
 - Blouses (formal & casual) , Skirts, Jackets
 - Jeans & Casual non - denim bottoms
 - Knitted tops & bottoms.

Commitment to the Environment:

This company is very committed to preserve a healthy and pollution-free environment. It has a very efficient waste collection and disposal system. In order to reduce air pollution by exhaust of gas from engine-generators, it maintains a costly plant that uses the exhaust gas to generate steam for chilling unit. Above measures not only help keep the water & air free from pollution but also

help save cost of water treatment & air conditioning. Your company uses only AZO-free dyes and is dedicated to ensure a healthy and eco-friendly environment. (Amin, 2016)

Beximco Synthetics Limited, a member of BEXIMCO Group, has been a manufacturer of Polyester Filament Yarns, namely, Partially Oriented Yarn (POY) and Draw Texturized Filament Yarn (DTFY) since July 1, 1994 and has an annual production capacity of 28 million linear meters.

The Group is the world's premier jute manufacturer and exporter. The Group supplies yarn to the world's premier carpet and rug manufacturers in Europe and the United States. Besides carpet yarn and twine, the Group also produces yarn and twine for producing Tatami mat and other floor coverings for gardening and household purposes. The Group specializes in producing high-valued yarn with special treatments (dyed, sized, polished, rot-proofed and waxed). (Amin, 2016)

YELLOW

The trendiest fashion brand from Bangladesh, is mostly distinguished for its true international quality designs and fabrics. We are inspired by our customers- souls full of unconventional fashion senses. As a retailer of our parent brand BEXIMCO, we started our journey in 2004 and now we have 15 outlets across Bangladesh and Pakistan including a 24/7 online store. Since origin we have been offering world class designs at amazing value price. Our product line includes a wide range of fashion clothing, fragrance, and accessories for men, women and children; textiles for home decoration; accessories; avant-garde ceramic items; paintings; books; and many more. (Yellow, 2016)



3. Brand Logo (Yellow, 2016)

Seasons of Yellow Clothing

Yellow basically follows six seasons for both Bangladesh and Pakistan shops. The seasons are given below,

1. Spring
2. Summer
3. Eid
4. Fall
5. Autumn
6. Winter



4. (Yellow, 2016)

Right now the Fall16 season is going on. But recently Yellow is thinking of launching two more seasons for their Bangladesh stores in the upcoming year, one is Boishakhi Season and another is Durga Puja Season. As Bengali people are being more enthusiastic to these occasions and having a whole new buying behavior according to the traditional occasions Yellow has decided to launch these two seasons in the upcoming year. If these two seasons get great response from their target customers, Yellow will come up with two more seasons like Valentine's Day Season and New Year Season. (Das, 2016)

Head Office

The main head office of Yellow is located at the Beximco Industrial Park, Sarabo, Kashimpur, Gazipur, Bangladesh. (Yellow, 2016)



5. Yellow Head Office (Das, 2016)

Yellow Stores:

In Bangladesh currently Yellow has twelve stores and four stores in Pakistan.

YELLOW Stores in Bangladesh

1. Dhanmondi Store
2. Pink City Store
3. Bashundhara City Store
4. Jamuna Store
5. Banani Store
6. Uttara Store
7. Uttara Store ii
8. Maghbazar Store
9. Mohammadpur Store
10. Bailey Road Store
11. Wari Store
12. Chittagong Store (Yellow, 2016)

YELLOW Stores in Pakistan

- Zamzama Boulevard, Karachi
- Dolmen Mall, Tariq Road, Karachi
- Dolmen City Mall Clifton, Karachi
- M.M. Alam Road, Lahore. (Yellow, 2016)

Website Address: <http://www.yellowclothing.net>

Facebook Link: <https://www.facebook.com/YellowClothing>

(Yellow, 2016)

Chapter 2

Organizational Part

Assigned Internship Project

On the 1st of the April 2016, Yellow decided to recruit an intern for their upcoming initiated sales strategy called “Reshuffling of Inventories”. This new strategy which was generated by the marketing team is one of the most important sales increasing strategies of all that has been initiated by yellow in terms of sales. Moreover to analyze the inventory situations, store capacity, store wise best seller and most importantly to identify region wise customer taste; this strategy has proved to be a hit. Yellow realized that they have been facing with inventory distribution problems for a long time which was affecting their sales so to come out from this situation, Yellow came developed this strategy and obviously before demonstrations they needed an associate to help do the market, store and customer analysis.

From the very first day of my internship I was assigned with some usual task that I had to do regularly. First I had to check the Season Wise Shop Wise Stock Summary Report of all the stores except Pakistan. Here I had to cautiously monitor the inventory storage of few hot selling categories of Yellow which are-

Men Casual Shirt

Men Formal Shirt

Men Panjabi

Woven top

Men Denim

Knit top

Men Polo

Women Denim

And most specifically Yellow’s specialty “Lawn” (Das, 2016). If these categories were up-to-dated in the inventory section, I had to check the stores inventories on these particular category. But if not I had to send email to my supervisor so that he can ask the branch managers to bring them in store from our central store at Shahjadpur or from the head office. Afterwards I had to carefully monitor if these hot selling categories are available in Yellow’s most profit making stores which are-

- ❖ Dhanmondi
- ❖ Bashundhara
- ❖ Jamuna
- ❖ Uttara 2
- ❖ Pink City store

At the time of store analysis it was always visible that the hot selling categories are often sold out quickly and the branch managers had to rush to the central store or wait for the Yellow main head office delivery. So to keep the hot selling product's inventory in perfect number and to increase the sale, I had to relocate some of the inventories from the stores where these categories were least sold to the most running stores like Dhanmondi, Bashundhara, Jamuna, Uttara 2, Pink City store to keep the balance. To make these reports and to transform a summery out of the report was a very tough and long process. As here in one report I had to maintain several things, first one obviously to analyze which product I need to relocate. In Yellow there are several models in each product, for example Lawn, in lawn Yellow has DKURTI, LSKD, LKD and many more. So before relocating I had to consider which one to relocate moreover I also needed to evaluate the relocation color and size wise.

It is not like Yellow is always concerned for the most popular and profit making stores, they are very much worried about the least popular stores like Wari and Mogbazar store (Das, 2016). For this two stores Yellow came up with the strategy that Yellow will send more of those products that sells more in those stores. For example in Mogbazar store the Women Woven Top was a good selling product (Das, 2016). So here I had to discuss things with my supervisor and store manager to get an insight on the product that should be sent to the store to increase the overall performance of that particular showroom. Additionally I also had to talk with the customers to know what actually they want from the store or the overall Yellow brand. While I was talking to one of the customers in Mogbazar I got the idea that in Mogbazar people tend to be more price sensitive. The young people which Yellow has always targeted as their preferred customer loves to shop from local non-branded clothing stores where they said they could find a wide variety of products in more lesser price than Yellow. But as Yellow does niche marketing and is already a number one reputed fast fashion retail house in Bangladesh they are going to stick with the pricing range of their product as they do not want to compromise the standards and quality of the product and to

maintain the best product quality and brand value they have come up with their pricing strategy which is legitimate.

Other than reshuffling I had to do some weekly and monthly reports. Yellow has thirty four categories of products including home furnishing products and several accessories as Yellow basically tried to come up with a luxury lifestyle for the people who loves to live in style. So for these different thirty four categories I had to make-

- ❖ Category Wise Sales Contribution Report
- ❖ Category Wise Sale Through Report
- ❖ Category Sale Summery Report
- ❖ Category Sale Through by Size Report
- ❖ Stock Sales Summary Report
- ❖ Sales Revenue Report
- ❖ Shop Wise Per Invoice Sales Report
- ❖ Shop wise per Sqf Report
- ❖ Shop Wise Monthly Sales Growth Report
- ❖ Month Wise Category Growth Report
- ❖ Daily Kids Sales Category Report

As an intern I also had to join Yellow's retail meetings to get more insights from the store managers and listen to their ideas as well as suggestions they have, to increase the overall sales. For meetings my task was to find out the total and category wise sale and sell through of all the shops except Pakistan. In the meeting the sales team used to analyze about the increase and decrease of the sales store wise. Moreover the store managers were also asked to follow new strategies to increase store wise sales approach.

Often I had to do the store visits, at the beginning of my internship I used to go to the shops as a secret customer. In the store no one knew my identity so I used to do few shopping and also used to take customers feedback on the Yellow brand, overall pricing, and obviously customer satisfaction regarding about the service providers. Besides the amazing thing was, I always got positive reactions from the customers. It is true the price of Yellow is bit high but that was never

a complaint from customers other than Mogbazar and Wari, since the customers were happy with the quality and trusted the brand image of Yellow.

Some other task that I did regularly are-

- ❖ Strongly monitor media soft software.
- ❖ Reviewing sales performance and inventories daily.
- ❖ Identifying Fast and Slow moving products for further processing.
- ❖ Coordinating monthly sales meetings.
- ❖ Reviewing category wise sales performance frequently.

So these are the specific task I have done at the time of my internship. Other than these I have done some trivial task at office time to time to help my colleagues to finish the given task quickly. I have also contributed to Yellow's print media advertising and designing T-shirts by providing some fresh ideas.

Recommendation of Organizational Part

Recommendation:

Yellow's sales strategies and branding practices are unique in its own way. They could come all through this way because of their in house production capacity and obviously strong brand name of its mother company, the BEXIMCO which is the first export import corporation of Bangladesh. As Yellow is the branded fashion house thus their tactics are quite different from others and obviously successful. But again Yellow can do much better than the current scenario to get more competitive advantage as it has a strong support from BEXIMCO.

So my opinion in terms of sales are-

- Few stores of Yellow sometimes face the urgent inventory problems. Like a customer is asking for four to five Panjabi of a particular style code, but the store manager is unable to provide them as it's not available on that particular store. Besides it takes a whole day or more to reach the store from the head office. Though we have an inventory hub at Shahjadpur where only the bigger stores like Dhanmondi or Jamuna have access to while others have to wait a whole day which can lead to potential customer loss.
So here my suggestions will be to develop a central hub where a percentage of the inventory should be stored. Moreover every branch manager should have their own share of space in that hub. Yellow will decide the number of inventories that should be allocated for each store so that every store has a fair access on the inventories that are needed on urgent basis.
- Another issue that I felt Yellow is facing is the storage problem inside the store. Some of the best performing stores in Yellow are facing storage problem because of not having enough space. Most of the time the sales is good but there is not enough place to keep the products. It is obvious making the store a bit bigger is a tough decision to make but they should think about making some stores bigger which has higher sales potentials. As well as Yellow could arrange few training sessions about store maintenance for the branch managers. This will ultimately help them to increase the sales.
- For sales lastly I would like to suggest to arrange training sessions on sales, personal grooming, CRM training and most importantly training on store management for all the branch managers and service providers of Yellow.

My suggestions in terms of branding are-

- Yellow should develop the idea of doing YouTube advertisement and also should open a YouTube channel. As the young generations now a days spends most of the time in YouTube rather than watching TV, consequently YouTube can be an opportunity for Yellow to brand their products.
- Recently facebook has introduced the Live Option. So Yellow can also take advantage of this option by going live from their stores or Yellow's personal designers can do some follow-ups about their products with the customers and most importantly Yellow will be able to interact with the customers directly through question answer session on the Facebook live. Using this new option can make the brand more attractive among the customers.
- Yellow should create a page of their own on LinkedIn. So that Yellow can reflect their product not only as a fashion brand but also as a professional one.

Chapter 3

Organizational Part

Sales Strategies and Branding Practices of Yellow

It's not a rocket since for apparel retailers to realize the significance of 'Newness' in today's competitive retail fashion situation. This constant change or which is being called the 'Newness' is playing the key role in every aspects of retail fashion industries, like newness in every ways from communicating with customers to sales associate strategies. In recent exceedingly competitive fashion economy, the capability to come up with new products for the customers frequently can be a tremendously valuable fact of distinction. It helps to create customer traffic across the store and also to the retailer's website. And Yellow is constantly doing that.

For Yellow the 'Newness' means coming up with different styles of products in different seasons for the customers to wear something different from others season wise. In every season, Yellow comes up with products with different styles, colors and patterns to create a trendy lifestyle for those who loves to stay in style and follows new fashion for their wardrobe. Yellow tries to follow the global apparel retailing brand Zara and it's strategies to be far more competitive than other new clothing brands at the same time effective as well as efficient loyal brand to the customers of Bangladesh and Pakistan. (Das, 2016)

Yellow has some specific sales strategies that they follow but they also make changes in their overall sales strategies when needed with the change of local as well as global fashion trends. Let's elaborately discuss about the sales strategies of Yellow Bangladesh.

Sales Strategies of Yellow

Sales: Classically sales means the exchange of goods and commodities for money to earn revenue (Philip Kotler, 1991). As it's known by all that in any business organization sales is that unit which produces revenue. If the organization don't have appropriate and efficient at the same time effective sales plan nothing will work. Organization might have finest manufacturing capacity, cutting edge technology, best financial strategies and outstanding forward thinking management techniques but they are of no use without an appropriate sales planning.

For Yellow sales strategies and planning are the most important element for the organization as it keeps them more up to date about the customers' prospect. In order to be successful, Yellow's sales analysis team is more concentrated on the buyers' problems, needs, opportunities and also most importantly the changing trends on fashion. It means, Yellow is more focused buyers situation to find out new opportunities rather than being more focused on product and company brilliance. Yellow's this tactics of shifting focus from product centric to customer centric tells the story of their ultimate success in gaining loyal customers which is very much important to survive in this competitive fashion retailing atmosphere. (Das, 2016)

1. Define Target Customers:

To know about the target market is one of the most essential aspects of sales success. In clothing industry it is quite impossible to do business with everyone. Even if anyone does, the question of authenticity and quality maintenance is arisen because is quite difficult to focus on every types of customers in the context of fashion industry. As a successfully loyal brand, Yellow narrowed their focus towards higher middle class and upper class people of Bangladesh. Yellow never compromise with quality and fashionable trendiness of their product consequently they have maintained a strict pricing policy. (Das, 2016)

In case of the products they offer, Yellow basically focus on young generations who loves to wear fashionable clothing and have a trendy lifestyle but recently Yellow is planning to expand their focus. For that reason Yellow has launched kids wear and saree. Moreover to attract customers' age more than forty five, the sales analysis team is thinking to develop more different styles in each category with the suitable color according to the age. (Das, 2016)

Even in the pictures of their seasonal magazine it is visible that they mostly focus on young generation.



6. Winter Collection (Das, 2016)



7. Kids Collection (Das, 2016)



8. (SPRING SUMMER 2016, 2016)

2. Knowing Customers' Requirements:

Another most important fact that Yellow always follows in terms of the success of their sales is knowing what their targeted customers really desire. With the world class designers and most efficient sales analysis team, Yellow knows exactly what type of products to display in terms of their different segmented customers. Yellow makes changes to the products color, patterns, designs and even introduce new categories' to satisfy the different types of customers according to their age and preferences. For example in last summer the Top Neck Embroidery Women Woven Top was so hit that they again had to put the same styling in their Eid season's woven top category. So initiating this tactics, Yellow is successful in making customer traffic in their stores which eventually helps to increase the sales.



9. Top Neck Embroidery W Woven Top (Das, 2016)

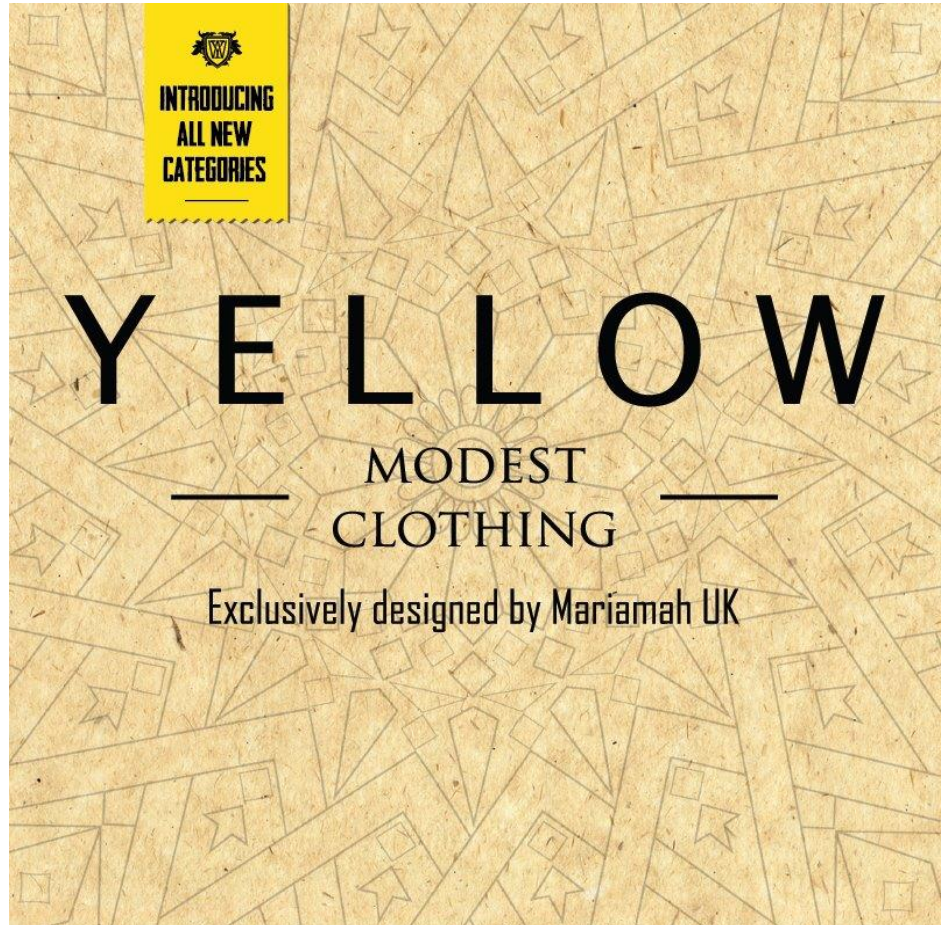
3. Observer:

This is the most important aspect of Yellow. For Yellow overall sales observation is very much important to keep them stronger and at the same time successful in the competitive market. Yellow observes and monitors their overall sales performance daily in category wise so that they can have an idea which product is doing well and which is not. At the same time it also gives the overview of the performance of each shop. After monitoring their daily sales they do a monthly sales meeting to talk about the overall performance of Yellow's sales and make some managerial decisions or changes if needed. To all time monitor their sales performance Yellow's Sales Analysis Team is always working on making summery and analyzing the sales result. Every day the Sales Team

develop Yellow's daily sales report category and store wise so that they can have an idea of slow and fast moving products as well as which store is performing at their best in terms of sales. Other than sales report the analysis team furthermore makes Category Contribution Report, Category Performance Report, Category Growth Report etc. to keep the sales in track. (Das, 2016)

4. Production Assessments:

Yellow choose to keep few volume of its production in-house, which allows Yellow to be a bit flexible in the quantity, regularity and a range of fresh products to be manufactured. Not only that, every season Yellow tries to introduce new category of products, for example in this year's Eid season Yellow introduced Modest Clothing as a test marketing product which will be made a regular category in upcoming season. Design assessments are postponed with the understanding that allows for determined incorporation of current movements. Yellow has its individual mill capability to guarantee production facilities



10. New In (Yellow, 2016)

so that if a certain style of product gets attractiveness, Yellow is capable of designing and getting that particular product into the store while the trend still hit the highest point. (Das, 2016)

5. Enriched Technological Proficiencies:

Beximco Ltd. has put a huge amount of investment for in-house technological capabilities of Yellow to support its short lead time. BEXTEX has enough high tech equipment that lets Yellow to adjust for unexpected rise or fluctuations in production. Furthermore, Showroom managers and

sales service providers also use electronic checking devices that supports reply order statistics straight to Yellow's head office at Gazipur. This order information drift keeps the business updated continually. (Das, 2016)

6. Real-Time Communications:

Yellow knows how to maintain its customers by having a strong communication relations with it's in store sales service providers. Store managers are given target in every quarter of the year to capture new customers and to maintain good networking with the listed loyal customers. This networking helps store managers to get insight of customers regarding products which ultimately benefits Yellow to react rapidly with new style modifications to the collection. Yellow gains the loyal customers by monitoring those people who continuously does shopping from Yellow, thinks Yellow as a trusted brand and brings new customers through word of mouth. However most customary retailers do not hold the operational capability and functionality to assist such regular and fruitful stream of information. (Cheng, 2015)

7. E-mail and Cell Phone Marketing:

Yellow is always working on initiating new tactics to make their relationship with the customers stronger. Email and Cell Phone marketing is one of them. Yellow ensures that they have all of their loyal customers' information in their system at least the email id. So if they are planning on any promotional activities, they can let the loyal customers know about it first. In this year's Eid-UI-Fitre, at the very end of the Ramadan Yellow decided to surprise their loyal customers by providing them 2500 taka worth gift voucher, though all these loyal customers already hold Yellow's



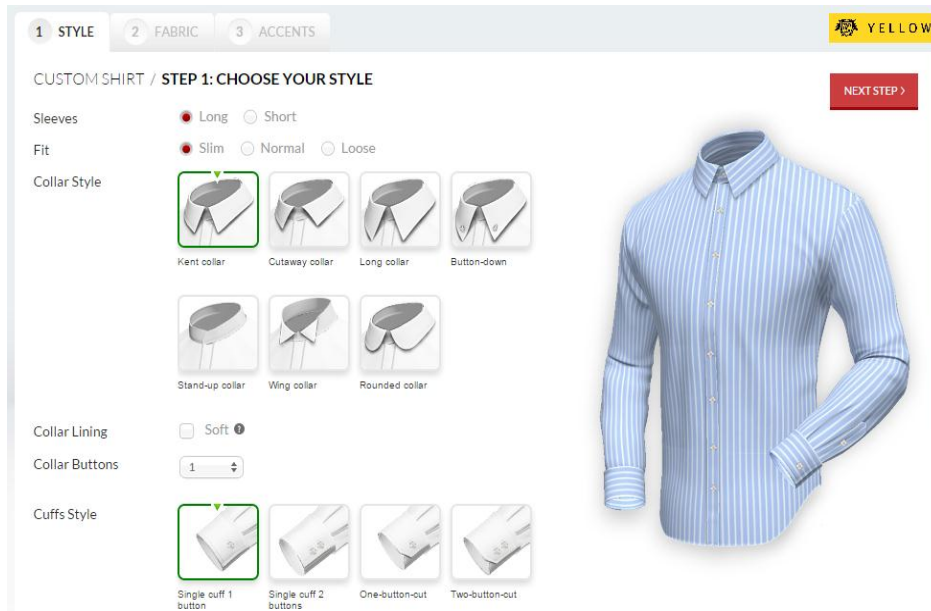
11. (Das, 2016)

loyalty card. And to provide the news Yellow used their email and cell phone marketing software

so that customers can get the information on time to collect the gift voucher from store. (Smith, 2016)

8. Online Shopping Option:

Now a days internet has made the economy look different, which has transformed the insight of traditional method of doing business. As it is very much visible that in Bangladesh online business is growing very fast to form good relationships with customers, cut the cost, personalization and for convenience, its high time for big service providing organizations to go digital too. So similarly to reach more customers, increase the sales country wide where Yellow showroom is not available, uplift the company image and most importantly to gain customers' loyalty as a trusted brand Yellow is providing online shopping service 24/7. Moreover to increase further customer attractiveness and to create customer traffic online,



12. Yellow App (Das, 2016)

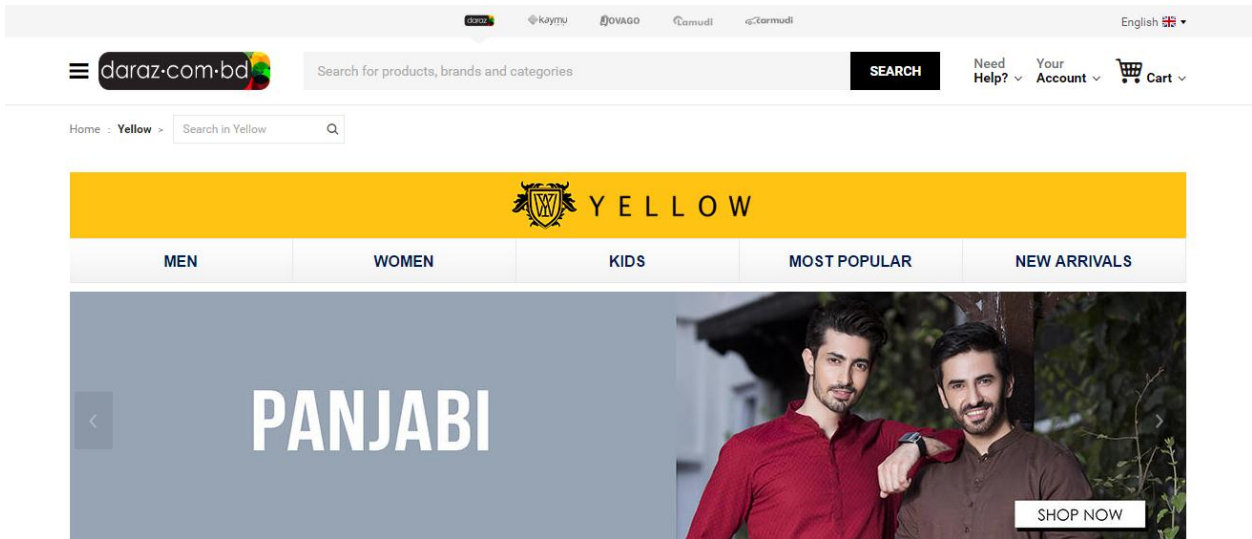
Yellow provides free home delivery on every online purchase all over Bangladesh. Yellow also have Customized Shirt Solution App so that people can design their own shirt and Yellow is benefitted by gaining customers interest on it. (Das, 2016)

9. Contract with E-Commerce Sites and BKash:

Another important strategy that Yellow follow to increase their overall sales and to reach customers all over the country is making a contract with a popular e-commerce site Daraz.com which sales products online. Yellow took this initiative keeping in mind about the change in purchasing trends. People are becoming more online centric for purchasing a product and also those who lives outside Dhaka where Yellow is not available can also get the branded products in their hands. Other than Daraz.com Yellow has contract with one of the best mobile money transfer service, BKash. On every Eid BKash account holders get 10% cash back, if they purchase Yellow’s product through BKash. (Das, 2016)



14. Bkash (Das, 2016)



13. (yellow.daraz.com.bd, 2016)

Other Sales Strategies:

Other than those which has been described above, Yellow has some additional strategies too which they follows regularly to keep their sales on track. The strategies are given below-

1. Currently Yellow has six seasons, Spring, Summer, Eid, Fall, Winter, Autumn. On next year they are planning to introduce few more seasons in the occasion of Durga Puja, Pohela Boishakh and a season for both Christmas and New Year's Eve. The reason behind the strategy to increase the number of seasons is, Yellow wants to become Bangladesh's first "Fast Fashion Apparel Retailers". This strategy helps Yellow to stock very little and modernizing the collection frequently. This strategy helps to increase the sales in two ways, first one is it keeps customer traffic, because people will be curious to know what new products or styles are new in store. Another one is, this frequent change in season will make customers worry to get the product they like before it is sold out. To provide customer with variety of designs and newness Yellow only keeps two seasons product in every store. For example, now in Yellow the Fall season is going on so in stores Yellow only has stock of Eid and Fall products. Spring and Summer season's products has been removed. (Das, 2016)
2. Another most popular sales strategy is discount sale of Yellow. According to this strategy Yellow provide 50% or 70% discount sale once every year. As well as 30% discount twice a year on selective categories. (Das, 2016)
3. The whole new sales strategy of Reshuffling of inventories has boost up the overall sales performance and product category wise contribution percentage. (Das, 2016)



15. Yellow Sale (Yellow, 2016)

4. To increase the purchasing tendency of the loyal customers, Yellow has three types of loyalty cards; Admire, Impressive, Premium. Yellow also initiated a **HAPPY LOYALTY CARD WEEK** on the first quarter of 2016 to increase the sales. (Das, 2016)



16. Loyalty Cards (Das, 2016)

These are the most important overall Sales Strategies of Yellow that I have discovered by talking with the Sales Analysis Team of Yellow by BEXIMCO.

According to Yellow's Sales Analysis Team, to be successful and to achieve the ultimate goal of Yellow, the sales department is always alert. As it is obvious the only department that creates revenue is the sales department. So to

keep the business running smoothly and to provide the customers with quality product, Yellow's Sales Analysis Team is constantly working and also initiating and updating the overall sales strategy every time it is required. (Das, 2016)



17 Types of Loyalty Card (Das, 2016)

Analyzing Yellow's Branding Practices with the 22 Immutable Laws of Branding:

In the current scenario in Bangladesh, it is quite visible that the fashion industry is booming as a result the competition is also increasing. So to survive in this competitive market with the image of a branded fast fashion clothing store, Yellow is always concern of its brand perception. As Yellow follows niche marketing, they have some certain branding tactics that they always follow to make a positive image of their brand to the minds of customers. As well as with proper branding Yellow desires to establish the notion that when people will hear the word Yellow the first thing that should click on their mind is fashionable clothing store. (Ries, 1998)

First let's discuss which of the 22 Immutable Branding Laws Yellow follows

Third Law The Law of Publicity

Yellow actually don't advertising like TVC or Radio Commercials. Yellow does publicity through Digital marketing, Promotional Activities and through Print Media.

For Digital Marketing Promotion the tools they use are follows,

- Facebook Promotions
 - Special Post Boosting
 - Multi-products/ carousel ads.
 - CPL
 - Shop now Ads.
- Google Display Network
 - Animated (GIF) Banner Ads.
 - Static Banner Ads.



18. Inspiring Women Award (Yellow presents Inspiring Women Award, 2016)

And now the promotional activities like great and significant events that Yellow organizes, sponsors and presents to increase the Brand Publicity are-

1. The First Retail Congress of Bangladesh

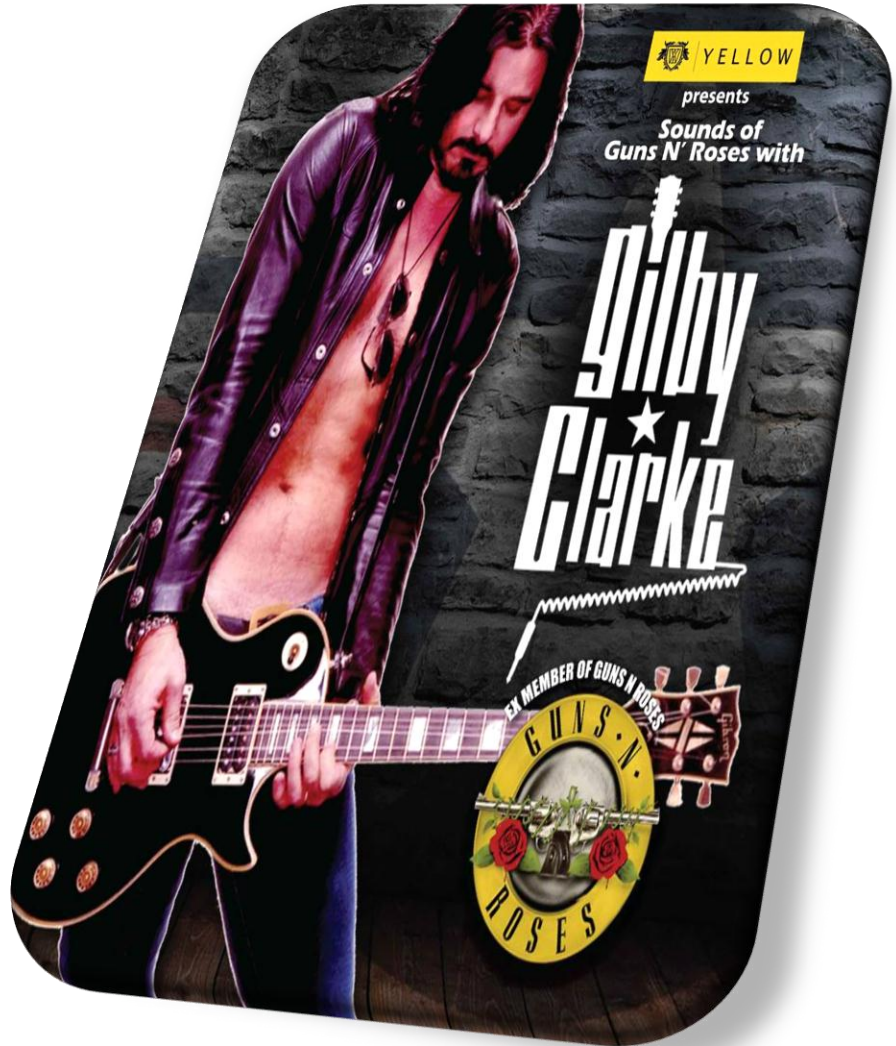
With the theme of “Transforming to Sustainable Retail Business” the first summit on retail business in Bangladesh was held on 6th February, 2016. The summit was presented by Yellow with the association of Apex. The summit included the discussions about the existing developments in retail business, the challenges, and the growth prospects and also how a sustainable growth can be ensured through a cooperative eco-system. (The Independent, 2016)



19. (The Independent, 2016)

2. Yellow brought Guns N Roses to Dhaka

YELLOW proudly sponsored the Sounds of Guns N Roses with Gilby Clarke, rhythm guitarist and guest vocalist of Guns N Roses which took place on October 16, 2015 Friday evening at 6.30pm at the Bangabandhu International Conference Centre. 200 LUCKY WINNERS (1 Winner + 1 Friend) got the chance of winning tickets of the biggest night of rock music in Bangladesh. Moreover 100 of the LUCKY WINNERS got to be a part of a special session the Stories of Gilby Clarke. This music treat was only for the YELLOW Admire Card members, because according to Yellow they are worthy to have the best. (Yellow, 2015)



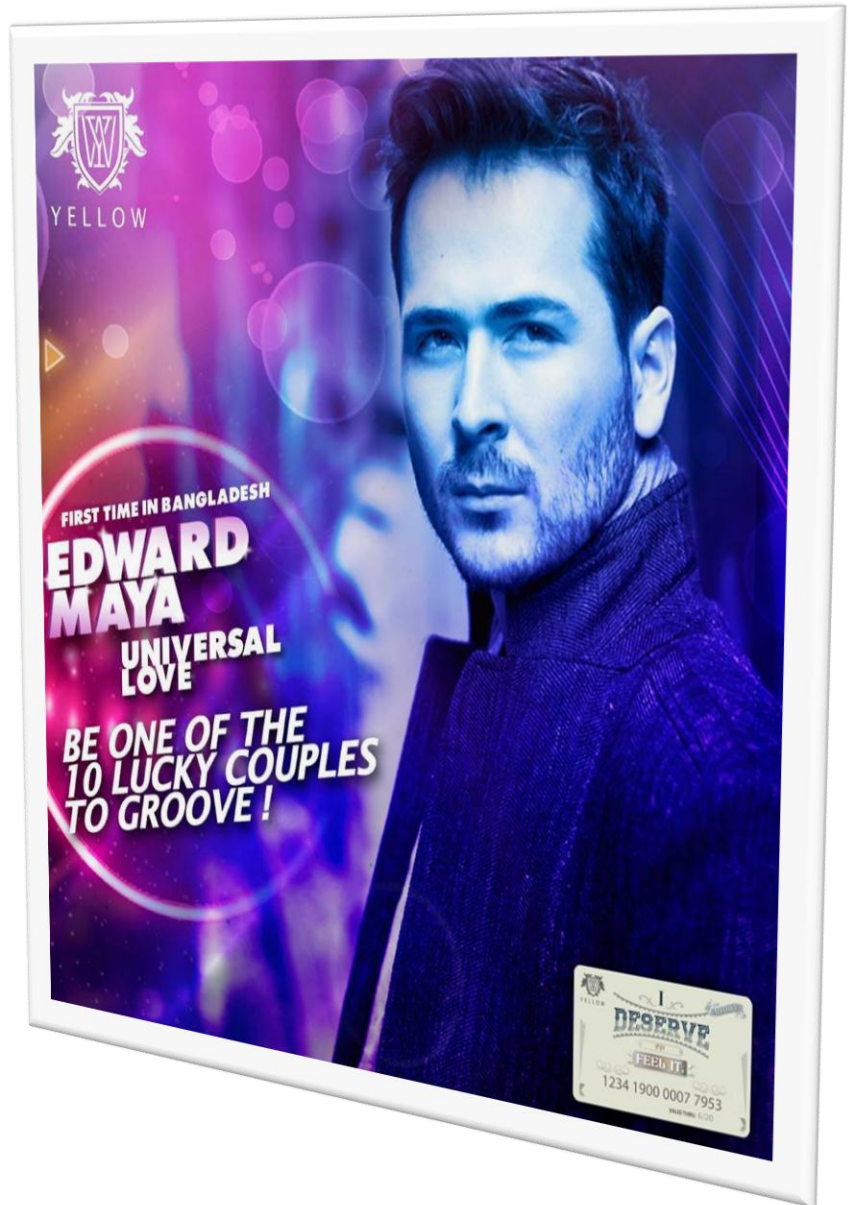
20. Guns N' Roses (Yellow, 2015)

3. Yellow brought Edward Maya “Universal Love” tour to Dhaka

To music fans, Edward Maya barely requires any introduction. As a DJ, producer and composer, he has found universal recognition triumphing a number of international hit singles and support from renowned DJs.

As part of its mission to bring international fashion, trends and coolness to Bangladesh, YELLOW proudly brought Edward Maya to his Bangladeshi fans! YELLOW is one of the honored promoters of the EDWARD MAYA, “UNIVERSAL LOVE” musical event. 10 LUCKY COUPLES won the tickets to the evening fiesta. Tickets weren’t sold - they could only be won. And that’s not all, the winning couples will get the chance to meet Edward Maya and take selfies with him. This charmed concert was for YELLOW

Admire Card members solitary. (Edward maya – universal Love Tour 2015 – live in Bangladesh, 2015)



21. (Edward maya – universal Love Tour 2015 – live in Bangladesh, 2015)

4. Wardrobe Partner of Dhaka Dynamite

In 2015 BPL, Yellow was the clothing partner for Dhaka Dynamite. On 18th November 2015, Yellow launched the official Garments Collection of DD as well as other merchandises were also available for customer's purchase. (Yellow, 2015)



22. Wardrobe Partner of Dhaka Dynamite (Yellow, 2015)



23. Wardrobe Partner of Dhaka Dynamite (Yellow, 2015)

5. Arijit Singh Symphony Orchestra Powered by Yellow

On the 10th March, 2016 Indian famous singer Arijit Singh was here in Bangladesh to do the Shadhin Bangla Betarer Gaan concert. The concert was powered by Yellow. (Yellow, 2016)



24. Arijit Sing Symphony Orchestra (Yellow, 2016)

As print media publications Yellow is using daily newspaper, The Independent and other renowned national magazines like Canvas, Ananya, Bangladesh Brand Forum, Ice Today, Brand Zeal and many more.

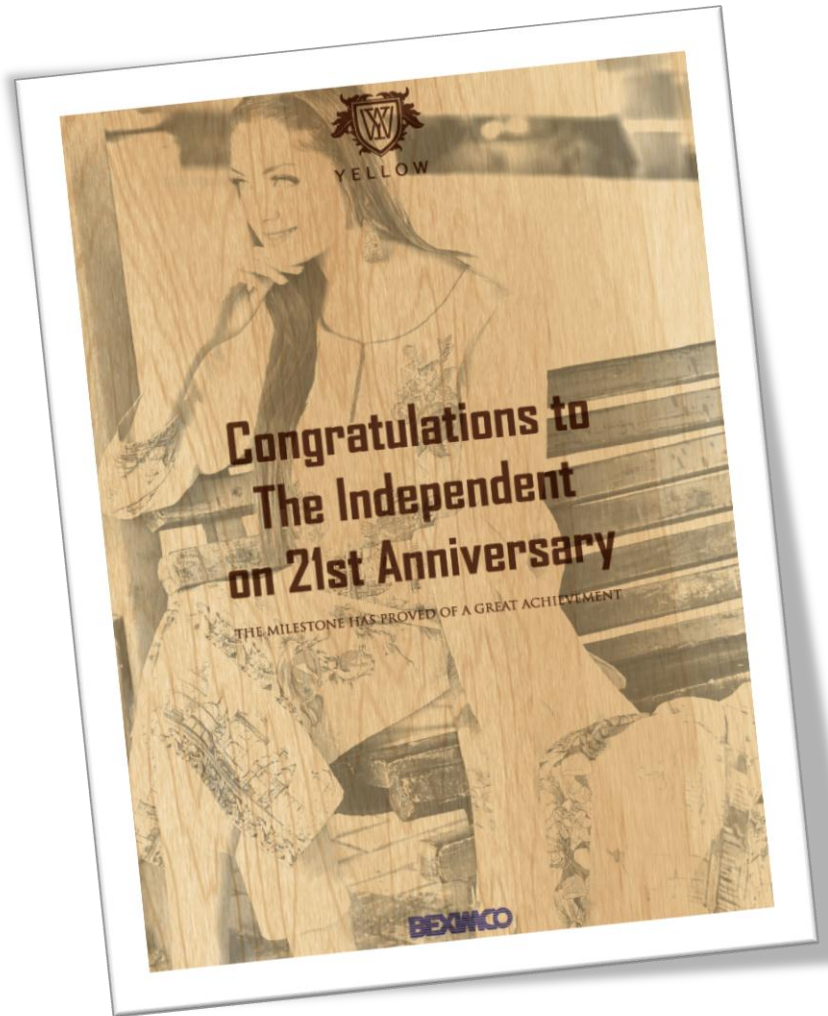
These are the most recent and significant promotional event that actually helped Yellow to maintain a branded fast fashion image in the minds of the customers. So after having a look to all those events' pictures it is proven that Yellow is always working hard and coming up with new ideas about the publicity of the brand. (Das, 2016)

Fifth law The Law of Word

As an established fast fashion brand Yellow is successful in establishing the law of word. Just by hearing the word “Yellow” people realize it must be about fashion or branded product. Yellow has always been able to narrow the focus only on providing the fashionable lifestyle to its customers. (Das, 2016)

Sixth law The Law of Credentials

Yellow is the first branded fashion house in Bangladesh. This gave them a leadership capability to keep themselves one step ahead of everyone else. Yellow's unique design, product quality, product durability and best customer service helped the brand to prove itself as a trustworthy fast fashion brand among the customers. (Das, 2016)



25. (Das, 2016)

Seventh law, The Law of Quality

Yellow is basically known by the fast fashion brand rather than being known for the product value. However it doesn't mean Yellow sells lower quality products, Yellow as an Apparel Fashion Retailer is serving customers with best products. But in case of brand identification Yellow is identified as a fast fashion clothing store. As Yellow is a successful specialist brand rather than a general brand. Because quality of the product alone couldn't have built the brand name "Yellow". (Das, 2016)

Eighth law The Law of Category

To make the brand more desirable and recognizable to the customers, Yellow is always working on developing new categories' of products. Like to make Lawn a party wear Yellow introduced luxury lawn in their category. As well as to capture the new fashion trend, recently Yellow launched modest clothing for ladies who wears hijab or loves Arabian fashion and the very new addition to Yellow family is the unique Designer Satya Paul Saree. On next year Yellow is planning to launch Men's Fatuwa on the occasion of Pohela Boisakh. (Das, 2016)



26. Yellow Saree (Yellow, 2016)

Ninth law The Law of Name

With a unique brand name Yellow has been able to maintain themselves as a specialist fast fashion clothing brand. When people hear the name of Yellow the first thing that click on their mind is the designer ware or fashionable clothing or the theme of fashionable lifestyle. Though Beximco is a generic brand name on the other hand the brand name Yellow only identifies themselves as a fast fashion retail brand. (Das, 2016)

Eleventh law The Law of Fellowship

For Yellow the law of fellowship is a matter of fact when Sailor and Ecstasy, the other fashion brands exists in the market as a strong and healthy competitor. For Yellow these two brands really puts a great effect because they make Yellow realize how to win the game of competition over the competitors. So this healthy competition is making the operational process of Yellow more effective and efficient to stand up straight in this competitive fashion market. (Das, 2016)

Thirteenth law The Law of Company

At the introductory period of Yellow there were some effect of the company name on Yellow as BEXIMCO itself is renowned brand name in Bangladesh. However Yellow has come out of the situation. Now Yellow is known as a fashion brand not as an extension of BEXIMCO. The name Yellow has its own identity from its mother organization. (Das, 2016)

Fifteenth law The Law of Siblings

For Yellow the new designer categories that they have launched are known as their sibling brands. Like Saree by Satya Paul, Modest clothing exclusively designed by Mariamah UK and the most happening sibling brand the Luxury Lawn of Yellow. Yellow has launched a variety of new categories but only these three got their distinct brand name because they were launched as the sibling brands of Yellow. (Das, 2016)

Sixteenth law The Law of Shape

The structure of Yellow's logo is the reflection of class, sophistication, lifestyle and most importantly the trendy fashion. The design and the shape of Yellow's logo has successfully made the appearance of a branded lifestyle at the same time most elegant fast fashion apparel retailer among the fashion loving people. (Das, 2016)



27. (Yellow, 2016)

Seventeenth law The Law of Color

Yellow has a strategy to change the color of the logo with the change of its particular season. This is one way to promote about their upcoming new season to the customers. With the different color for each particular season Yellow creates a theme to represent and celebrate that particular season. (Das, 2016)

For example- Last Eid Season Logo Color-

(Yellow, 2016)



Last Winter Season Logo Color-

(Yellow, 2016)



Current Fall Season Logo Color-

(Yellow, 2016)



Nineteenth law The Law of Consistency

The brand Yellow has always been consistency with its offering. Yellow has always maintained the Fast Fashion Retailer theme from the very beginning. It has never come out from its usual operations and offerings. Yellow has successfully sustained being a consistent brand. (Das, 2016)

Last law The Law of Singularity

Yellow has always maintain to keep one concept of idea as their business and that is being a Fast Fashion Retailer brand. Yellow is magnificently upholding singularity as a fashion brand which works hard to provide its customers with the products which reflects standard lifestyle and classy fashion. (Das, 2016)

Now let's discuss which of the 22 Immutable Branding Laws Yellow doesn't follow

First law The Law of Expansion

Yellow doesn't follow brand extension because Yellow itself is a brand extension of BEXIMCO. Yellow is a branded house where Beximco is the house of brands. Under BEXIMCO there are a lot of brand names exists which are- Beximco Pharma, Shine Pukur, Yellow, Beximco Communication, Beximco Petroleum and many more. (Das, 2016)



Second law The Law of Contraction

Yellow narrowed their focus in terms of their business but that doesn't mean their product categories are narrowed too. In addition it is obvious in case of fashion industry. The survival is tough if the organization can't offer something frequently. Because in this particular industry styles and trends change in a blink of an eye. So to stand straight in the market Yellow is always concern about introducing new categories every year. (Das, 2016)

Fourth law The Law of Advertising

Yellow doesn't go for paid advertisements like TVC or radio commercial. They do their media coverage through digital marketing using social media tools. They also promote events and does their branding over print media. (Das, 2016)

Tenth law The Law of Extensions:

To provide customers with trendy lifestyle Yellow has extended product lines like- Yellow Men's Panjabi, Luxury Lawn, Modest Clothing, Denim, Saree and many more. For fashion industry it's hard to stay inside the game of competition without introducing new extensions. In yellow there is two types of lawn, one is regular wear lawn and another is luxury lawn and the luxury lawn is the extension of regular lawn. (Das, 2016)

Twelfth law The Law of Generic

Yellow is not a generic name. Though Yellow was the 1st fast fashion retailer of Bangladesh but its name is not generic. Rather the name is more unique and identifiable to the customers. (Das, 2016)

Fourteenth law The Law of Sub brands

Yellow doesn't have any sub brands under it. Since yellow is more focused and narrowed its concern on fashion ware and providing products of fashionable lifestyle, they are not planning to introduce or develop any sub brands. (Das, 2016)

Eighteenth law The Law of Borders

Yellow has not yet become the global brand. Although it's thriving to reach out to be a successful global brand. Already our director is planning to launch a new showroom at Saudi Arabia, actually that is one of the reason they have launched designer modest clothing. Along with Saudi Arabia

they are also thinking of introducing showroom at India and France. So hopefully Yellow will be able to reach the emerging global market. (Das, 2016)

Twentieth law The Law of Change

Yellow is a successful fashion brand name and doing business with a lot of power in the fashion industry of Bangladesh. The brand name Yellow has a strong position in customers mind so it does not need to change or alter the operational process it has been doing. Consequently Yellow is not thinking to change the business process or make it a non-branded product so it becomes a convenience brand. Yellow has made its identity as a specialty brand with its trustable brand image. (Das, 2016)

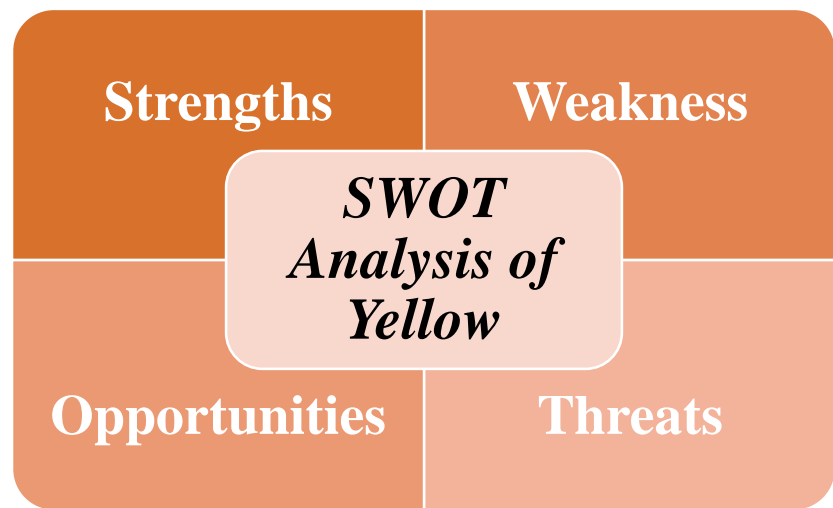
SWOT Analysis of Yellow

SWOT analysis is a process that identifies the strengths, weakness, opportunities and threats of an organization (Philip Kotler, 1991). As SWOT is an analytical framework, it helps the organization to identify some of the important matters of the organization and give a chance to take initial steps according to the analyzed results.

So let's find out the SWOT analysis of Yellow-

Strengths of Yellow:

1. Yellow is under a well-established brand name of Bangladesh called BEXIMCO. As BEXIMCO is a trusted brand name and doing business in Bangladesh since the independence, Yellow has gained a competitive advantage for this. Even the textiles division of BEXIMCO which Yellow is a part of have the global exposure. Beximco Textiles have reached their global standards in terms of export import. So for Yellow the mother company brand name is the biggest strength of Yellow. (Das, 2016)
2. In house production is another biggest strength of Yellow. Yellow don't need to export as they have their very own Yellow factory where every product is manufactured. And the best part is the manufacturing happens under the supervision of BEXTEX which is already a globally recognized RMG division of BEXIMCO Ltd. so the quality, the security, yarning, knitting, dying every part of manufacturing of Yellow is done under the supervision of Beximco Textiles Ltd. (Das, 2016)
3. Yellow is a fast fashion designer clothing brand. Here all the products are designed by distinguished foreign and local designers. Our Luxury Lawn's design comes all the way from Pakistan. Saree from Satya Paul, Modest Clothing is designed by the UK designers. So being a designer clothing brand is also a strength of Yellow. (Das, 2016)



Weaknesses of Yellow:

1. Yellow has the lack of marketing communications. Yellow basically give emphasis on digital marketing so their communication ways are narrower. They only do their general interaction with the customers' through facebook. They should add more ways to interact with all the customers especially with the new ones. (Das, 2016)
2. Yellow's another weakness is limited stock. Often fast moving products are sold quickly by the middle of the season and customers' leave the store empty handed. So yellow should at least increase the fast moving products manufacturing volume to keep the customers' satisfied towards Yellow. (Das, 2016)

Opportunities of Yellow:

1. It is visible that e-commerce sector is booming in Bangladesh however Yellow is not taking advantage of it. Yellow only has contract with Daraz.com but there are lot of famous e-commerce sites like Bikroy.com, Bagdom.com, CellBazar.com, rokomari.com, Clickbd and many more. So they should expand their contract with e-commerce site to reach each and every potential customers all over Bangladesh. So this e-commerce sector can be a huge opportunity for yellow. (Das, 2016)
2. As the mother company Beximco has the international exposure, Yellow can enter easily in the emerging international market with a global business plans and strategies. It is known that emerging market offers best growth opportunities and BEXTEX is already involved in global export import, so with the help of BEXTEX's networks Yellow can easily enter into the global market. (Das, 2016)
3. In Bangladesh demand of fashionable clothing are increasing day by day as the lifestyle system and economic growth is increasing. So Yellow can grab hold to this opportunity by providing fashionable clothing in reasonable price. (Das, 2016)

Threats of Yellow:

1. Yellow doesn't have any advertising campaign which is being a threat for them as other retail competitors like Ecstasy and Aarong, Infinity is using this tool to spread their brand name in the minds of the customers. (Das, 2016)
2. Yellow's product price is higher than the other fashion clothing house which is also a great threat to the organization. Through Bangladesh's economy is booming and lifestyle pattern

is increasing still people here are price sensitive. So pricing issue is a threat to Yellow.
(Das, 2016)

3. Sometimes constant change in customers demand, change in global fashion becomes the threat for Yellow. As the fashion world constantly change it gets more tough for Yellow to change the whole design and manufacturing process according to the changing trends.
(Das, 2016)

Recommendation of Project Part

Recommendation:

Yellow's sales and branding strategies are focused and narrowed towards a particular section. After doing the project part and relating Yellow's functions with various theories I have realized they still have a lot to go. If Yellow is able to touch those areas too, in now time Yellow will get the most competitive advantage from others in the market and it will be hard for other fashion brands to even stand next to Yellow.

So my opinion in terms of sales are-

- **Inventory Management:** at the time of big occasions like Eid or Puja or Pohela Boishakh, it is seen that their fast moving products are sold out and customers leave the store empty handed with dissatisfaction. Right now Yellow holds 20% of the product in hand after the products have entered the store (Das, 2016). So to handle the sudden increase of demand they should increase that percentage to handle the pressure. Because the new production slot takes a lot of time to get to the store. By the time the new slot is in production they can easily handle the situation with the in hand inventories.
- **In Time Production:** Yellow should follow in time production strategy. Most of the time Yellow sends the products and do all the marketing on the mid of a starting season. If they could do the production in time and have all the products a week before the new season starts people will be able to notice the change more.
- **Segmentation Strategy:** Yellow is now more focused on Young generations and kids. The categories, patters, colors and even the size of the product gives the vive of the young generation which is true. For example, while I was talking with a customer in dhanmondi store he actually complained to me why Yellow doesn't have the perfect size and color of Casual Men Pants for men above forty. He said all these colors are particularly suitable for young generation, men above forty can't wear them. So Yellow should segment their product according to age and psychographics to grab the attentions from others too to increase the sales.

My suggestions in terms of branding are-

- Yellow should develop the idea of doing TVC, Radio Commercials and posting ad on several national dailies rather than “The Independent”. Through these they will be able to reach people who are sophisticated, loves to stay in style but not young. If they can initiate this strategy Yellow will attain more loyal and satisfied customer for them and have a positive brand image to the minds of this section’s customers’.
- Yellow should reach out of borders. Right now Yellow has store in Pakistan and they export some category of product like the Modest Clothing to Saudi Arabia and Algeria but they don’t have a store in there. So as a popular fast fashion brand of Bangladesh whose mother company has already made impact globally, Yellow should to go global for the greater good of the brand name and image.
- Yellow should bring the fashionable lifestyle for the customers. Now Yellow under its brand name is only selling the garments products. Yellow should bring other categories like cosmetics, bags, home accessories etc. so that Yellow can name itself a fashionable lifestyle brand.

Chapter 4

Concluding Part

Conclusion

The purpose of this report is to have an overview on the current sales strategies and branding practices of Yellow. Yellow is Bangladesh's very first retail fast fashion and a successful designer clothing brand. Yellow has changed the whole outlook of Bangladesh's fashion the day it was created. They have successfully able to create a new lifestyle for the people who loved to live in style. Yellow has struggled a lot to come this far but yet they have a long way to go. With the support of Yellow's mother company BEXIMCO, may be in near future it will be a global fast fashion brand proudly representing Bangladesh.

In my report I have tried to give detail information of sales and branding of Yellow and the report contains both primary and secondary data. Through making this report I got the overall knowledge of RMG sector as well as about fashion industry of Bangladesh. The most important thing that I discovered through my internship is, Bangladesh has a lot of potentials in terms of fashion industry but yet few organizations took the advantage of the opportunity in this sector plus very few are doing well. Thus I think the garments industry should look for the vast business opportunity in the fast fashion retail apparel sector.

Lastly I want to say that both Yellow and BEXIMCO Textiles have been an amazing professional journey for me. I have made a lot of mistakes but at the end of the day I have learned something new every time from my mistakes. And for me that is the true meaning of the internship period, to learn from the experience.

Chapter 5

Supplementary Part

Appendix

Product Categories of Yellow

Style Description

CFS - M Formal Shirt

UFT - M Formal Shirt

RF - M Formal Shirt

AFS - M Formal Shirt

UF - M Formal Shirt

CLS - M Casual Shirt

CMP - M Punjabi

YMP - M Punjabi

YMK - M Punjabi

PJM - M Pajama

DFT - M Denim

YKP - M Polo Shirt

YKT - M Tee Shirt

MTT - M Tee Shirt

MCFT - M Blazer

SUIT - M Blazer

YFT - M Formal Pants

WEF - W Woven Top

WFT - W Woven Top

WLD - W Knit Top

WKFT - W Knit Top

WKT - W Knit Top

WTT - W Tank Top

WDT - W Denim Bottom

YWT - W Casual Bottom

YLS - W Casual Bottom

WKL - W Legging

WAS - W Shoe

WSND - W Shoe

FLAT - W Shoe

PUMP - W Shoe

YERING - WA Accessories

NECKLACE - WA Accessories

YWS - WA Accessories

SCARF - WA Accessories

WP - WA Accessories

LINGERIE - WA Accessories

MFT - M Casual Pants

YMST - M Casual Pants

YMBTT - M Casual Pants

YBS - M Underwear

YMU - M Underwear

CNDL - MA Accessories

SGL - MA Accessories

YMS - MA Accessories

TIEPM - MA Accessories

MP - MA Accessories

BRACELET - MA Accessories

WTCH - MA Accessories

YMV - M Vest

ROX- SCARF - W Woven Top

WBT - W Woven Top

WET - W Woven Top

ROX EVENING - W Woven Top

ROX DAY - W Woven Top

WETH - W Woven Top

WEVT - W Woven Top

WCS - W Woven Top

(Das, 2016)

LKD - W Lawn	GNW - Girls	CM - Ceramic
LWT - W Lawn	GWS - Girls	CSP - Ceramic
KURTI - W Lawn	PRINCESS - Girls	FB - Ceramic
LFOR - W Lawn	GJDP - Girls	SB - Ceramic
LSKD - W Lawn	GJWF - Girls	OP - Ceramic
SAREEL - SAREE	JGEF - Girls	TCP - Ceramic
SAREES - SAREE	GETH - Girls	BLST - House Hold
BPJM - B Panjabi	GWP - Girls	CRTN - House Hold
YBP - B Panjabi	GWT - Girls	YBD - House Hold
BJWS - Boys	GWB - Girls	PILLOW - House Hold
BWP - Boys	JGETH - Girls	TWL - House Hold
JBKT - Boys	GETR - Girls	CUSN - House Hold
BWB - Boys	GJKF - Girls	DUVT - House Hold
BKP - Boys	GKL - Girls	PLW - House Hold
BNW - Boys	GSKD - Girls	DCOBR - House Hold
BSP - Boys	GVST - Girls	BSPRD - House Hold
BWC - Boys	PL - Ceramic	CCOVR - House Hold
BWS - Boys	TS - Ceramic	
YKS - Boys		
BKT - Boys		
PRINCE - Boys		

(Das, 2016)



Category Contribution 2016

CATEGORY	TOTAL SALE Qty	TOTAL SALE VALUE	Qty Sale %	Sale Value %
Men's Formal Shirts	40,222	106,198,092	5%	8%
Men's Punjabi	111,748	214,759,160	15%	15%
Women's Lawn	85,466	308,254,538	11%	22%
Women's Ethnic Top	80,658	158,718,560	11%	11%
Men's Casual Shirt	50,513	85,620,213	7%	6%
Men's Tee Shirt	20,110	19,725,477	3%	1%
Men's Polo Shirt	37,792	59,578,992	5%	4%
Boy's Punjabi	31,426	30,823,412	4%	2%
Men's Denim	23,060	51,510,146	3%	4%
Men's Other Bottoms	39,059	82,955,926	5%	6%
Women's Western Tops	38,137	41,592,951	5%	3%
Women's Other Bottoms	16,619	21,441,641	2%	2%
Girl's Western Tops and Bottom	62,277	53,962,230	8%	4%
Girl's Ethnic	21,803	37,026,198	3%	3%
Boy's Top and Bottom	68,120	59,622,238	9%	4%
Women's Denim Bottom	5,295	8,088,998	1%	1%
Women Accessories	714	1,278,060	0%	0%
Men Accessories	5,600	3,576,000	1%	0%
Men's(MBLZ+MHOD+MSW)	18,922	43,365,940	2%	3%
Women's(WLZ+WHOD+WSW)	8,140	13,642,209	1%	1%
TOTAL	765,682	1,401,740,981	100%	100%

by BEXIMCO

28 Category Contribution Report 2016 ((Das, 2016)

Through to the correspondence with my supervisor- Jason Rubel Das, Senior Sales Executive, Yellow by Beximco

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Marketing mix of Zara

By [Hitesh Bhasin](#) July 7, 2016

40 Shares



29 Pay Per Click Advertisement (Bhasin, n.d.)

BEXIMCO APPARELS LIMITED
MEMBER OF THE BEXIMCO GROUP

May 10, 2016

Mr. Ivan Shafaat Bari
Director, OSCAR
Brac University
Mohakhali, Dhaka-1212.

Ref: Internship

Dear Sir,

Reference to your letter dated May 04, 2016 regarding Internship Placement for the following student of your Institute. We are pleased to inform you that we have agreed to accommodate the following student of your institute to carry out her Internship for a period of 12 (twelve) weeks at Yellow Brand of Beximco Apparels Limited at Beximco Industrial Park, Sarabo, Kashimpur, Gazipur.


Field of Training	Name of Student	Name & Designation of Supervisor
Marketing	Redwana Huq	Mr. Shehryar Burney Executive Director Yellow

Please advise your student to report to her supervisor on May 02, 2016 at our Beximco Industrial Park, Sarabo, Kashimpur, Gazipur accordingly.

Please note that, all the information provided to your students should be used for academic purposes only and she will be paid TK 5,000 (five thousand) only per month as internship remuneration during her Internship with us. Please also note that company will provide free lunch for your student during her Internship Program. After completion of the internship program the student is required to submit a report to the Human Resources Department.

Hope this attachment will be significantly useful to your student and will contribute to shapeup her career in future.

Yours Sincerely,


Goutam Biswas
Sr. Manager
Human Resources Department

Copy : Executive Director, Yellow
: DGM, Administration
: Student of "BU"
: Office Copy

HEAD OFFICE : BEXIMCO INDUSTRIAL PARK, SARABO, KASHIMPUR, GAZIPUR, BANGLADESH
PHONE : 8618220-7, 8611891-5, FAX : 880-2-7701164, 9664767
FACTORY : 7/A, SHANTIBAGH (RAJARBAGH) DHAKA-1217, PHONE : 9335570, 9339523, FAX : 880-2-9349043



04/05/2016

MD. Raziur Rahman Khan
Head of HR
Beximco Limited (Textile Division)
Beximco Industrial Park, Sarabo, Kashimpur, Gazipur.

Re : Internship for BRAC University Student

Dear Sir/Madam,

It is our pleasure to inform you that our students in the **BBA** Program have completed their course work and are prepared for internship assignment with an organization.

Internship program is a degree requirement at BRAC University, allow the students to get an experience of professional life in a related field to their majors. This program will enhance their theoretical knowledge with a blend of practical experience.

We would highly appreciate your kind considerations in accommodating the following students of out university to complete internship at your organization in **Summer'16** semester.

Dept	Name	ID No.	Major
BBA	Redwana Huq	12104069	Marketing & HR

Our internship program is 12-week commitement at the host organization. The host organization is required to assign a supervisor to guide the interns. After the program, the interns are required to write an '**Internship Project Report**' for submission to the University Authority as well as to your organization.

We hope that a token honorarium shall be given to the interns during the period of stay with your preeminent organization. Your support and cooperation will help us in our effort to create efficient human asset. We guarantee all possible cooperation from our office. If you need any further information, please feel free to contact us at 88-02-88245051 -4 Ext. 4014 & 4015

Thank you in advance for your kind cooperation.

Sincerley,


Ivan Shafaat Bari
Director, OCSAR



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