

# Internship Report



A Comparative Analysis of Babylon Garments Limited with its competitors



**“A Comparative Analysis of Babylon Garments Limited with its competitors”**

**Submitted to**

First Supervisor

Sharmin Shabnam Rahman

Lecturer

BRAC Business School

Second Supervisor

Anup Chowdhury

Senior Lecturer

BRAC Business School

**Submitted by**

Maisia Hussain

ID: 05204018

**Date of Submission:** 11<sup>th</sup> May, 2010

## **Letter of Transmittal**

11<sup>th</sup> May, 2010  
Sharmin Shabnam Rahman  
Academic Supervisor  
BRAC Business School  
BRAC University

**Subject:** Submission of the Internship report on “A competitive analysis of Babylon Garments Limited with its competitors”

Dear Madam,

With due respect, as student of BRAC Business School, I have prepared my internship report on “A competitive analysis of Babylon Garments Limited with its competitors”

I have tried my level best to follow your guidelines in every aspect of planning of this report. I have also collected what I believe to be the most important information to make this report specific and coherent as possible. I enjoyed the challenge of preparing the report as it provided me with an opportunity to enlarge knowledge. I am honestly thankful for your guidance during the preparation of this report. I hope you will appreciate my effort. I have done the study in a complete form and I have tried my level best to conduct this in a professional manner. It is true that, it could have been done in a better way if there were not limitations. I hope you will assess my report considering the limitations of the study.

Yours sincerely,  
Maisia Hussain  
ID: 05204018

## **Acknowledgement**

First, I want to thank my supervisor Sharmin Shabnam Rahman for providing the format and make me able to understand about the format. I also thank her for providing suggestions for making this report.

I also like to thank my second supervisor “Anup Chowdhury” for his instructions and my organization supervisor “Mr. Saiful Hoque” for helping me a lot to understand the official work and preparing the report. My colleagues also help me a lot. I also cannot ignore the participation of other departments who helped me with some extra information. So warm thanks to them for supporting me and give me adequate amount of data.

## **Executive Summary**

Babylon garments started its journey in 1986 by its five boards of directors. It is one of the major garments manufacturing organization in Bangladesh. This organization increasingly reducing its rejection and rework rate in-process and final garments in order to ensure product quality and delivery time as per buyer requirement and increase profitability. Babylon will ensure sufficient training and suitable work to increase productivity and skills of the employee.

Now Babylon Garments has a 90000 square feet area. Its production capacity is around 240000, number of machines 1500 and number of employees at least 4000.

In my report I tried to cover a short profile of Babylon group and major customers of Babylon garments. It also includes responsibilities of a merchandiser, my activity and the problems I faced and some recommendation.

In addition, I included a short profile of 3 major competitors. Apart from this I also covered marketing mix (4p's) of Babylon Garments. In the competitive analysis part I tried to compare Babylon Garments with its competitors.

## List of Abbreviation

WRAP=Worldwide responsible apparel production

CVC=Chief value cotton

T/C=Tetron cotton

L/C=Letter of credit

BTB=Back to back

CM =Cutting and making

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# Chapter 1

## Introduction

### 1.1 Origin of the report

As a student of Business Administration, I had to complete a 90 days attachment with any organization. My attachment was with Babylon Group and I worked as an intern from January 04, 2010 to April 03, 2010. And that period, I collected information regarding preparing a report on comparative analysis of three major competitors of Babylon Garments.

### 1.2 Objectives

The objective of this report is specific, I have decided three objectives. These are:

- My first objective is to work on the Marketing Mix (Product, price, place and promotion) of Babylon Group.
- And another objective is to do the comparison or competitive analysis among its major competitors.
- I will also try to rank Babylon with three major competitors.

### 1.3 Scope

- ❑ To know about the marketing mix of Babylon garments
- ❑ To know what kind of activities are done in garments sector.
- ❑ To know about the competitors of the Babylon garments.

### 1.4 Methodology

For my report I have collected information from both primary data and secondary data.

Primary Data: I got the data or information directly from the officials. For getting the major competitors information I used some personal source.

Secondary Data: I also used secondary data by getting the help of Babylon website ([www.babylongroup.com](http://www.babylongroup.com)).

## 1.5 Limitations

I tried my level best to enrich and complete this report although there are some limitations:

- ✓ Unfortunately due to the company's limitations (business secrecy and confidentiality), I was unable to acquire sufficient information.
- ✓ As this is my first report about garments sector so I had to face some difficulties to preparing the report.
- ✓ Time was also a limitation. Gathering information during working was a tough job.

## Chapter 2

# Organizational overview

### **2.1 ABOUT BABYLON GARMENTS**

Babylon Garments started its journey in Bangladesh in the year 1986 through creation of small sewing units called Babylon garments.

At early years Babylon garments had to pass very difficult time. It still exists only for its honesty, integrity, moral scruples and for its business ethics. And for that reason now this organization is in a successful and stable situation in the subsequent years.

Babylon garments never miss to meet future challenges. This organization always tries to give its best to achieve professional competence and reliability.

It always tries to give something better than its customer's expectation. For this reason its not only treated as a trusted supplier of readymade garments but also as a caring partner toward all its buyers and customers.

Now meeting the extraordinary requirement of the customer become a custom for this organization and also a matter of pride for this organization.

This organization is also adapting some important policies like getting official approval of ISO Quality Standard practices, ensuring total compliance of various Code of Conduct requirements of prestigious buyers across the world, prioritizing the need for creation of ideal work conditions for the workers and ensuring proper health care & safety for them. This thing has awarded Babylon garments a respectable position in the top of the RMG manufacturers in Bangladesh.

### **2.2 SHORT PROFILE**

Babylon group is one of the biggest exports oriented apparel producing corporation in Bangladesh. They have 14 wings in Bangladesh. Babylon launched its first manufacturing units with a modest capacity of about 2000 pieces of shirt/blouses per day.

Today the group owns several factories as well as wings as listed below:

<b>NAME</b>	: Babylon Garments limited
<b>YEAR OF ESTABLISHMENT</b>	: July 1986
<b>LOCATION</b>	: 2-B/1, Darusslam road. Mirpur, Dhaka-1216
<b>AREA</b>	: Total floor area 90000 square feet

**CAPACITY** : 200000-240000 pieces of Men's/ children's formal shirt per month (woven).

**NUMBER OF PRODUCTION LINES:** 10

**NAME** : Babylon Dresses limited

**YEAR OF ESTABLISHMENT** : 1995

**LOCATION** : 2-B/1, Darusslam road. Mirpur, Dhaka-1216

**AREA** : Total floor area 45000 square feet

**CAPACITY** : 900000-100000 pieces of Men's/ children's casual shirt per month (woven).

**NUMBER OF PRODUCTION LINES:** 10

**NAME** : Suravee Garments limited

**YEAR OF ESTABLISHMENT** : 1987

**LOCATION** : 2/C, Darusslam road. Mirpur, Dhaka-1216

**AREA** : Total floor area 22500 square feet

**CAPACITY** : 80000-100000 pieces of Men's/ Ladies formal, casual dresses and blouses per month (woven)

**NUMBER OF PRODUCTION LINES:** 05

**NAME** : Aboni Fashions limited

**YEAR OF ESTABLISHMENT** : 2000

**LOCATION** : Plot 242-243, Union-Tetulzora, Hemayetpur, Savar, Dhaka

**AREA** : Total floor area 25000 square feet

**CAPACITY** : 80000-100000 pieces of Men's/ Ladies formal, casual shirt per month (woven)

**NUMBER OF PRODUCTION LINES:** 05

Board of directors:

1. Mr. Neesar Ahmed-In charge of Import and Administration
2. Mr. Emdadul Islam- In charge of Marketing and Quality control
3. Mr. Moinul Ahsan- In charge of Finance
4. Mr. Abidur Rahman- In charge of Export and Embroidery division
5. Mr Abdus Salam - In charge of Production Planning and Control

### **2.3 Mission**

“To maximize profit while creating an environment in which we can provide the best value and the best services to our customers, while developing ourselves to our maximum potential in a pleasant, clean and professional atmosphere”



**Picture 2.1: Sample Section**



**Picture 2.2: Cutting Section**

#### **2.4 Quality policy of Babylon group**

Babylon group dedicated to meet and fulfill customer requirement in garments making and also try to satisfy their employees.

This group increasingly reducing its rejection and rework rate in-process and final garments in order to ensure product quality and delivery time as per buyer requirement and increase profitability.

Babylon will ensure sufficient training and suitable work to increase productivity and skills of the employee.

This group always measures its performance in all areas from time to time and takes measure to continually improve quality, work environment and employee satisfaction.





**Picture 2.3: Knit Unit**



**Picture 2.4: Embroidery Unit**

Corporate office controls all the units of the group which is located in the Dhaka city.

To perform well each unit has its factory management setup from sampling to finishing of the product.

Both environment and occupational health and safety were considered during designing the buildings. Medical facilities are available in the production facilities. The two units of Babylon group are credited on ISO 9001-2000. These are Babylon garments and Aboni textiles. Babylon garments are also WRAP certified. Aboni textiles limited of Babylon group is attributed on environmental management system ISO 14001-1996



Babylon group apply ethical principles to all facilities that produce readymade garments for exporting to foreign countries.

Its factory operates in a legal and cultural environment. These ethical principals express the basic requirement of Babylon factories in order to do business with its foreign customers.

Babylon makes constant efforts to promote best practices and continuous improvement of ethical issues in all its manufacturing units. For easy understanding of the issues the Babylon management has posted its contents on both Bangla and English to their notice board.

Woven units have become compliant of code of conducts of Capital Mercury Apparel Ltd., Mothers Work, Wal Mart, Kohl's of USA, Arcadia Group Plc, Dimension of UK, H & M of Sweden & the Knit unit by Reebok of Spain & BHS of UK.

In addition to all normal machines and equipment, woven division uses the following machines and equipment to provide various special requirements of customers:-

- Arm Hole & Side Seam Fusing Machine
- Eyelet Sewing Machine
- Pintack Machine
- Blind Stitch Machine
- Saddle Stitching Machine
- CAD (Investronica)
- Cintex Needle Search Machine

The woven division has the capacity of producing about 350,000 pcs of shirts / dresses (Men's and Ladies) per month.

The knit division in its composite structure has Knitting, Dyeing, Finishing and Sewing facility located near Dhaka City.

The division is still in its first phase, running with a capacity of:

- 4 tons per day for Knitting, 7 tons per day for Dyeing & 10 tons per day for Finishing
- About 300,000 pcs of 'T' shirts / Tank tops per month
- About 200,000 pcs of Polo shirts per month

Knitting, Dyeing, Finishing units are equipped with European best brand machines like Sclavos for Dyeing, Mayer & CIE for Knitting and Santex for Finishing.

Knit division knits dyes and finishes 100% Cotton, CVC, T/C, 100% Polyester, lycra fabrics. Knitting unit knits all the basic structures including the following:-

- Feeder Stripes
- Lycra Single Jersey
- Lycra Rib
- Waffel
- Herring Bone etc.

The group has their own embroidery units.

The group becomes more competitive by including printing and packaging unit in the year 2003. This establishment causes cost reduction and smooth execution of the orders.

Babylon washing was established in September 2003 and has started showing its positive impact on Group's overall business. RMG units of the Group are no more dependent on out sourcing of washing of Garments.

Babylon Washing Plant can do the following washings –

- Stone Wash
- Stone Enzyme Wash
- Enzyme Wash
- Bleach Wash
- Garment Wash
- Silicon Softener Wash
- Pigment Wash
- Enzyme Silicon Wash
- Enzyme Bleach Wash
- Sand Silicon Wash
- Over Dye
- Dip Dye
- Tie Dye
- Pigment Dye Wash

## 2.5 Major Customers (Country wise)

### WOVEN CUSTOMERS

Country	Company
UK	- TESCO, DIMENSIONS, SAVILE ROW, BHS, ROCHES, GRAHAM HUNTER, PRIMARK, NEXT
FRANCE	- CELIO, VETIR, FABRISTYL, CAMAIEU (JULES), RIPCURL, GO SPORTS
SWEDEN	- KAPPAHL
DENMARK	- BEST SELLER
HOLLAND	- DOMO
SPAIN	- CORTEFIL (SPRINGFIELD)
GERMANY	- BROADWAY
USA	- MOTHERS WORK, MAY DEPT., SAKS, NYNE, MEIJER, BOSCOV, JC PENNEY, LEE, WALMART, SEARS, CARHARTT, CATO, K-MART, AMERICAN EAGLE etc.

### KNIT CUSTOMERS

Country	Company
USA	- WALMART, TARGET, SARA LEE
UK	- TESCO, BHS, GREENWOODS, NEW LOOK, ARCADIA, Jerzees
SWEDEN	- H & M
GERMANY	- TOM TAILOR, KARSTADT, QUELLE, NECKERMAAN, WESTERN STORE
SPAIN	- REEBOK, NIKE
DENMARK	- EKSPERTO, MARCUS GRUPPEN, FOTEX, BILKA
HOLLAND	- Vroom & Dreesmann (V&D), O'NIEL
FRANCE	- RIPCURL, JULES, MONOPRIX
FINLAND	- INTRADE
ITALY	- UPIM, TRR, METRO
BELGIUM	- E5-Mode

## **2.6 Organizational Organogram**

# Chapter 3

## Job Part

### 3.1 Responsibilities of a merchandiser

Merchandiser need to work in a systematic way to ensure proper delivery of products at due date. They had to do their work into daily, weekly, monthly and yearly basis. The activities are-

#### **3.1.1 Daily activities of a merchandiser**

- Checking mails and faxes. They need to give the reply within the day based on priority.
- Checking port status and convey to concern department.
- Checking the shipments documents and inform concern department.
- Checking daily production status to understand shipment status
- Checking shipment schedule and raw materials production status
- Follow-up with sample section for different buyers sample
- Follow-up with store for fabric and accessories received
- Follow-up with the production manager for the production plan
- Follow-up with the commercial people L/C,BTB L/C and L/C amendment
- Price quotation and delivery confirmation to the buyer
- Reporting to marketing and merchandising chief on the daily activities.
- Reporting to executive director on the important issue like various meeting, customer visits compliances and code of conduct



**Picture 3.1: Sewing Section**



**Picture 3.2: Finishing Section**

### **3.1.2 Weekly activities of merchandiser**

- Meeting with the fabrics and accessories supplier
- Meeting with the buyer and buying houses
- Prepare fabric and accessories requirement list, checking with concern and passing it to supplier with proper specification.
- Prepare purchase order with approval and sign of proper authority.
- Issuing pro-forma invoice with the approval and sign of the proper authority.
- Providing cost break-down to commercial department during L/C opening

### **3.1.3 Monthly activities of a merchandiser**

- Meeting with the production people
- Meeting with the quality people and pattern master

### **3.1.4 Yearly activities of a merchandiser**

- Yearly self-assessment on the performance based on number of buyers handled, shipment quantity, CM charge negotiated, debit note settled with the supplier

### **3.2 My activity**

As I am working as an assistant merchandiser in Babylon Garments limited so I am getting the opportunity to learn lots of things. In this time I have done different merchandising related task in the company.

#### **3.2.1 Daily activities**

- Preparing and maintaining fabric swatch card
- Scanning documents
- Proper filling the documents
- Sample follow-up
- Taking the photos of samples
- Mail communication
- Collecting production information
- Reporting to concern supervisor

#### **3.2.2 Weekly activities**

- Meeting with the fabrics and accessories supplier
- Making accessories list
- Meeting with the buyer and buying houses

#### **3.2.3 Monthly activities**

- Meeting with the production people
- Meeting with the quality people and pattern master

### **3.3 Problems faced during internship**

During my working period one of the major problems faced by me was that sometimes sample persons were not flexible to work with interns. Another problem was that as Babylon didn't provide me any formal briefing or any kind of workshop so it's become really difficult for me to understand the work.

### **3.4 Recommendation**

My recommendation is that management should be stricter about the sample section And they should provide a formal briefing or one or two day's workshop before starting internship program.

## Chapter 4

### **Factory profile of three major competitors**

#### **4.1 M/s Van Happen Fashion Manufacturing Limited** (Established in the year - 1995)



#### Management, Production & Bank Details

Name of the Company : M/s. Van Happen Fashion Manufacturing Ltd.  
(A 100% Export Oriented Knit & Woven Factory  
Specialized In Children Wear)

Address : Khilkhet Super Market, B-34/Ka Khilkhet  
Khilkhet, Dhaka – 1229

Name of the Chairman : Gazi Mohiuddin Ahmed  
Tel: 88-02-8917117 / 8911934 / 8911937  
Mobile No – 01711532162  
E-mail: [chairman@vanhappenbd.com](mailto:chairman@vanhappenbd.com)

Name of the Managing Director : Md. Zahangir Kabir



Name of the Lien Bank : National Credit and Commerce Bank Ltd.  
Gulshan Branch, 85 Gulshan – Avenue  
Gulshan, Dhaka – 1212  
SWIFT No. NCCLBDDHAGSB

Product Items : All Kinds of Children Fashion Wear and Men's  
Ladies (Both Knit and Woven)

Washing Plant : We have own washing plant in our group.  
Name: Color & Fabric's

Production Capacity : 1, 50,000 Pices per Month Basic (Woven)  
100,000 Pices per Month (Knit)

Floor Space : 35,900 sft. With Emergency Stairs

Factory Worker : 725 (Male and Female)

Production & Office Staff : 33 Persons.



**Picture 4.1: Sample Section**

## **Machinery Details as Section Wise**

- 01. Cutting Section** : Cutting Table - 05 Nos. (L 201.90 ft. x W 27 ft )  
: Cutting Machine - 07 Nos.  
: Band Knife Machine - 01 Nos.  
: Pattern & Marker done by computerized Garber Technology
- 02. Sample section** : Plain Machine (Brother & Juki) - 15 Nos.  
: Over Lock Machine (Pegasus) - 03 Nos.  
: Flat Lock Machine (Pegasus) - 02 Nos.
- 03. Sewing Section  
(Woven & Knit)** : Plain Machine (Brother & Juki ) - 321 Nos.  
: Double Needle ( Brother & Juki ) - 34 Nos.  
: Flat Lock ( Brother & Juki ) - 21 Nos.  
: Kansai Special P.M.D ( Brother & Juki ) - 03 Nos.  
: Kansai Flat Lock Machine - 07 Nos  
: Over Lock (Brother & Juki) - 80 Nos.  
: Iron Table- 18 Nos.  
: Inspection Table - 25 Nos.  
: Marking Table - 24 Nos.  
: Piping Machine - 02 Nos.  
: Jig Jug Machine - 05 Nos.  
: Eye Let Button Hole Machine - 01 Nos.  
: Feed of the Arm - 08 Nos.  
: Recon Machine - 01 Nos.  
: Loop Making Machine - 01 Nos.  
: Fabric Inspection Table - 02 Nos.  
: Kansai Pico ting Machine - 05 Nos.  
: Mini Boiler (Local) - 04 Nos.  
: Generator - 01 Nos. (400 KW)



**Picture 4.2: Cutting section**

**04. Finishing Section**

- : Button Stitch Machine - 08 Nos
- : Snap Button Machine - 08 Nos.
- : YKK Button Attach Machine - 06 Nos.
- : Bar Tack Machine - 07 Nos.
- : Thinner Spray Gun Machine - 10 Nos.
- : Button Hole Machine - 10 Nos
- : Plain Machine - 04 Nos.
- : Iron Table - 10 Nos.
- : Iron - 12 Nos.



**Picture 4.3: Sewing Section**



**Picture 4.4: Store**

#### Office Equipment

- Personal Computer - 23 Nos
- Printer - 08 Nos
- Server - 01 Nos (Dedicated )
- Photocopier Machine - 02 Nos
- PABX System - 32 Ext
- Air Conditioner - 08 Nos
- Bar Coded Time Attendance System - 03 Nos.
- Microbus - 01

## Others

- Bonded Warehouse (4900 sft.) Included in Total Floor Space.
- Dinning Hall - 01 Nos. (3100 sft.)
- Engineering Section.
- Adequate Number of Different Fire Fighting Equipment

### Running Customer:

- JIB-TEX—Netherlands
- HALF MOON—Germany
- HTH-- Netherlands
- KIDS HEAD QUARTER'S—U.S.A
- CAD—France

## **4.2 GOOD DAY APPARELS LTD.**

Experts setup the factory with a space of 15000sqft with high quality machineries from Germany, Korea and China. It is located at Banani, Chairman Bari about 20 minutes driving with distance from Zia International Airport, Dhaka. A team of highly trained and experienced professionals runs the factory proven track record for custom made services to ensure premium quality.

FACTORY ADDRESS : House#79, Block-D, International Airport Road  
Chairman Bari, Banani, Dhaka- 1213.  
Tel: 88-02-9886834, 8812593  
Fax: 88-02-9881423  
[www.gooddayapparels.org](http://www.gooddayapparels.org)

DATE OF ESTABLISHMENT : 1993

HEAD OFFICE ADDRESS : House# 04, Road# 03, Sector- 6  
Uttara, Dhaka-1230, Bangladesh.  
Tel: 88-02-8917890, 8922572  
Fax: 88-02-8931979

E-MAIL : [shangudresses@gmail.com](mailto:shangudresses@gmail.com)



**Picture4.5: Cutting Section**

NUMBER OF EMPLOYEES	: Male- 240(30%) Female- 560(70%) Total-800
NUMBER OF MACHINE	: Basic- 327 Others- 44 Total- 371
ANNUAL TURNOVER	: US\$ 3.9 million (2008)
BANKER	: Agrani Bank Lt. Ramna Corp. Branch, 18, BB Avenue, Dhaka- 1000 Bangladesh Tel: 88-02-9563086-8 Fax: 88-02-9554040
MAJOR MARKET	: Europe & USA
PRODUCTION CAPACITY MONTH	: 200000 PCS.OF SHIRT/TROUSERS PER MONTH
Basic	: 70% Stylish/Fashionable: 30%
PRODUCT RANGE	: All kinds of woven tops
LEADTIME FOR DELIVERY	: 60 - 90 DAYS
FACTORY MEASUREMENT	: 33000 square feet
BONDED WEAR HOUSE	: 3000 square feet
FINISHING GOODS AREA	: 1284 square feet
STORE	: 466 square feet
CUTTING AREA	: 4722 square feet
SEWING AREA	: 13730 square feet
FINISHING AREA	: 3850 square feet
WORKSHOP	: 376 square feet
DINNING AREA	: 3000 square feet
DOCTOR'S ROOM AREA	: 200 square feet
CHILD CARE ROOM AREA	: 200 square feet
SAMPLE ROOM AREA	: 400 square feet
OFFICE ROOM AREA	: 726 square feet

TOILET AREA : 1046 square feet  
TOTAL TOILETS : 30  
FIRST AID BOX : 09pcs  
FIRE EXTINGUISHERS : 34 Containers



**Picture 4.6: Sewing Section**



**Picture 4.7: Finishing Section**

**MACHINERY PROFILE GOOD DAY APPARELS LTD**

<u>SL.</u>	<u>TYPE OF MACHINE</u>	<u>QUANTITY</u>
1.	PLAIN MACHINE	240 SETS
2.	OVER LOCK	32 SETS
3.	FEED OF THE ARM	5 SETS
5.	TWO NEEDLE	8 SETS
7.	KANSAI	6 SETS
10.	BUTTON HOLE	17 SETS
11.	BUTTON STITCH	19 SETS
		<b>327 SETS</b>

**SPECIAL MACHINES**

1.	VACUUM TABLE	24 SETS
2.	THREAD CHUCKING	3 SETS
3.	STEAM AIR IRON	6 SETS
4.	CUTTING MACHINE	6 SETS
5.	FUSSING	3 SETS
6.	CARTON STUFFING MACHINE	1 SETS
7.	BOILER	2 SETS
		<b>45 SETS</b>

**TOTAL NUMBER OF MACHINES : 372 SETS**



### **4.3 VOYAGER APPARELS LTD.**

Experts setup the factory with a space of 34000sqft with high quality machineries from Germany, Korea and China. It is located at, Chowdhury Para, Malibag, Dhaka- 1219 about 60 minutes driving distance from Zia International Airport, Dhaka. A team of highly trained and experienced professionals runs the factory with proven track record for custom made services to ensure premium quality.

FACTORY ADDRESS : 08, Malibagh, Chowdhury para,  
Dhaka1219,  
Tel :9355464

DATE OF ESTABLISHMENT : 2002  
HEAD OFFICE ADDRESS : House# 04, Road# 03, Sector- 6  
Uttara, Dhaka-1230, Bangladesh.  
Tel: 88-02-8917890, 8922572  
Fax: 88-02-8931979

E-MAIL : stlgdl@dhaka.net,nasir1974@dhaka.net  
NUMBER OF EMPLOYEES : Male-230 Female-570 Total-800  
NUMBER OF MACHINE : 447 pcs  
ANNUAL TURNOVER : US\$ 8.00 million (2008)  
MAJOR MARKET : Europe & USA  
PRODUCTION CAPACITY : 220000 PCS.OF SHIRT/TROUSERS PER  
MONTH Basic : 70% Stylish/Fashionable: 30%  
PRODUCT RANGE : ALL KINDS OF WOVEN TOP  
LEADTIME FOR DELIVERY : 60 - 90 DAYS  
FACTORY MEASUREMENT : 34000 square feet  
BONDED WEAR HOUSE : 1147 square feet  
FINISHING GOODS AREA : 900 square feet  
STORE : 549 square feet  
CUTTING AREA : 5492 square feet  
SEWING AREA : 13540 square feet  
FINISHING AREA : 6478 square feet  
WORKSHOP : 200 square feet  
DINNING AREA : 1083 square feet  
DOCTOR'S ROOM AREA : 91 square feet

CHILD CARE ROOM AREA	: 88 square feet
OFFICE ROOM AREA	: 642 square feet
TOILET AREA	: 1742 square feet
TOTAL TOILETS	: 40 square feet
FIRST AID BOX	: 6pcs
FIRE EXTINGUISHERS	: 41 Containers
Mechanics Store (Room)	: 423 square feet
Conference room	: 139 square feet
Inspection room	: 214 square feet



**Picture 4.8: Store**



**Picture 4.9: Merchandising section**

MACHINERY PROFILE VOYAGER APPARELS LTD.

01. Single needle lock stitch DDL-5530	187 pc s
02. Auto Trainer locks stitch DDL-5550m	64 pc s
03. Vertical Machine DLM	04 pc s
04. Two needle LH3128	38 pc s
05. Five thread overlook M03600	36 pc s
06. Kansai DSF1404	04 pc s
07. Button hole Computer 1700	05 pc s
08. Button Hole Computer LBH780	05 pc s
09. Button Stitch Computer 1900	14 pc s
10. Bur tack 1900	04 pc s
11. feed of the Arm	05 pc s
12. Pcot stitch	02 pc s
13. Single Needle chain	04 pc s
15. Collar forming	05 pc s
16. Color twining	01 pc s
17. Spot removing	01 pc s
18. Fusing Machine	01 pc s
19. Cutting Machine	07 pc s
22. Vacuum Table	20 pc s
23. Boiler Iron	20 pc s
26. Button Pull Test Machine	01 pc s
28. Smocking	01 pc s
29. Saddle stitching	06 pc s
30. Snap Button	12 pc s

# **Chapter 5**

## **Findings and Analysis**

### **5.1 SWOT analysis of Babylon Garments**

#### **Strengths:**

- Very experienced management officials
- Usage of modern equipment
- Sufficient production capacity
- No outsourcing for printing, embroidery and washing plant

#### **Weakness:**

- Delayed delivery of sample
- Lack of automated and modern equipment
- They are not preparing sample designs

#### **Opportunities:**

- Now some foreign countries are really interested about Babylon garments
- Competitors are not that much strong like Babylon garments
- As this a compliance factory and quality management system so there is huge potential for business growth

#### **Threats:**

- Emerging market of china and India
- Increased competition with local garments
- Lack of electricity can make problem for the business.

## **5.2 Marketing mix:**

We all know that Marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for the product. The many possibilities can be collected into four groups of variables known as the “four Ps”: Product, price, place, promotion.

**5.2.1 Product:** Product means the goods and services combination the company offers to the target market. If we consider Babylon garments their main product is readymade garments. According to Babylon garments product part is described below:

- Variety: There is variation in product category in Babylon garments. They produce different kinds of product for ladies, gents and kids.
- Quality: This Company always tries to provide the best quality product for its customers.

**Product Category**

**WOVEN**



Gents



Ladies



Children

**KNIT**



Ladies



Children



Gents

**EMBROIDERIES**



Gents



Ladies

### Picture 5.1

- Design: Most of the time Babylon garments makes the product according to customer's designs. But sometimes merchandisers proposed some design to their customer.
- Features: There are uncountable features on their shirts. For example: some shirts are short sleeved, some are long sleeved, some have buttons, and some don't have buttons.
- Brand name: Babylon produce shirt for different branded company. Like LCW, Hagger, South blue, Kigili, Fashion Bug, J ferar.
- Packaging: There are three types of packaging. One is standard pack; another one is Flat pack and Hanger pack.
- Services: Sometimes merchandisers do some development sample and some special measurement sample for their customers.

#### **5.2.2 Price:** Price is the amount of money customers have to pay to obtain the product.

- List price: Merchandisers quoted some price value for the shirt including cutting making charge, materials and accessories charge on what price they are ready to supply their shirt.
- Discount: If there is a big volume of order then Babylon give some discount for their customer.
- Credit terms: Customers can not purchase the product on credit. They must need to give cash for buying.

As this is a manufacturing company so CM (Cutting Making Finishing) cost is considered as price for them. CM cost of different kind of shirt is given below

#### Short sleeve (per dozen)

Solid- 9 dollar

Stripe- 9.50 dollar

#### Long sleeve (per dozen)

Solid- 9.50 dollar

Stripe- 10 dollar

Check- 10 dollar

Check- 10.50 dollar

**5.2.3Place:** Place includes company activities that make the product available to target customers.

- Channels: There are many wholesaling and retailing company working with Babylon group. Retailing company's are-Celio, Tema and wholesaling company is David Howard, TCMS etc.
- Coverage: Babylon has huge customer coverage. They have customer in USA, UK, France, Turkey and South Africa.
- Assortments: This organization collects all the fabrics and materials together and assembles it in the factory.
- Inventory: Babylon follows FIFO system on their organization.
- Logistics: This organization provides logistic support to their customer to some extent.

**5.2.4 Promotion:** Promotion means activities that communicate the merits of the product and persuade target customers to buy it.

- Advertising: Babylon garments do not follow any advertising strategy for their customers. But sometimes customers like other order product and give order to make product just like that.
- Public relation: Every year Babylon gives some financial support to some meritorious students. In this way, they are maintaining public relation.



### **5.3 Competitive Analysis of three major competitors with Babylon Garments**

<b>Area of difference</b>	<b>M/S. Van Happen Fashion Manufacturing Ltd.</b>	<b>Good day apparels Ltd.</b>	<b>Voyager apparels Ltd.</b>	<b>Babylon Garments</b>
1. Year of establishment	1995	1993	2002	1986
2. Washing plant, embroidery and printing factory	They have their own washing plant but not any printing and embroidery factory	They don't have any washing plant, printing or embroidery factory	They don't have any washing plant, printing or embroidery factory	They have their own washing plant, printing and embroidery factory
3. Production capacity	150000 pieces per month(woven)	200000 pieces of shirt/trousers per month	220000 pieces of shirt per month	240000 pieces of shirt per month
4. Floor space	35900 square feet with emergency stairs	33000 square feet	34000 square feet	90000 square feet
5. Total number of machines	661	372	447	1500
6. Major markets	Netherland, Germany, France, USA	Europe, USA	Europe, USA	UK, France, Sweden, Denmark, Holland, Spain, Germany, USA
7. Number of employees	725(Male & female)employees	Male 240, Female 560 Total 800	Male 230, Female 570 Total 800	4000(Male and Female)

### 5.4Ranking

<b>Area of difference</b>	<b>M/S. Van Happen Fashion Manufacturing Ltd.</b>	<b>Good day apparels Ltd.</b>	<b>Voyager apparels Ltd.</b>	<b>Babylon Garments</b>
1. Year of establishment	3	2	4	1
2. Washing plant, embroidery and printing factory	2	3	3	1
3. Production capacity	4	3	2	1
4. Floor space	2	4	3	1
5. Total number of machines	2	4	3	1
6. Major markets	2	3	3	1
7. Number of employees	3	2	2	1

# Chapter 6

## **6.1 Recommendation**

Babylon garments already have a good brand name in the industry. So I do not have much to recommend. Some recommendations are

- They should be careful about timely delivery of the sample.
- They can import some necessary modern and automated equipment.
- They can require some designers to make sample designs by themselves.
- Training facilities should be introduced specially for the new employees.

## **6.2 Conclusion**

Babylon Garments already established a brand name in Garments industry. Now they have lots of foreign customers and demand for their Garments is increasing day by day. Babylon group is providing washing, printing, embroidery facilities and sometimes accessories for Babylon garments which make production much easier. So if it can maintain its quality and standard it can have a huge business potential.

## **6.3Bibliography**

[www.babylongroup.com](http://www.babylongroup.com)