



Internship report
On
Challenges of merchandising in
Divine Textile Ltd.

Submitted to,

MS. TANZIN KHAN

Lecturer

BRAC Business School

BRAC University

Submitted by,

TAREQ MAHMUD

ID: 12204105

BRAC Business School

BRAC University

Date of Submission

4th May, 2017

Letter of Transmittal

Tanzin Khan

Lecturer

BRAC Business School

BRAC University

Subject: Request for submitting internship report on challenges of merchandising in Divine Textile Ltd.

Dear Madam,

With great pleasure, here I submit my internship report on “Challenges of merchandising in Divine Textile Ltd” that you have approved & assigned as a compulsory requirement of BUS 400 course. I have tried my level best to bring out the original scenario and challenges that are being faced with full of effectiveness & efficiency. I have really learned a lot and have gained valuable experience and knowledge while working and collecting information for the report. It was certainly a great opportunity for me to work on this real life project to actualize my theoretical knowledge of this course in the practical arena and some more which is out of this course.

I hope that this project paper has been to your expectation. On an ending note, your kindness and earnest supervision throughout the semester is what kept me going and I am truly grateful for that.

Sincerely,

Tareq Mahmud

ID: 12204105

BRAC Business School

Acknowledgement

A warm felicitation goes for me to acknowledge the people, who hold the desirability for encouraging, praising, assisting as well as believing me on the tasks of merchandising activities what I have worked through my internship period. First of all I would like to take the opportunity to thank Tanzin Khan, Lecturer, BRAC Business School, BRAC University & my internship supervisor for providing me guidelines, help in assisting my report. She was constantly supporting me with her inspiring personality. I will always be thankful for her extraordinary reinforcement. I would like to take the opportunity to specially thank Mr. Hasanuzzaman, Managing Director, Divine Group for giving me the opportunity to work and learn in his company. Without his support this report would not gain this subject. Never the less gratitude to Mr. Alimur Rahman, Head Of Marketing, Divine Group for guidance under his excellent governance. Most importantly Md. Shaheen Akther, Senior Merchandiser and my on-site supervisor for providing me time to time information, suggestion as well as procedures to work with my topic. I also thank him for creating a friendly environment & assist me with the information of my project I also want to thank Mr. Tareq Md. Siddiqur Rahman for being so cooperative in my work. Finally I will show my gratitude to all the Management & Non-Management Staffs who have helped me during the internship period and the entire persons who somehow have impact on me in completing my whole report and internship. Last but not the least it was the grace of Almighty Allah who gave me the ability to make these things possible.

Table of contain

Chapter 1: Introduction.....	1
Chapter 2: Company profile	3
Achievements	4
Knitting	4
Dyeing.....	5
Printing.....	5
Swing and Packaging	5
Chapter 2: Job Description	6
2.1 Specific responsibilities of the jobs.....	6
Objective	7
Methodology	7
Chapter 3: Project	8
3.1 Product development and Challenges	8
3.1.1 Knitting	8
3.1.2: Dyeing.....	9
3.1.3: Yarn Dyeing.....	11
3.1.4: Printing.....	13
3.1.5 Chest printing:.....	13
3.1.6 Allover print	14
3.1.7 Cutting.....	14
3.1.8 Swing:	15
3.1.9 Packaging	15
3.2 Challenges in Pricing	16
3.3 Lead Time	18
3.4 Socio and Cultural barriers.....	18
3.5 Technology adoption: Achieve new idea about knit garments manufacturing process.....	19
3.6 Political and Past incident	20
3.7 Growth of RMG sector.....	21
3.8 Lack of electricity and Gas and Infrastructure	23
3.9 Possibilities in this sector	23
Chapter 4: Findings and Recommendation.....	25
4.1 Findings.....	25
4.2 Recommendation.....	26
Conclusion.....	27
Reference.....	29
Appendix	30

Executive Summery

Garments industry brings the highest revenue to our countries economy. This sector is also the only multibillion dollar manufacturing sector of the country. The tag “Made in Bangladesh” has a very good reputation in clothing sector all over the world. Because of the less labor cost in our country this sector have flourished. The government has also taken various steps to facilities the entrepreneurs in this sector. The key person in RMG business is merchandisers in the organization. They are the people who mostly handle all the order that the buyers give. Keeping communication internally and externally for a product issue and updating it to the boss and the buyers is the key job responsibility of a merchandiser. Taking the order, developing it and delivering the product is the main job that a merchandisers do. While completing those tasks merchandisers face many challenges to complete their job duty. Many challenges and barriers come through their way while they complete the project of a buyer. To overcome those challenges merchandisers have to follow different tactics during their works. Here in this report I have identified some of the problems and challenges that a merchandisers face while producing the goods in Divine Textile limited. The report also contains some advice and recommendation to the problem faced by the merchandisers. The problems have been analyzed compering with different other organization among the industry. The report also gives an overview of the artisan production from beginning till the end. It also contains step by step production process with the challenges faced in each phase of merchandising in RMG sector of Bangladesh.

Chapter 1: Introduction

Bangladesh, a south Asian nation is one of the most densely populated nations in the world with a population of approximately 164 million. Agriculture plays a significant role in contributing to the nation's economy. Next to agriculture the Readymade Garment industry holds the second position as a major economic contributor and the biggest earner of foreign currency. Over the years the garment sector has created about 4.2 million employment opportunities. Thereby it has served as a push factor to the overall development of the socio economic condition of the nation. In a developing nation like Bangladesh the Readymade garments (RMG) is mostly powered by young, urbanizing workers, where most of them are women. (Kiron, 2015) The readymade garments industry acts as a catalyst for the development of Bangladesh. The "Made in Bangladesh" tag has also brought glory for the country, making it a prestigious brand across the globe. Bangladesh, which was once termed by cynics a "bottomless basket", has now become a "basket full of wonders" and brought remarkable social and human development. (BGMEA) This industry accounts for 81% of total export earnings of the country which actually replaced the earning that Bangladesh received from its major export, jute.

The apparel industry of Bangladesh started its journey in the 1980s. The late Nurool Quader Khan was the pioneer of the readymade garment industry in Bangladesh (BGMEA, 2016). His footsteps were followed by other prudent and hardworking entrepreneurs who gave their very best to the establishment of this venture. There were several barriers that the budding industry had to overcome before carving a niche in world market. The biggest challenge faced by our apparel industry was in 2013 when a building comprising of several garment factories collapsed, resulting in huge number of deaths and destruction. Many thought this would mark the end the journey of our RMG industry. But surprisingly this tragedy led to a new era of the garment sector in Bangladesh. For the first time in the history of global garment industry, all stakeholders realized that it was a shared responsibility to ensure the safety and wellbeing of workers. This inspired governments, brands, buyers, suppliers, entrepreneurs, and workers to work collaboratively to build a safe and sustainable garment industry.

The industry that has changed lives of millions of people has undergone significant transformation in terms of workplace safety and worker's rights. During the past 5 years, minimum wages of RMG workers have been increased by 219% and the Labor Law has been amended and has ensured noticeable improvements in workers' rights and welfare. Training programs on worker-management relations, Occupational Safety and Health, and labor laws for both factory management and workers are being implemented by BGMEA along with ILO and ITC.

An in depth analysis and study of the processes and activities involved is required to understand the functioning and overall growth of this sector. Young graduates still don't prefer to work in garments thinking about the risk and challenges associated with it. But perhaps this is the largest industrial growth that the nation has ever witnessed. My report has been based on Divine Textile ltd which started its journey in 1997 in the RMG sector of Bangladesh. In less than two decades it has gained one of the largest conglomerates in the apparel industry.

Chapter 2: Company profile

Divine Group was established in 1997. Their main business is to produce readymade garments. It is one of the few elite private sector business groups in Bangladesh who have been able to balance high levels of quality, production and social responsibility. Ever since its inception its sole purpose is to produce high quality apparels to meet the needs of the buyers, with inch-perfect accuracy and high reliability. In the competition of ever-changing fashion world, Divine Group considers customers satisfaction to be one of its prime mission. They aim to meet every new taste and demand of the buyers and succeed in exceeding their expectations.

It is fully a vertically integrated company where the main input is yarn and output is ready made garments. Only within a decade the hyper growth had transformed Divine Group into a futuristic entrepreneurial saga. Having the Head office in DOHS Mohakhali at the capital, its production has branched into multi cities. They currently have eleven full fledged production factories and many other business in Dhaka, Gazipur and Jessore. At present Divine Group is made up of fourteen sister concerns. They are;

- Divine Textile Limited.
- Divine Textile Limited. (Unit-2)
- Divine Fabrics Limited.
- Divine Spinning Mills Limited.
- Divine Garments Limited.
- Divine Cold Storage Limited.
- Divine Packaging Limited.
- Divine Agro Tissue Culture Limited.
- Divine Poly & Printing Limited.
- Divine Elastic Limited.
- Divine Center Limited.
- Chawgacha Fashions Limited.
- Dr. Anisuzzaman Hospital Limited.
- Dr. Anisuzzaman-Nahar welfare trust

I was appointed in Divine Fabrics Ltd, where the main orders of Divine group arrives and the merchandisers get them done from their group organization inside the same arena. Here their main job is to produce readymade garments for export purpose. Almost of the buyers those who are buying garments are foreigner except of some B2B buyers who does partial things (knitting, Dyeing, and yarn dyeing) for their company's order in Divine.

Divine Textile including Divine Textile Unit 2, Divine fabrics and Chowgacha Fashion all works together to meet their customers need. They have about 4000 workers who work day and night to meet the fulfillment of their buyers. The different sections of this company are described below with their details.

Achievements

- Central Lab Accreditation Certificate Given By Bangladesh Accreditation Board (BAB)
- Award for Environmental Compliance from Ministry of Commerce & Industries
- Business Award from Ministry of Commerce & Industries
- Global Organic Textile Standards (GOTS)
- Gold certificate of compliance by WRAP
- ISO 9000:2008
- The Walt Disney Certification

Knitting

Knitting is a method by which yarn is manipulated to create a textile or fabric. This is the first steep of making a garments product in Divine. Knitting creates multiple loops of yarn, called stitches, in a line or tube. Knitting has multiple active stitches on the needle at one time. Knitted fabric consists of a number of consecutive rows of interlocking loops. As each row progresses, a newly created loop is pulled through one or more loops from the prior row, placed on the gaining needle, and the loops from the prior row are then pulled off the other needle. Here at Divine textile the yarn are outsourced and knitted in their own machines. Besides they also do outsourcing production for other companies when their demand is full filled. Divine group has in total 33 knitting machine in their Knitting unit. Those machine run 24X7 and waive fabrics.

Workers work here for three shifts for 24 hours production. After the knitting of clothes they are taken to a quality check where a machine man operates a machine through which knitting is checked wither everything is all right or not. After the quality check they pack it for further procedure but putting a lot number and the buyer's name for whom the fabric is made.

Dyeing

When fabrics are produced they produce in of white color if the yarn is not dyed before. So to bring color in those cloths there is a process where the cloths are colored as demanded by the buyers. There is several processes for Dyeing. Firstly a sample dye is done because you cannot risk making a mistake in a bulk amount production. Then if the sampling is done all correct then that is sent to bulk production. Then after Appling color there are various process that are done before delivery. There are 24 various types of machines which run 24 hours to meet the demand.

There is also yarn dyeing available at Divine Fabrics where threads are dyed and colored before they are knitted into cloths.

Printing

This is the section where printing on the cloths is done. There are 2 types of printing one is the chest printing and another allover printing. Chest printings are done after cutting and before swing.

Swing and Packaging

After all the process is completed the clothes are stitched and final output products are made. Once they are ready and quality cheeked they are ironed and packaging is done for the shipment.

All the details of every process are described in the project steeps part.

Chapter 2: Job Description

As an intern, I worked under a team which served a buyer brand named “Jennyfer”. Working with the merchandisers of team Jennyfer, my duties was to learn and understand the order letter from the buyer and create a pre sample of their desired product for approval. Then after the approval when the product goes on to production then keeping in touch with every production line and their follow up was the main task I had to do. Since I was assigned as intern in the project, so I have been working with my supervisor who used to do all the follow up keeping me with him so that I learn each and every pros and cons from him.

2.1 Specific responsibilities of the jobs

Generally the buyer gives a printed design sheet named art work to the merchandisers for the order of the product that they need. The art work contains picture and color code of each and every element on the outfit including prints to zipper and buttons. All the measurements of each and every size are mentioned on the art work sheet. After receiving the art work, a fit sample is made of the product in the sampling section. Once the sample is made then the merchandiser can then calculate the cost of production per unit. So seeing the sample cost the merchandiser sends a unit price for each of the outfit to the buyer. If the buyers are not happy with the price then they send another price for that product and then then again revised price is sent to the buyer until the final when it is locked under negotiation. After the order conformation then the product goes for bulk production.

Firstly there will be knitting of cloths and the merchandisers would be approving the cloth on the swatch card. Then it will go for Dyeing process. After the ample dye swatch approval then the bulk Dyeing is made. After finishing Dyeing then All over printing is done if necessary as required by the buyer. If not then it straight away goes for cutting procedure. Merchandisers have to keep strong eye on the line up for every follow up during this process. The cut piece of cloths is next stitched and formed shape of the outfit. Then after all quality check the outfit is ironed and packed as instructed by the buyer. The packed goods are then shipped till the port. The duty of the merchandiser remains until the buyers receives their goods from the company in the port. Follow up and strict supervision brings all these work a success and increases the GDP growth of the country through export.

Objective

Objective means, peruse of my study and what a reader can gain from reading this report. The main objectives of this report are,

- Know the current export situation of Divine Textile Ltd.
- Analyze the growth rate of RMG sector of Bangladesh
- Price competitiveness
- Lead time factors
- Socio and Cultural barriers in RMG sector.
- Product development
- Concept develops about knitting, dyeing, printing and Swing.
- Knowledge gather about RMG sector related other organization.
- Achieve new idea about knit garments manufacturing process.
- Know about the management and technical process of apparel industry.
- Safety and compliance in RMG sector of Bangladesh.
- Study the present market composition for the Bangladeshi garment product about Market diversification.
- Merchandising practice in the factory and their challenges.
- The paper attempts to answer the question by analyzing the problems and then explaining how the RMG industry managed to overcome many of the problems which ensured its healthy growth.

Methodology

Methodology defines how we go through all the processes of research and how I have proceeded on with this report. I have used both primary and secondary data for developing my report. Here includes the data source of conducting the report;

Primary Sources include;

- Visiting the factory
- Interviewing the Workers
- Interviewing with the officials
- Interviewing Experts
- Self-experience

Secondary Sources include;

- Books
- Journals/Reports
- Internet

Chapter 3: Project

3.1 Product development and Challenges

The first challenge which a merchandiser faces is the various processes through which the garments product or the outfit goes through. Generally at first the buyer gives a printed design sheet named 'art work' to the merchandisers for the order of the product that they need. The art work contains each and every element on the outfit. After receiving the art work, a fit sample is made of the product in the sampling section. Once the sample is developed then the merchandiser can then calculate the cost of production per unit. Seeing the sample cost the merchandiser sends a unit price for each of the outfit to the buyer. After the order conformation then the product goes for bulk production. The big challenges now start for a merchandiser.

3.1.1 Knitting

The demanded cloths are knitted here according to the need of the buyer. The fabrics that are mostly produced here are,

1. Single Jersey
2. Rib Stripe
3. Half feeder Lycra rib
4. Three thread fleece
5. Full feeder Lycra single jersey
6. Lycra French terry
7. Lycra Single Lacoste
8. Single Jersey, etc.

A thorough quality checking is done into every inch of fabrics after they are knitted. Various types of manufacturing defects are found while checking. Those defect part are cut and kept aside away for a different purpose. The manufacturing defects that are commonly to be seen are,

- i) Hole
- ii) Loop
- iii) Crease mark
- iv) Naps
- v) Oil spot

In total 33 knitting machines are currently running to meet the need of the customer on time. The merchandisers have to keep in touch with the Knitting Supervisor for follow-ups during his project works.

3.1.2: Dyeing

Dyeing is the process of bringing color shades in cloths. This is a long and one of the most challenging part in garments industry. If you cannot bloom the accurate color shade that the buyers want then the company will face a big problem. The color shades are given from Pantone

color book. The color color is to be accurately dyed in the fabric. This long process has two parts, Main Dyeing process and finishing process. The processes are shown as flow chart.

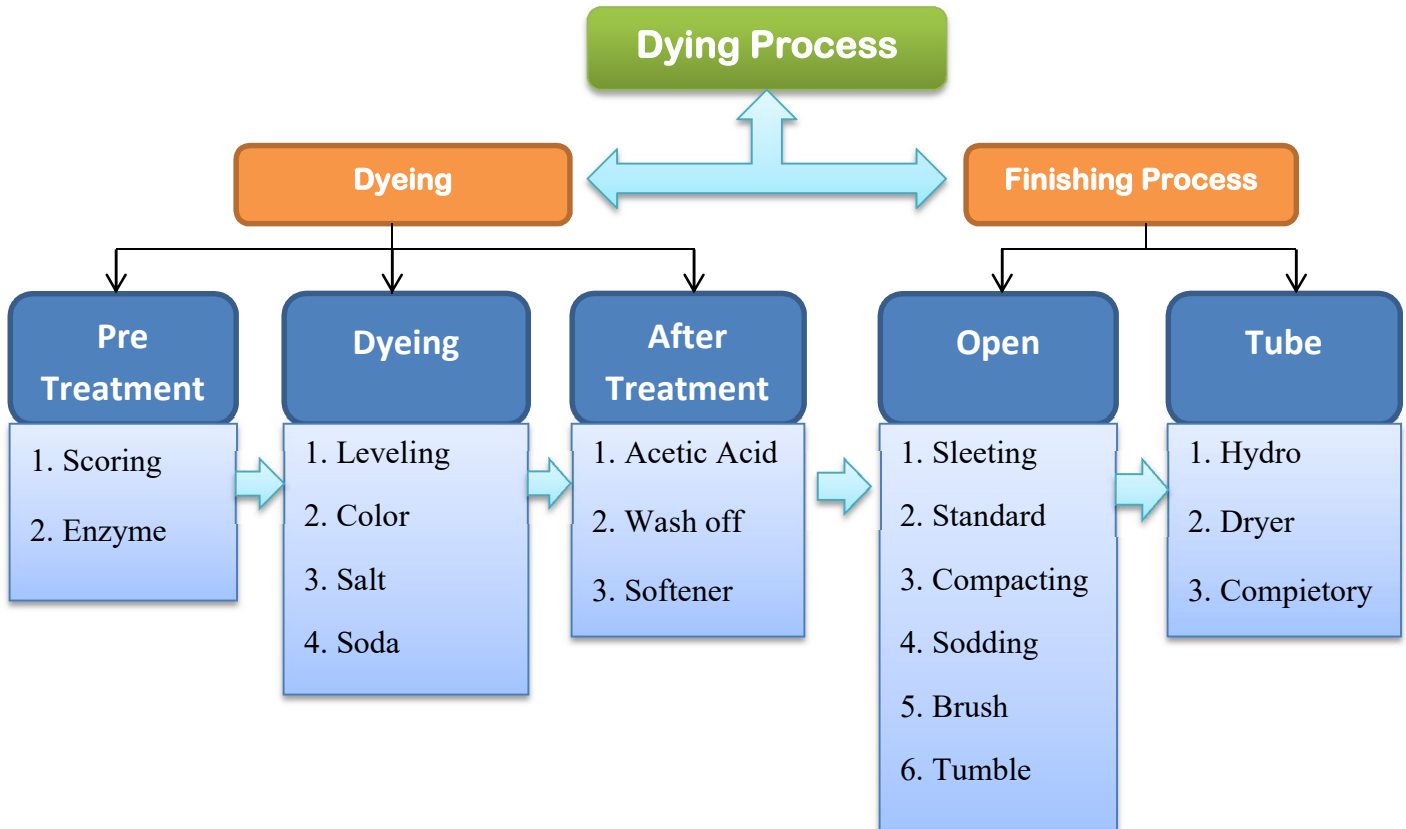


Table 1: Dyeing process steep by steep

The process of dyeing starts with singing. It is a process where the dust and the fly dust from the cloths is removed. A burner type machine where those get burned and the fabric is made pure. Then they are sent for scoring for pretreatment process. The process where the fabric gets Enzyme mixed to it. This brings white color to the fabrics. After that the leveling is done and added color to the fabric. Salt and soda is if followed mixing next. The challenging part here is to make the accurate shade of the cloths as buyers want. If there is a slight difference in the shade then the buyers may not buy the lot. So various sample Dyeing is done in small machines for the buyers approval. After the sample is done they send all the shades in a swatch card for approval to the buyer. Once the buyer gives clearance then that shade is done in a big quantity in large machines. Before the fabrics are entered into the machines they are cleaned up for free hours with chemicals so that the previous color has no effect on the present lot. It takes up to 7-8 hours for pouring the color in the fabrics. When this process are finished, then the after treatment process starts. They are added acetic acid and washed off so that

harmful chemicals run away and washed. After washing, softener is added to the fabric to make it comfortable for its user. The ready knitted products which are yarn dyed are not re dyed. They are just washed.

Next the finishing process starts. They are all not mandatory but some are. The buyers are the one to demand what are the processes that are to be done to their fabrics. Under the open process Sleeting is done where the cloths tubes are cut into sheet of cloths. Then followed by slandering and it follows completing where the fabric gets re washed and water is removed from it. Then that is followed by sodding process where the cloths enter a big machine with lots of heating and air chamber where the cloths get dried within 30 seconds. After which sodding brush is done to the fabrics. Brush is optional where the buyers demand. It's a process where the inner portions of the clothes are made soft and cotton substance appears. It is generally done for worm keeping outfit. Finally in open section Tumble is done for calculating the weight if the fabric in gsm. And if the weight does not meet then they have to reprocess it in the tumbling process. Finally the ending process of Dyeing is done, Hydra, Dryer and completing. All the processes are very sensitive and important. A little loss may bring up a huge loss to the business. So merchandisers have to be very alert and do follow up for this type of work.

3.1.3: Yarn Dyeing

Before the knitting there are one more steps that are often done for stripe or check type cloths that are the yarn or the thread is dyed up into various colors and then knitted into cloths. If fabric is dyed in this process then the common dyeing is not needed. It is just washed. Yarn dyeing is generally done if the buyers demand and if the buyers order stripe or check knitted cloths. There are many forms of yarn dyeing. Common forms are the package form and the hanks form. Cotton yarns are mostly dyed at package form, and acrylic or wool yarn are dyed at hank form. In the continuous filament industry, polyester or polyamide yarns are always dyed at package form, while viscose rayon yarns are partly dyed at hank form because of technology.

(PTO for the process diagram)

The process of Yarn dyeing is shown in the flow chart below,

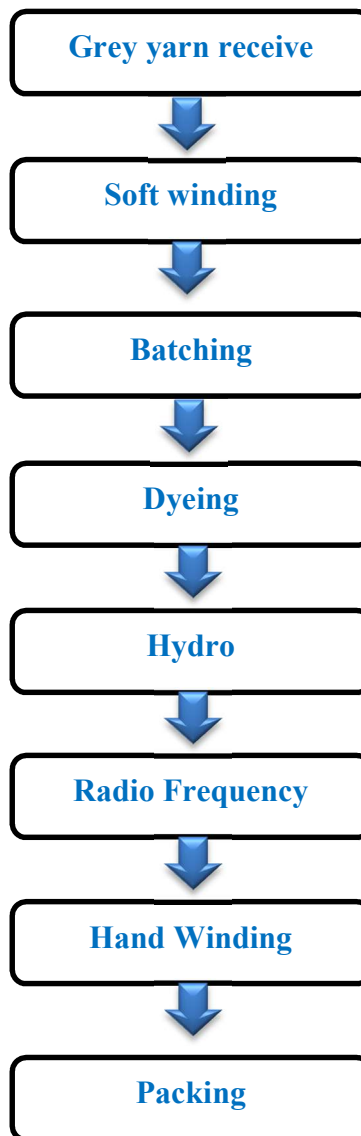


Table 2: Process of Yarn Dyeing

The common dyeing of cotton yarn which was followed by Divine Yarn Dyeing is described followed,

1. The raw yarn is wound on a plastic spring tube from paper tube to achieve a package suitable for dye penetration. This process is called Soft winding.
2. These softened packages are loaded on a dyeing carrier's spindle one on another for further process.

3. The packages are pressed up to a desired height to achieve suitable density of packing.
4. The carrier is loaded on the dyeing machine and the yarn is dyed. It takes 12 hours for a batch to complete this step.
5. After dyeing, the packages are unloaded from the carrier into a trolley.
6. Now the trolley is taken to hydro extractor where water is removed.
7. The packages are hydro extracted to remove the maximum amount of water leaving the desired color into raw yarn.
8. The packages are then dried in a Radio frequency machine to achieve the final dyed package.
9. Then the yarn is waxed and Hard winding (Again rolling the yarn into paper cone from plastic cone) is done.

After this process, the dyed yarn packages are packed and delivered.

3.1.4: Printing

There are two types of printing in the fabrics that is done. It's either All over print or Chest skin print. For the all over print the full large sheets of cloths gets their design before cutting and for skin print the small things are printed later after cutting.

3.1.5 Chest printing:

After the body cutting into different shapes and parts this chest printing is done they are sent into printing section. This a sensible task as the merchandisers have to instruct for exact place and design with the accurate color as the buyer has given. So infect it is a challenging part. To overcome this challenge a dice set of the particular piece of cloths is made and they are placed in the accurate place with measurement. Then the color mix is pulled over the dice with hand and thus the print is placed permanently on the cloth. This process is repeated until it's done till the final process. The printed part is dried with the help of dryer. All the piece of printed cloths is then quality checked and only the best goods are sent for further process. The defected once are wastage. So it is a challenging job to minimize wastage for maximum profit.

3.1.6 All over print

All over print is done after the Dyeing in large piece of cloths with the help of automated machines. The same dice is made of the design as on chest print but here the size is big because it is done on big automated machines. The processes of all over print are:

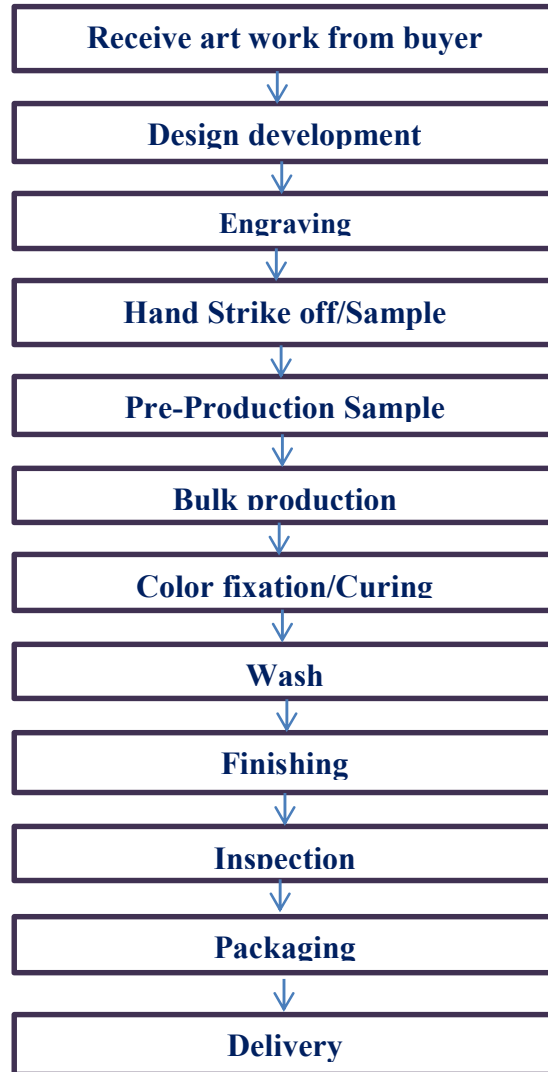
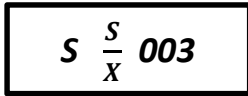


Table 3: All over print steeps

3.1.7 Cutting

Firstly a trough check is done to the fabric before they are cut. Then the fabrics are placed straight one after another like layer. Then a pre measured and approved hard paper named pattern is placed on the top fabric and made precut mark. Finally it is cut on that lines where they marked by the help of pattern. After cutting all the pieces are again checked for quality maintenance wither all the pieces are cut at the good state or not. The rejected items are further recycled for a different purpose smaller side then that. After a complete inspection there is a tag



installed to it. The tag holds a code which represents sizes, for which this piece is cut, The place where this piece is to be placed and the serial number. Then these are sent for swing where all the parts are joined according to the code.

Example of the tag and its meaning:

The **S** here in this example tag symbolize the size or SMALL and $\frac{S}{X}$ symbolize the Position where this cloths to be stitched and **003** is the serial number of that piece. All the 003 of each position is stitched together for an outfit. Another challenging benefit of this Tag is when it is in the stitching floor then this might get lost or misplaced. So after fining they can identify which piece and which size it is even if it's out from its lot. So to overcome these challenges this tag is used.

3.1.8 Swing:

Swing is one of the vital parts of garments industry. As here is the most man power that works in the garments sectors of Bangladesh. There are 1-2 people who work in each machine at this factory. Total they have 700 over look machines, 1050 plain machines, 756 Flat lock machine, 123 button hole and stitching machines and another 160 back tape, F.T. Flatsimr, Somuk stitch, piqutin and Rib machines working continually in different floors of different buildings.

After the cutting of cloths the pieces are sent to stitching and sewing section. There are lines of various machines where all the swing machines are places in serial one after the other. And at the end there are two quality checking managers who are re checking if all the items are properly stitched or mot. It not then they are sent again to that particular machine man who has done it wrong. All the process from steep one till the end is coming one by one till the quality check as the finished goods. Each machine contains an operator and a helper. The helper helps the operator to complete the task. Once a step is done they are sent to the next steep until completed. Then the line quality check manager checks the product. All the quality passed products are sent to next packaging steep.

3.1.9 Packaging

In the packaging section firstly steam ironing is done then then again final check about measurement and color is seen and then sent to packaging. The necessary tags including price tag is included with the product as given by the buyer. Then they are folded and put in to a poly bag and sealed. Then the products are placed into a box with size, item code and lot number.

This is how a product is made in our garments industry. The merchandiser is never in rest when each and every process is going on in the floor of his product item. He has to move about every time to look after the quality and perfection. Once after the order this processes starts and the first challenges begin.

3.2 Challenges in Pricing

Setting price for the buyers is the most important and challenging task of a merchandiser. Giving up a lesser price than the competitor and making profit through it after doing the project is a difficult task. It is like submitting tender quotation. The buyers generally give the contract to the company with the least price. After getting the design sheet and making the sample the merchandiser then can set price for the product. Counting everything that cost to make the sample, they can find out the price. The way of finding a price is given below;

$$\frac{\text{Lenght} \times \text{Width} \times .\text{GSM}}{10,000}$$

Here,

Length is the length of the outfit in inch. And width of the outfit in inch and .GSM is the weight of certain fixed amount of the cloth it is made up with.

Other than that printing cost, all over printing cost, Accessories (Zipper, lace, buttons, and elastic etc.), swing and packaging costs are added to this cost. Then total all costs are added and the final cost for one unit of that particular outfit is made. It is often calculated per dozen. Then 12 is multiplied with the above equation.

After setting up a price the price sheet is shown to the head of marketing in this organization and he is the one who approves it consulting with the managing director of the company. Then the final approved price is sent to the buyer. If they agree with the price they give a conformation order and if they don't they resend a price offer. In re sending a price offer the merchandiser re-prices the item with little less profit to get the order and the same process applies again. Then finally if the buyers are convinced then a ready order sheet is given as approval. That is the green signal to proceed on with the manufacturing. The duration to give delivery of that supply is also given in that order sheet.

The order sheet looks like this;


	JENNYFER 7 RUE PIERRE DREYFUS 92587 CLICHY CEDEX	<table border="1"> <tr> <th colspan="2">ORDER FORM</th> </tr> <tr> <td>Order Number</td> <td>: H17 .924 .438688</td> </tr> <tr> <td>Modification date</td> <td>: 10/04/2017</td> </tr> <tr> <td>Total ordered quantity of all colors</td> <td>: 3 500</td> </tr> <tr> <td colspan="2">Color breakdown on following pages</td> </tr> <tr> <th colspan="2">Supplier</th> </tr> <tr> <td colspan="2"> DIVINE TEXTILE LTD UNIT-2 CHANDRA, KALIAKOIR, 1751 GAZIPUR BANGLADESH </td> </tr> <tr> <td>contact</td> <td>: Raihan</td> </tr> <tr> <td>Phone</td> <td>:</td> </tr> <tr> <td>Fax</td> <td>:</td> </tr> </table>	ORDER FORM		Order Number	: H17 .924 .438688	Modification date	: 10/04/2017	Total ordered quantity of all colors	: 3 500	Color breakdown on following pages		Supplier		DIVINE TEXTILE LTD UNIT-2 CHANDRA, KALIAKOIR, 1751 GAZIPUR BANGLADESH		contact	: Raihan	Phone	:	Fax	:
	ORDER FORM																					
Order Number	: H17 .924 .438688																					
Modification date	: 10/04/2017																					
Total ordered quantity of all colors	: 3 500																					
Color breakdown on following pages																						
Supplier																						
DIVINE TEXTILE LTD UNIT-2 CHANDRA, KALIAKOIR, 1751 GAZIPUR BANGLADESH																						
contact	: Raihan																					
Phone	:																					
Fax	:																					
Sector : 924 Tee shirt produit fini contact : CFRANCHI Incoterm/way of transport : SEA/FOB/BDCGP/BDCGP/FRLH forwarder : Delivery date : 10/07/2017 Dépôt de réception : ROISSY REFLEX Shipment date : 31/05/2017 HS code N° : 6110309900 Cat. : 0 HS code 2 N° : HS country code : BD																						
Comments																						
JOH17STAR MEP FOB UDD 31/05 . JOH17STAR COLORS 01 ECRU FIT : PLEASE FOLLOW DT OK PROD FABRIC = IDEM AS SAMPLE COMPOSITION = 70% CO 30% PES (BE CAREFUL TO BE CONFIRMED WITH TESTS) LABELLING JNY: -- WHITE ***QUALITY + COLOUR MUST BE VALIDATE BEFORE PRODUCTION*** ***: CHEMICAL TESTS + COMPOSITION TEST + WASING TEST HAVE TO BE DONE *** NOT ON TEST ORDER ORDER DEPENDING ON CONFORM SAMPLE IN S SIZE + COLOURS SEASON 2 H17 APPROVAL + SPECIFIC LABELLING SEASON 2 H17+BUSINESS CONDITIONS OF JENNYFER SEASON 2 H17																						
PLACE OF DELIVERY	INVOICE TO																					
Observations de commande : CONDITIONS_LIVRAISON non définies	Observations de commande : CONDITIONS_FACTURATION non définies																					

Figure 1: Order Confirmation Sheet

3.3 Lead Time

Lead time is the time between the initiation and completion of a production process. For example, the lead time between the placement of an order and delivery of the above order is 31st May, 2017 from the date of order placement. This lead time is a challenging task for the merchandiser. The lead time depends on the quantity of the ordered goods. The time is fixed during the agreement with the price. Generally the buyers ask the merchandisers the time when they can deliver. So the time required for production of that required unit is given to the buyers during that time. Often there are negotiations between the buyers and the merchandisers about the time just like the price negotiation. So in the agreement order sheet the time for delivery or shipment is mentioned. If they cannot deliver the ordered good on time then the buyer may ask discount or flight shipment. Which is a problem for the company as it may fall on loss.

So the merchandisers have to be well experienced to know the accurate time they can deliver the work keeping in mind about their production capacity per day and number of man power. In most of the cases failure in meeting the promised lead time brings loss to the company. Whir the merchandisers are mostly responsible for the failure.

3.4 Socio and Cultural barriers

The value system, traditional beliefs, language and fatalistic attitude, religiosity are included in this category. Social problems such as literacy level in language and poverty resulting from high unemployment or joblessness among people observe in the society. It is also observed that these value elements make a significant impact on level of merchandising emergence in Bangladesh as indicated by the economic growth and development in contrast with western nation. (Rahma Akhter, 2014) Most if the buyers in this sector are from western nations. They often face problem in different cultural aspect of our country.

For example if we discuss about a case of Mr. Wangson from France. He is non-Muslim French. He visited Bangladesh to inspect his ordered goods. His mode of communication is English. So for that the merchandisers must be good in English speaking to communicate with them. Communication gap is a big gap in our education and social system. Other than that there are religious issue which doesn't match with the buyers. Suppose for Mr. Wangson, In Friday it is a working day for him in his country. So he has visited the factory and the factory is closed here

since it's a government holiday in Bangladesh. So there comes a barrier. On the other hand if he has to come to Sunday where he has a official weekend then he will not be able to communicate the update to his bosses. So keeping that in mind Divine Group has made a weekly holiday in Sunday for the merchandisers and the other stuffs. Friday is a full time office day for the merchandisers here. On the other hand we are Muslims and we fast during the month of Ramadan. So production becomes less during the month of Ramadan. We have a lot of extra cultural factors in our society then the western. Sometimes it becomes the reason for being far behind from the western world. So since merchandisers very often have to meet with various people from different part of the globe it becomes a challenging issue.

3.5 Technology adoption: Achieve new idea about knit garments manufacturing process

In developing world the garments industry runs on three basics operations: cutting, stitching and finishing. The typical production is a combined process of various specialized and general machines operated by manual/mechanical/electronic devices by skilled and general machines operated by skilled and unskilled labor of diversified organizational production activities (Bhavani and Tendulkar, 2001). Traditionally, high technology and R&D activities have been less prioritized in the garment manufacturing industry. However, in many instances, the production involves manual operations of machines and materials of automated assembly. Since the materials need proper feed through the machines, automation is limited (Bailey, 1993). Therefore, the technology adoption in the industry has primarily been mass-production focused, and technology development and usages have been limited. In recent years, however, the change in the market trends and fast fashion styles reduced demands for mass production models. At apparel executives believe that industry competitiveness depends upon the ability to quickly respond to demand with a variety of practices and better engineering practices (Bailey, 1993). Desired levels of production and quality can be achieved by adoption of newer technologies and techniques. Apparel makers strive to cope with ever-changing fashion styles by reducing the time it takes to design, produce, and deliver the goods. Accordingly, the industry began to place greater emphasis on advanced technologies to fulfill the extended demand for production, speed, and quality requirements for the competitive export market. Recent technology changes in clothing manufacturing include: development of robotics for automation assembly line for

garment making; high-speed sewing machines; new pressing and fusing techniques; computer-aided design; computer-aided manufacturing; and computer aided marketing. In practice these technologies are used individually or in combination with other technologies to achieve the desired economies of scale. (Yunus & Yamagata, 2012)

3.6 Political and Past incident

Political factor plays a very important role in stable business for the RMG sector of Bangladesh. The country faces political instability very often that strike, blockade and other violence of political parties hampers the smooth going of a merchandiser. Workers movement adds another distraction to this sector. Sometimes even dew to one factory other factory workers also burst in movant stopping all their production leaving the owner in loss and merchandisers to trouble. The biggest challenge for this RMG industry has emerged after the tragic building ‘Rana Plaza’ collapse in 2013. Many thought the building collapse would mark the end of the journey of our RMG industry. Even orders in Bangladesh started decreasing. But what we have seen is the new beginning of our garment industry now days. For the first time in the history of global garment industry, all stakeholders have realized that ensuring safety and wellbeing workers is a shared responsibility and this feeling has inspired governments, brands, buyers, suppliers, entrepreneurs, and workers to work hand in hand to ensure a safe and sustainable garment industry. Probably this is only instance in the world business that brands and buyers who compete each other come together to make an industry safe and sustainable. The most shocking incidence of last year 2016 has been the terrorist attack in Holey Artisan Bakery. The nature of the attack was different from earlier single incidences where religious militants killed members of minority groups, two foreigners and a number of bloggers. Holey attack was massive in scale when 20 people were killed, 17 of them were foreigners. After the Holey killings, there was a fear that foreigners would stop coming to Bangladesh and the economy may suffer. This attack brought a big impact on the buyers. They were afraid of the security situation of the country and stopped coming that frequently to our country. Referring to that recent terrorist attacks, Mr Azim, an owner of a RMG factory laid stress on improving security so the foreign buyers feel safe while visiting Bangladesh for negotiation. “If the security remains lax, buyers will not come, and we will lose work orders. If all these negative issues are addressed, we will be able to achieve 12% export growth and successfully reach \$50bn RMG export target by 2021,” (Azim.S. Dhaka

Tribune.2016) The frequent terrorist attack on foreigners and non-Muslim residence of Bangladesh and various political movement including the transport worker movement and RMG worker movement had made changed an impact on the minds of the buyers for coming to Bangladesh. This made challenge in merchandising, as well as for the country's economy.

3.7 Growth of RMG sector

Bangladesh garment industry has generated \$28.09bn exports in the fiscal year 2015-16 with a 10.21% growth from the previous year, according to Export Promotion Bureau data. The growth has been attributed by exporters and analysts to political calmness during the past year, increased productivity, entrepreneurs' resilience and improvement of workers' safety standards in factories. The data published last year showed that the earnings also exceeded the target of \$27.37bn set for the year. (Ovi, 2016) "Even though profit margin declined, the manufacturers didn't stop taking work orders. So I will give the credit to the manufacturers for seeing an even better export growth in the country's garment sector," Siddiquir Rahman, president of Bangladesh Garment Manufacturers and Exporters Association," (Dhaka Tribune, 14.07.2016) Stability in Bangladesh, both economically and politically was strong in 2016. This has helped in achieving higher growth of gross domestic product that crossed 7 percent in fiscal year 2016. Industry played the main role in higher GDP followed by the services sector. Low petroleum prices in the global market helped inflation rates to stay low since Bangladesh spends a significant amount on petroleum products. Export earnings increased at a higher rate than imports and export-GDP ratio increased in FY2016 while import-GDP ratio declined. Higher export of readymade garments contributed to this growth. Bangladesh is eyeing at earning USD 50 billion through RMG exports by 2021. (Khatun.F.D, 2017) (Khatun.F.D, 2017, January 2.Moving forward beyond 2017.The Daily Star) But then stability in Bangladesh, both economically and politically was strong in 2016. This has helped in achieving higher growth of gross domestic product that crossed 7 percent in fiscal year 2016. Low petroleum prices in the global market helped inflation rates to stay low since Bangladesh spends a significant amount on petroleum products. Export earnings increased at a higher rate than imports and export-GDP ratio increased in FY2016 while import-GDP ratio declined. Higher export of readymade garments contributed to this growth. Bangladesh is eyeing at earning USD 50 billion through RMG exports by 2021. Given the potential of the sector and the compliance measures being undertaken for the last two years

following the Rana Plaza incident, the sector can meet the target easily. Surely, improved infrastructural facilities, technological upgradation, skills development will facilitate the growth process of the sector. (Khatun.F.D, 2017, January 2.Moving forward beyond 2017.The Daily Star) The most shocking incidence of 2016 has been the terrorist attack in Holey Artisan Bakery. The nature of the attack was different from earlier single incidences where religious militants killed members of minority groups, two foreigners and a number of bloggers. Holey attack was massive in scale when 20 people were killed, 17 of them were foreigners. After the Holey killings, there was a fear that foreigners would stop coming to Bangladesh and the economy may suffer. However, Bangladesh could tackle the situation very well by strengthening the security in the country. Bangladesh's partners have not turned away either. The visit of the Chinese President and his commitment to invest in Bangladesh, the assurance of continued cooperation from Japan, the visit of the World Bank President despite World Bank's cancellation of funding the Padma Bridge construction on corruption allegations, and international events such as the one on migration in Dhaka are indication of confidence in Bangladesh's approach towards terrorism and commitment for growth and prosperity. (The Daily Star, 2017) Bangladesh earned over \$34bn from exports in the fiscal year 2015-16 which just ended, registering around 10% growth from the previous year. The figure also exceeded export target set for the year by \$743m. Experts believe technology will be the key enabler to help increase productivity in Bangladesh's labor intensive RMG sector. It would need to innovate to remain competitive as countries like Africa and Myanmar enter the RMG mix.

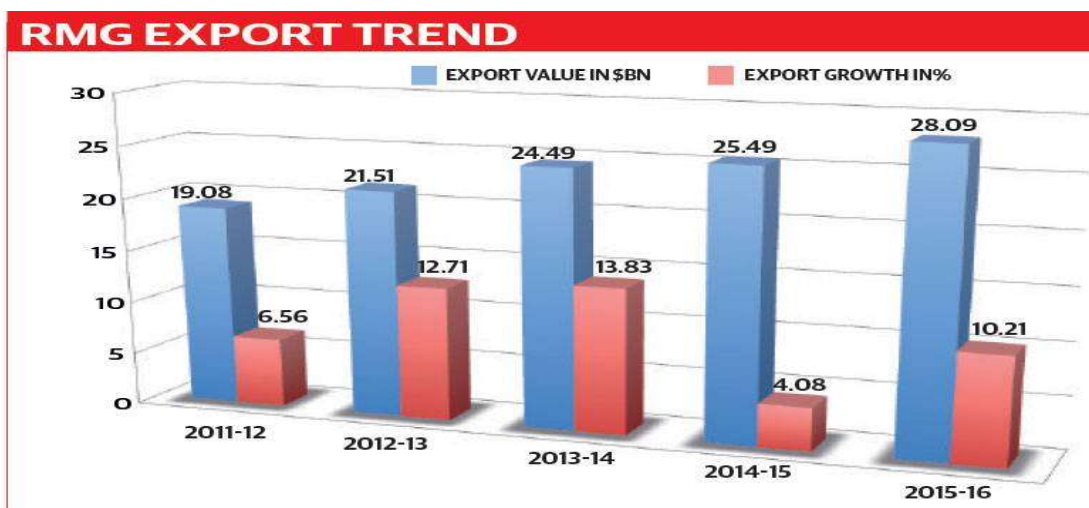


Figure 2: RMG Export Trend (Source: Dhaka Tribune, 14.07.2016)

3.8 Lack of electricity and Gas and Infrastructure

For all business stakeholders, infrastructure transport and utilities supply is the single largest issue hampering Bangladesh's industry. Buyers today are forced to carefully select the type of products to source from Bangladesh, since congested roads, limited inland transport alternatives, and the lack of a deep sea harbor add inefficiencies to garment lead time. With the aim to move toward sourcing more fashionable, shorter lead time items in Bangladesh, reliable and fast transport is becoming extremely important. The transport issues need to be solved quickly in order to avoid a collapse in the transport network as volumes continue to grow. (Ahammed, 2017)

Bangladesh is in a short of electricity. It is yet not capable of producing the amount of electricity that the country demand every day, so there is a big gap in the demand and supply chain. This is another problem of the insufficient infrastructure regarding RMG sector. Since the country is in an acute shortage of electricity and gas supply. So the garments industry doesn't get a interrupt free electricity supply. Because of frequent load shedding disruption in production occurred, the owners use generator for electricity. This sometime can be a gas run generator and many a times oil run generator. This problem also hampers production and increase production cost which is threatening in the competitive market for the merchandisers.

On the other hand the roads and high way are bad in Bangladesh. Communicating through road in different factories takes a long time. For example there are sewing factories of Divine Group in Jessore. All the processing before sewing is done at Gazipur factory and then sent there for sewing. But due to low infrastructure it takes almost one day for the truck to reach Jessore and when they are done it again takes another day to carry back to Dhaka. So time factor challenge increases and lead time to complete the work decreases. But if there was a bridge in the river Padma and if roads were good enough then the truck could go in 4 hours to the destination.

3.9 Possibilities in this sector

Despite the epic growth of our RMG industry, and its bright prospects, challenges are still there. One of the biggest challenges currently faced by our RMG industry is to ensure workplace safety and better working conditions for the millions of garment workers. Two major accidents, the Tazreen fire and the Rana Plaza collapse, have brought the issue of workplace safety to the fore

and led all stakeholders to act accordingly. Following the unfortunate incidents, various platforms such as the Bangladesh Accord on Fire and Building Safety, the Alliance for Bangladesh Worker Safety and National Plan of Action have been formed to improve building and fire safety of Bangladesh's garment industry. All members of the BGMEA and BKMEA are working all-out to carry out the corrective action plans suggested by the Accord, Alliance and National Plan of Action after inspections, even investing huge amount of money. Moreover, the factories which were set up in an unplanned way and housed in risky buildings have started relocating to safer buildings. Besides, a project has been taken to set up a well-planned garment industrial park beside the Dhaka-Chittagong Highway where the structurally weak garment factories will be able to relocate. However, ensuring workplace safety at all garment factories is a gigantic task and will take time to accomplish. But we believe the government of Bangladesh, BGMEA and BKMEA, with the support of global brands and international development partners, will be able to ensure the safety of the RMG industry and maintain the momentum of socio-economic development in the country. With challenges on one side, a more glittering future is waiting for the ready-made garment industry of Bangladesh on the other side; at least facts and figures have made us believe so. A recent study jointly conducted by the United States Fashion Industry Association (USFIA) and the University Of Rhode Island (URI) has made us more optimistic about the potentials of our RMG industry. (Hassan, 2014)

According to the study, the US-based fashion companies are expected to boost their sourcing from Bangladesh in the next two years. McKinsey, a global management consulting firm, described Bangladesh as the next hot spot in apparel sourcing. The renowned firm forecasts export-value growth of 7-9% annually and our apparel export will double by 2015 and nearly triple by 2020 provided that we can successfully overcome a few challenges including developing infrastructure and skill workforce. (Hassan, 2014)

Chapter 4: Findings and Recommendation

4.1 Findings

The findings of my internship for this report are,

- ❖ Developing the product as sample is a difficult task.
- ❖ Little problem in knitting may hamper in the large production.
- ❖ Not being careful about color in dyeing may result in a big loss for the company.
- ❖ Yarn dyeing products are used for stripe and check print cloths mostly. The thread in the market also gets its color shades from Yarn dyeing.
- ❖ Meeting lead time and factors after not meeting lead time.
- ❖ Follow up is needed each and every time. Starting from the day of production to the day of delivery.
- ❖ Pricing is the most important thing of a duty of a merchandiser because his calculation and price will tell the company's profit and loss.
- ❖ The merchandisers have to give the maximum quality service with minimum price.
- ❖ There are language and cultural barriers among the merchandisers and the buyers.
- ❖ Cultural factors often hamper the production quantity.
- ❖ Lack of modern technology comparing to other developed nation.
- ❖ Modern machineries must be installed replacing the old once for more production.
- ❖ The infrastructure development in the country must be done by the government.
- ❖ Disturbances free electricity and gas must be provided to the RMG sector.
- ❖ The workers must be given maximum facility as the complains.
- ❖ Insuring safety and other facility must be given to make the workers happy. Because they are the main asset.
- ❖ Proper construction of the factory with the needed safety measures must be followed.
- ❖ Product should be delivered before the Lead time expires

4.2 Recommendation

It is the responsibility of all of us to protect the interest of this industry which has given our economy a strong footing, created jobs for millions of people, especially for women, lifted them from the abyss of chronic poverty and given them a dignified life. Now what we need to do is deal with all the challenges facing our garment industry, paving the way for its further development. The main highways namely Dhaka-Chittagong, Dhaka-Mymensingh, Dhaka-Tangail through which our apparel products and the raw materials for apparel and textile are transported from factories to port, are being widened (from two lanes to four lanes) and drive-worthy for tapping our export potential. This work needs to be completed as urgently as possible. Connection of gas to the factories and uninterrupted power supply are prerequisite for the steady growth of the industry. So, the government should consider giving gas and electricity connections to RMG and textile units as the top priority. Producing the required number of skilled workers is another challenge and overcoming it will determine whether the country will be able to sustain the boom that is waiting to happen.

Although BGMEA along with the government and other international organizations has taken the initiatives of developing skills of workers, yet more initiatives as such are required to meet the demand of the industry and enhance the productivity of the industry. The budget allocation of the government for the skill development also needs to be increased.

BGMEA University of Fashion and Technology (BUFT) is offering graduate and post-graduate degrees to students on fashion design, knitwear technology and apparel merchandising related subjects. Nonetheless, to meet the current shortfall of competent professionals in the mid-level of our garment factories, fashion, textile and industrial merchandising related departments need to be established at all of our major public and private universities.

Inadequate infrastructure, bureaucratic inefficiency and corruption are still the major problematic factors in industrialization and for growth of an industry. These are also increasing entrepreneurs' cost of doing business. We are also losing price and delivery competitiveness to our business competitor. The last but not the least, political stability of the country is the key to steady growth of the industry. Starting from scratch, Bangladesh has come a long way and is now one of 10 new emerging countries in the world. The macroeconomic stability, 6% annual average GDP growth, robust performance of remittance and export, strong foreign currency

reserve, and remarkable social and human development over the past decade – all reflect our underlying strengths. The dominance of the RMG industry in the overall economy of Bangladesh, we have to protect this sector. Rather than basking in the glory we should work hand in hand to retain sustainable growth and competitive edge of this industry. (Hassan, 2014) While Bangladesh has some very promising advantages in certain dimensions in the garments industry, a number of challenges remain. Only if these challenges can be overcome will Bangladesh's garments industry continue to prosper.

Conclusion

In terms of contribution is highly remarkable it reaches which was only c in first. This is a clear indication of the industry's contribution to the overall economy. It plays a vital role to promote the development of other key sectors of economy like banking, insurance, shipping, hotel, housing, transport, etc. Till now Bangladesh is known as an agricultural country. Except, this sector, there is no other mention worthy industrial establishment. It is the sector which has accelerated the process of industrialization in the country. Bangladesh is one of the most densely populated countries of the world. With limited land area and natural resource, the increasing population is creating heavy burden on unemployment problem. The sector has been able, to a great extent, to relieve the country from the burden of unemployment by creating employment opportunities for more than three million people. Bangladesh is known as a poor and over populated country stricken with a lot of problems. Carrying the label of made in Bangladesh is working to create a positive image of Bangladesh in the world. It has also proved that the heavy burden of population can be turned into an asset by using them as workforce. The industry is making strides in terms of environmental compliance to have a sustainable footing in the global apparel market. Many RMG factories at their own are adopting green technologies and practices. They are using cleaner technologies and producing garments in a caring and responsible way that preserves the environment for future generations. Already a number of RMG factories achieved LEED certification from US Green Building Council (USGBC) for their green practices. GLOBALLY, 2016 has been an unprecedented year. Brexit, Trump, rise of populism, refugee crisis and terrorism will continue to define the political and economic scenario of the world in

2017. Inside the country, a number of positive as well as challenging developments will shape the dynamics of Bangladesh's journey in 2017. As most big economies are still struggling to recover from slow growth. The proper guidance of complains and other rules and regulation will bring proper guidance to this industry as Bangladesh's major economic boost will have to come from within the country from this sector.

Reference

<https://en.wikipedia.org/wiki/Knitting>

<http://www.divinetextile.com>

<http://www.library.bracu.ac.bd>

<http://www.garmentsmerchandising.com/readymade-garments-industry-of-bangladesh>

<http://www.bgmea.com.bd/home/pages/AboutGarmentsIndustry>

<http://www.assignmentpoint.com/science/textile/problems-and-prospects-of-garments-industry-of-bangladesh.html>

<https://en.wikipedia.org/wiki/Pantone>

https://en.wikipedia.org/wiki/Dyeing#Yarn_dyeing

(Yunus & Yamagata, 2012); Dynamics of the garments industry in low-income countries: experience of Asia and Africa (Interim Report)

(Khatun.F.D, 2017, January 2.Moving forward beyond 2017.The Daily Star)

(Ahammed.S, 2009, A study is on the threats and challenges of Bangladesh RMG sector in the next five years.)

(Hassan.F, 2014, RMG industry of Bangladesh: Past, present and future. Dhaka Tribune)

<http://archive.dhakatribune.com/long-form/2014/sep/19/rmg-industry-bangladesh-past-present-and-future#sthash.04TZgQ5i.dpuf>

<http://archive.dhakatribune.com/business/2016/jul/14/garment-exports-post-over-10-growth-fy2016#sthash.G40IP9gL.dpuf>

Appendix

Pantone: The Company is best known for its Pantone Matching System (PMS), a proprietary color space used in a variety of industries, primarily printing, though sometimes in the manufacture of colored paint, fabric, and plastics.

Hard Winding: Transferring the yarn from paper cone to Plastic cone before dyeing.

Soft Winding: Re transferring of the yarn into paper cone after dyeing.

Pattern: A hard paper shaped with the piece if cloths that are to be cut before stitching. It is a premeasured board used for marking on the cloths.