



**“Product Development and working procedure at MAXIM
LABEL & PACKAGING (BANGLADESH) PVT. LTD.”**

Course Name: Internship

Course Code: Bus-400

Prepare For:

Tania Akter

Lecturer

BRAC Business School

BRAC University



Prepared By

Raihan Ibne Ali

ID- 11104120

Department- BRAC Business School

BRAC University



Letter of Transmittal

19th December, 2016

Tania Akter
Lecturer BRAC Business School
BRAC University

Subject: Submission of the Internship Report on “Product Development and working procedure at MAXIM LABEL & PACKAGING (BANGLADESH) PVT. LTD.”

Dear Madam,

With due respect I am Raihan Ibne Ali from BRAC Business School and my id is 11104120, It is my pleasure to submit my internship report on “Product Development and working procedure at MAXIM LABEL & PACKAGING (BANGLADESH) PVT. LTD.”

For doing this internship report I tried my level best. The whole report has been prepared based on my practical experience and gather different types of knowledge during working at MAXIM. Through preparing my internship report I gather vast knowledge and also huge experience which I will never get that from anywhere.

Sincerely yours,

Raihan Ibne Ali
ID- 11104120
BRAC Business School

Acknowledgement

Before start, I would like to thank to my almighty ALLAH for giving me the opportunity to complete my report, also I would like to thank to my supervisor Ms. Tania Akter for her tremendous support and advice. I would like to thank to all of them for helping me, because without their support I won't be successful on my report.

Doing this report it was very much exciting and find myself as a hard working person. Through this report I got huge experience and I guarantee that nothing else can give me this type of huge knowledge with in short time.

It's my honor that I got chance to work with such a huge and global company like MAXIM LABEL & PACKAGING (BANGLADESH) PVT. LTD. Especially I would like to thank Farzana Douulah (Manager), Peter Ye (Sales Supervisor), Jerry Yu (Deputy Sales Manager) & Tasnim Hussain Chowdhury (Sr. Sales) and others, who helped me gave me their valuable time, support and also provide me the most relevant information on the basis of which I have prepared this report. I would like to thank to all of them for helping and guiding me in a proper manner way.

I am also grateful to Tania Akter, Lecturer, BRAC University, and my academic Internship Supervisor, for her support during each stage on my research.



Executive Summary

MAXIM Group was established in Taiwan in 1973. MAXIM LABEL & PACKAGING (BANGLADESH) PVT. LTD. is a concern of Maxim Group which has been operating globally. MAXIM work only nominated buyer and they are fixed for all time. Recently MAXIM is one of the leading suppliers in Bangladesh. This report basically based on Product development and working procedure of MAXIM Group.

Though MAXIM is a nominated company, so their working procedure is slide different rather than others. Their working procedure is first of all they receive order from buyer which directly comes to the sales department. Then they maintain some procedure before production like, sample making, product development, planning for production, booking for every single materials which is relevant with production. Working whole procedure maintain the sales person and they are the main key person till the ship out the goods.

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PART-1

Introduction

1.1 Background of the Study:

From this study we understand about the company how they do their business globally. We also get some information about the garments accessories companies who are doing their business in Bangladesh. As Maxim is a nominated company, after receiving order from buyer the duty comes to the floor of Sales and before going production they do almost everything to make the business smooth. Then sample making, product development, planning, booking of every single material for samples and getting approval are all the key responsibilities of Sales. Sales will have to work closely with a Buyer to ensure the product that's bought will enable them to achieve the sales plan. It's often explained as getting the right buyer, in the right place, at the right time, in the right quantities at the right price. The work process of sales begins at getting order from buyer and end with shipment of that order.

1.2 Objectives of the Study:

The First objective of writing the report is fulfilling the partial requirements of the internship program in BBA. I have attempted to give an overview of Garment Accessories Company in Bangladesh. The primary objective of this report is to evaluate the Maxim Label & Packaging (BD) Pvt. Ltd.

The other objectives Includes:

- To familiar the history of Garment Accessories Companies in Bangladesh.
- To learn about the overall operations of the Maxim Label & Packaging (BD) Pvt. Ltd.
- To know how they provide services to the customers.
- To learn about the total business process of Garment Accessories Companies.
- To identify strength and weakness of Maxim Label & Packaging (BD) Pvt. Ltd.
- To recommend actions that may be taken by the company to remove the limitations.

1.3 Rationale of the Study:

Internship program is a partial requirement for the students to learn some practical knowledge within the pre-stimulated period by observing the organization day to day activities. In this report I try to show the overall organizational activities of my company.

RMG industry in Bangladesh has already proved itself to be a resilient industry and can be a catalyst for further industrialization in the country. However, this vital industry still depends heavily on imported fabrics. After the liberalization of the quota regime some of the major textile suppliers Thailand, India, China, Hong Kong, Indonesia and Taiwan increased their own RMG exports. Like other company Maxim Label & Packaging (BD) Pvt. Ltd. also does their business in Bangladesh as well as around the world by their own company which is established in globally.

1.4 Methodology:

A report may be conducted either exploratory or conclusive. Based upon the report topic and environment scenario I have decided to conduct exploratory report. To conduct the report I have collected the required data from both primary and secondary sources. Now I am working here that's why I collect the information by my working experience. I focused on taking the interviews of the personnel involved in the different departments, Manager and Senior Level Employees, Business Clients and Suppliers. After collecting information the data were used to analyze information.

- Primary Data
- Secondary Data

1. Primary Data:

I collect primary data from officers who are helping me for collecting data to complete my report. They give me more support and important tips. As a result it gives me more positive sign.

- Observe the environmental behavior, facts, action, record, present condition if the company.
- Face to face conversation.
- Relative file study as provided by the officers concerned
- Formal questionnaire to the country manager, executives of several departments, suppliers, vendors etc.
- Direct experiment by working in this company.

2. Secondary data:

- The study based on secondary data, data require for the study from annual report, administrative manual, internet and other text books.

1.5 Scope of the Study:

This study has focused upon the various problems regarding with the garments accessories company and the prospect of these companies. We have taken information on garments accessories company to gather data on the present situation of the garments accessories companies as well as problem regarding and the future of the companies.

1.6 Limitations:

- Company does not give me the total information.
- I only gather information from inside the company.
- Take a long time for getting information.
- Every time employees are staying busy.

PART-2

Overview of Company

2.1 Meaning of Garment Accessories:

A garment is made not only from the apparel fabric but also various accessory items. Fabric is the basic material in garment manufacturing. Except fabric of garment, the other materials are known as garment accessories. These have to be chosen in such a way that they complement the outer fabric both aesthetically, in terms of decoration, and practically, in terms of ensuring that the garment performs as expected in its intended end use. Various kinds of accessories are used on garments, some are part of the garments such as buttons, zippers, interlining etc. while others are used for decorating and enhancing the product appearance such as sequins, embroidery etc.

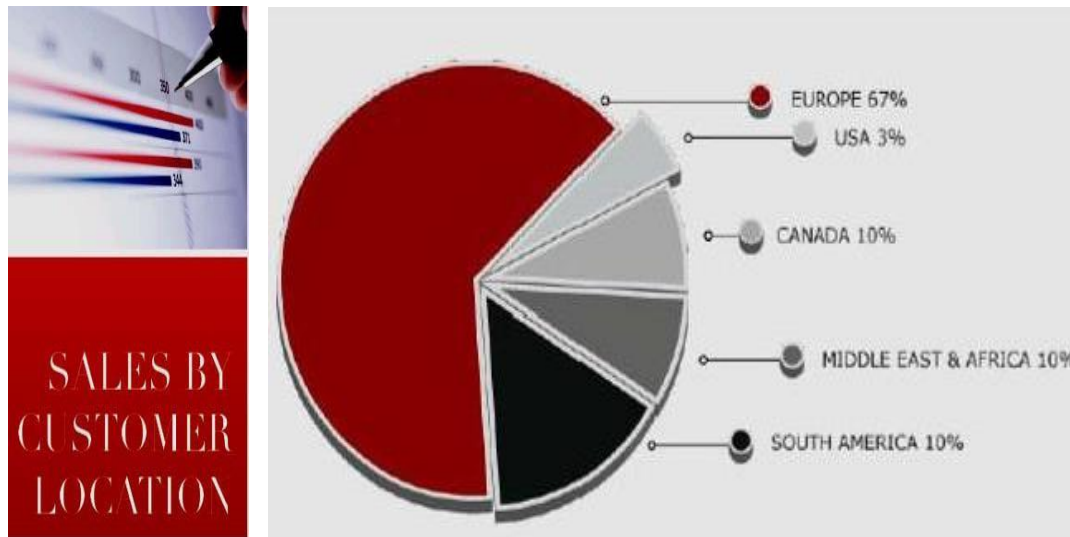
2.2 Overview of the Company:

Maxim Group was established in Taiwan in 1973. Maxim Label & Packaging Pvt. Ltd. is a concern of Maxim Group which has been operating globally. Maxim is a nominated company for fixed buyer in RMG sector. It is one of the leading suppliers in Bangladesh. The principal activity of Maxim is export trading of garments accessories. Maxim Label & Packaging (BD) Pvt. Ltd., the Group's principal activity is supply of garments accessories (hang tag, woven label, price tag, wicker cord, barcode sticker, toggle, twill tab, button etc. Operations are carried out in UK, United States of America, Central Europe, Canada, Middle East, Africa, Russia and South Africa.

2.3 Business Description:

Maxim Label & Packaging (BD) Pvt. Ltd. the Group's principal activity is supply of garments accessories (hangs tag, woven label, price tag, wicker cord, barcode sticker, toggle, twill tab, button etc. Operations are carried out in UK, United States of America, Central Europe, Canada, Middle East, Africa, Russia and South Africa.

Maxim Group has a globally diversified client base consisting of leading global supplier and brands.



2.4 Goals of Maxim Label & Packaging (BD) Pvt. Limited:

We drive by a sole motivating force. An ideal which is to give priority to our valued client's connect the best available resources and finally hold the mark of a leader in the textile & readymade garments accessories supplying trade. Our goal is to supply the best service in harmonization with the clients. Our long standing relationships with manufacturers, raw material suppliers, processing sub-contractors and throughout the supply chain and massive value to client's product. Logistics as per client's agreement ensure reliable delivery to our customers. We provide QC report to the client in timely interval and allow online video feed of QC in action to buyer if interested.



2.5 Mission of Maxim Label & Packaging (BD) Pvt. Limited:

Mission

Almost limitless production capabilities coupled with the most adapted and efficient service, our company can provide invincible combination. Our mission is to supply top quality garments accessories for readymade garments by practicing advanced technology in production processes to attain superior clients' satisfaction.

Vision

Our vision is to become a leader as a dependable trend setter accessories supplier of readymade garments in the global fashion business. Maxim will become a lifestyle towards its employees, suppliers, buyers and above all shall become a role model of a green corporate house which will be regarded as an icon garments accessories company around the world.

2.5 Organizational Hierarchy

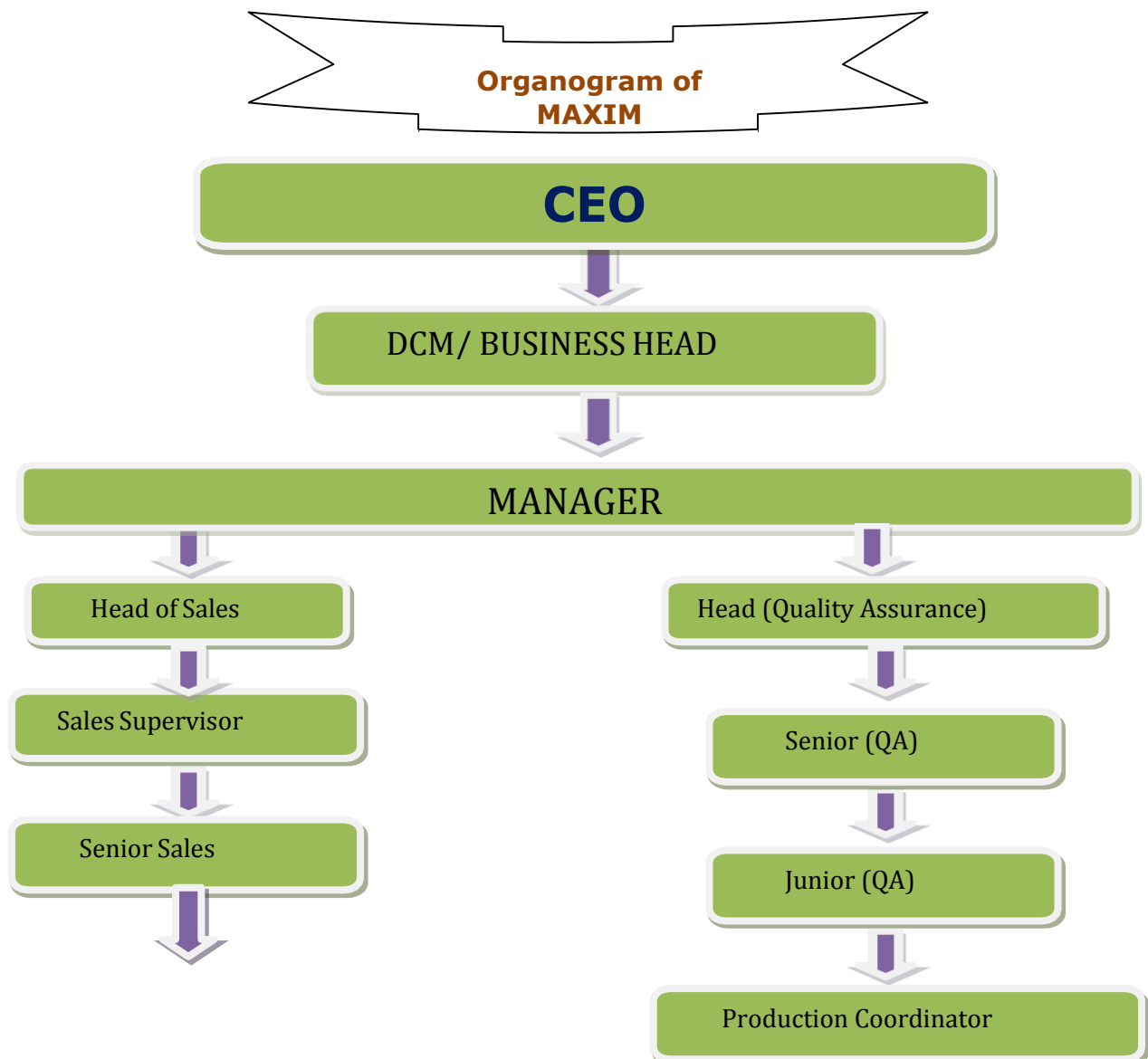


Fig: Organizational Hierarchy of Maxim Label & Packaging (BD) Pvt. Limited:

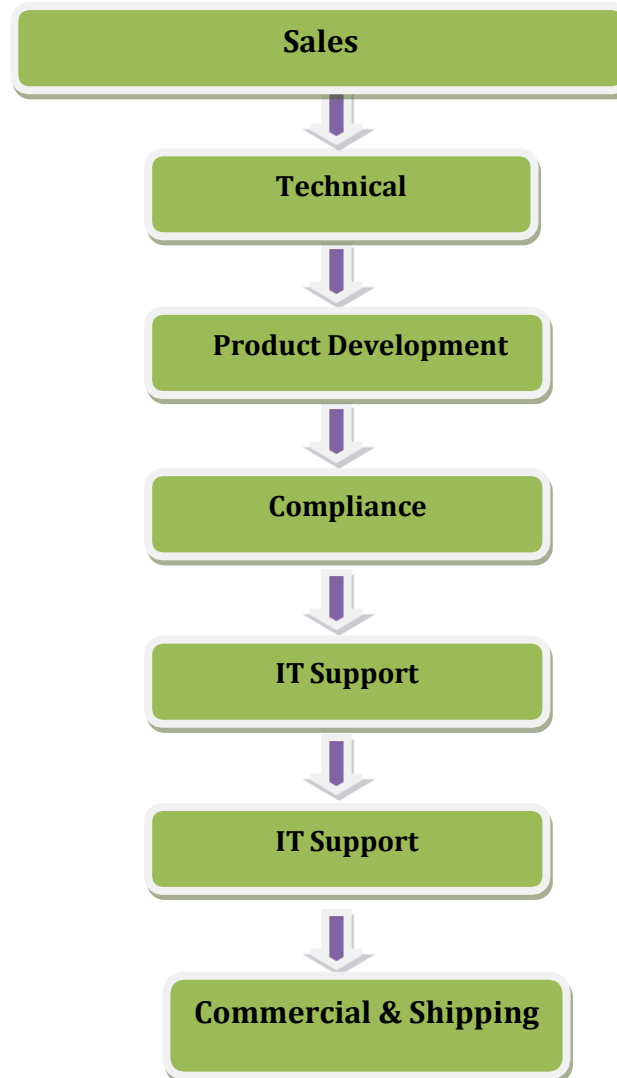
2.6 List of Products:

1. Hang tag,
2. Woven label
3. Price tag
4. Black Shuttle
5. Barcode sticker
6. Toggle
7. Twill tab
8. Care Label
9. Zipper Puller
10. Leather label

2.7 Current Buyer of MAXIM

- Primark
- O'stin
- Newlook
- Tcp
- Next
- Adler
- Regatta
- Levi Strauss & Co.
- Mister-Lady
- Gymboree
- Nike
- Marks & Spencer

2.8 Departments of Maxim

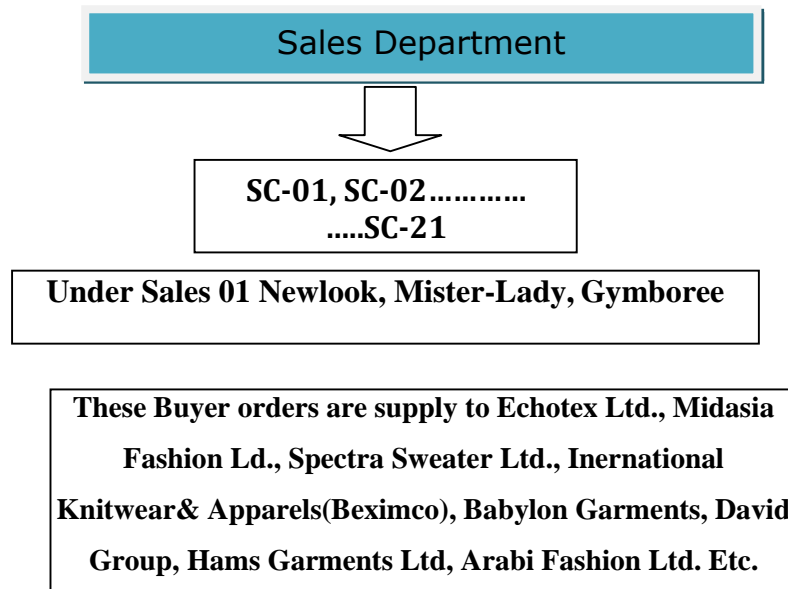


Sales Department

Under Sales department, Maxim is having many divisions like SC-01, SC-02 to SC-03. Every division works with different buyer.

For example CS-01 has basically been working with Lisa (Newlook), Jay (O'stin), Stainly (Primark), Target and Briefly Stated for their ladies wear and Men's essentials orders. Mostly these orders are received from directly Buyer as we are selected supplier. Our factory has been audited by the Buyer and Garments Compliance team both. Primark, O'stin, TCP, Adler, Regatta, Mister-Lady, Gymboree, Nike etc are our Buyer and they provide instruction to

garments to collect accessories from us. Because Buyer believe in Maxim quality and service. Maxim is working with this Buyer since a long time successfully.



Sales departments of Maxim receive technical sheets which include:

Design sheet: (Style No. Season, Buyer Name, Knit or Woven Fabric, Primary & Secondary Fabric, Fabric Construction, Fiber Composition, Trims like Button what will be the Color & lineage)

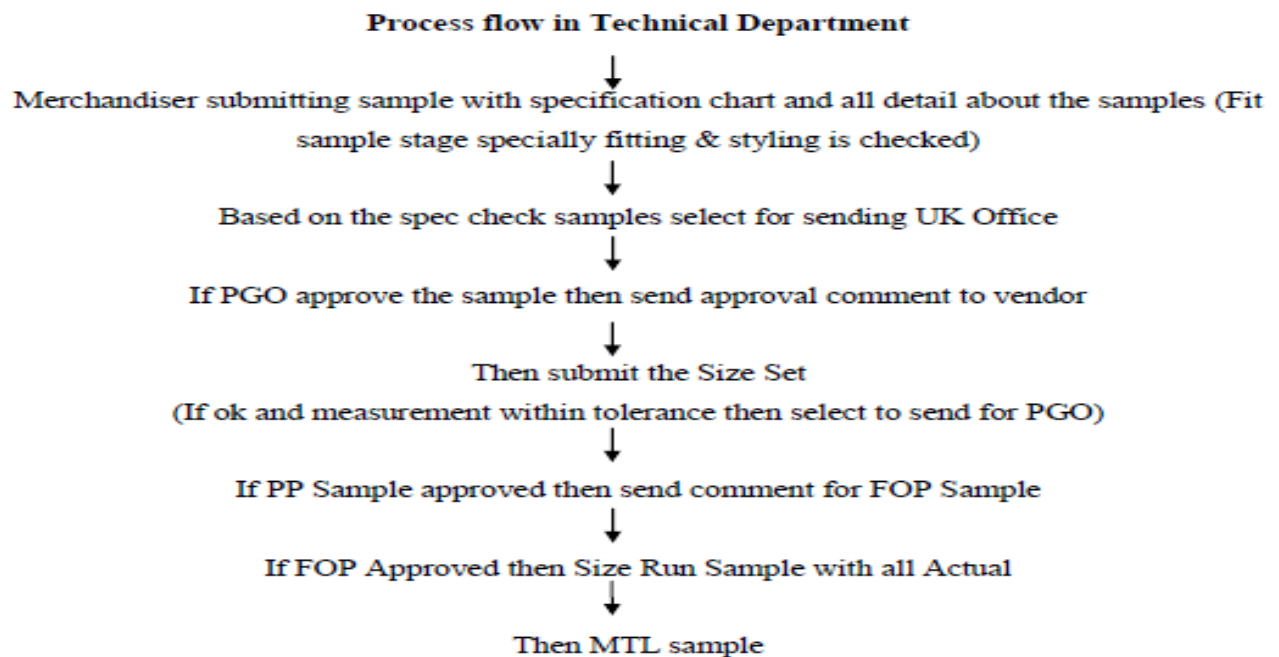
Sketch: (Garment flat Sketch, Label Embroidery position) **Style Comments:** (If customer have any commends) **Graded Measurement:** (Graded Measurement, Tolerance.)

Technical sheets Maxim send to another department for development and costing a (Factories are compliance by Buyer & Central Team approved.)

Then this costing sends to Buyer and negotiates costing & Delivery date with factory. Maxim make placement memorandum to factory.

Technical Department

Technical Department is one of the most important parts of every garments trading office or supplier. It ensures the garments quality and measurement that needs to send buyer for any sort of sampling purpose.



Maxim also has QC team. They work in factory during production period. They assured good quality garments.

Product Development Department

Maxim is having a large product development team which seems lines of garments factory. The PD is basically responsible for FOP (First of Promo) and buying sample. They do an initial costing for making garments. As per buyer's requirement PD gets instruction from Sales team to develop any sort of sample with design, print or embroidery if required. Furthermore PD is also responsible to come up with new design sample for buyer's selection.

Compliance Department

Work process of Compliance department involved with ensuring factory compliance issues that needs to be reported to Maxim's buyer. Day by day buyers are getting more conscious of compliance as well as security issues of the factories. Basically the work process of compliance teams begins at receiving requisition of factory from particular merchandising division with Pre- audit questionnaire and Technical Pass audit report. Audits are normally scheduled in coordination with the factory management. Audit usually starts from opening meeting, then factory site tour to check health and safety standards, employee interview, factory documentation & payment system review, identify noncompliance issues & conducting closing meetings to discuss overall findings. In addition garments have no power to discard us only Buyer can take decision if anything finds contrast in our words and work. Till now Buyer has found nothing difference in our work since Maxim believes that Buyer success is our commitment.

I.T Department

The IT department of Maxim Play a vital role since all tasks is run by technology. Without it team it become very difficult for daily work. The IT Division of Maxim has been certified in ISO 9001:2000 quality management system. IT department is looking after all the matters related to IT. Solving problems for other personnel's who are always working in computer online. They are supporting them with any kind of problem related to IT. If they are unable to help them then they contact with the Shanghai IT department.

Shipping and Commercial Department.

Shipping department look after the goods shipped for vendor. They make sure about all the necessary papers submitted are legal. The place where the goods are shipped is correct and on time those are monitored by shipping team. Furthermore they communicate with Freight Forwarder to hand over the goods. Shipping team also concern about the post shipment documentation formalities. Commercial department submit all the necessary papers for LC acceptance to factory and after receiving LC acceptance than submit document to Bank for maturity date for final process. Thus Maxim receives his payment from his Vendor. Sometimes Buyer gives us payment on the behalf of garments.

Finance & Accounts Department

The finance department of Maxim takes responsibility for organizing the financial and accounting affairs including the preparation and presentation of appropriate accounts, and the provision of financial information for managers. The main areas covered by the financial department include keeping records of the purchases and sales made by a business as well as capital spending. Beside these Financial statements need to be produced at given time intervals, for example at the end of each financial year. Trial balances are extracted from the ledger entries to create a Balance Sheet showing the assets and liabilities of a business at the year end. In addition, records of purchases and sales are totaled up to create a Profit and Loss (P&L) account.

Furthermore its responsibility is to provide management financial information to enable them to make better decisions. The wages section of the finance department is responsible for calculating the wages and salaries of employees and organizing the collection of income tax and national insurance for the Inland Revenue. The finance department is also responsible for the technical details of how a business raises finance e.g. through loans, and the repayment of interest on that finance. In addition it will supervise the payment of dividends to shareholders.

Administration

One Personnel is looking after all the matters of admin and other activities of human resource.

Like-

- All the matters of expenditure from office
- Arranging furniture in office if needed
- Taking care of the bills
- Making all the arrangement when Buyer comes
- Taking care of official programs if any
- Looking problem and make solution of every department
- Other issues when make complexity.

Sales Elaboration

In Maxim, Sale concept comes from the word merchandise. Merchandise means commodities or goods to be bought and sold. Like that sales activity is promoting the goods to potential buyer with a purpose of sell.

A Sale has to make a plan and developing a strategy to enable a company to sell a range of products that delivers sales and profit targets. A Sale will work closely with a Buyer to ensure the product that's bought will enable them to achieve his objective.

It's often explained as getting the right Sales, in the right place, at the right time, in the right quantities at the right price.

- Right Sales - Styles, brands, colors, sizes etc
- Right Place - Which store, depending on their budget and location
- Right Time - Having Sales in stores at the right time in the season i.e. ready for Christmas or 'Back to School'
- Right Quantities - Enough for the stores to make their budgets but not have to markdown stock at the end of the season
- The Right Price - Those that will attract customers in spite of competition yet generate a reasonable return on investment for the retailer i.e. profit

The objective of the Sales management team is to get the correct balance between the expectations of the Buyer and the objectives of the company's financial strategy.

A Sales role involves the following processes:

- Raising purchase orders to match range plan from buyers
- Developing detailed spreadsheets for the buyers
- Negotiating cost prices with buyers
- Approving pre-production samples
- Monitoring pre-production/production
- Organizing shipping documents
- Analyzing past sales figures/trends to anticipate future product needs.

Relaying the sales plan to the buyer who, in turn, can decide on what products, styles, colors etc. to purchase and from which suppliers, at what price.

Taking responsibility for promotion, display, sales forecast and stock levels.

Once the products are all distributed and put on sale, the Sales have to monitor next Season order.

The Sales is instrumental in all commercial decisions such as how much money should be spent, how many material and in what quantity, involvement in setting selling prices to regulate profit and decisions on when the stocks should be delivered into the business.

Actually a Sale is responsible for almost everything-from order analysis to shipment and finally payment realization. Sales means to arrange all the required raw materials and to make the goods ready to sell them to customers. Work, work and work – all day long. Handling 40/45 orders/styles at a time. This job needs to chase buyer for comments/approval, chase production team to maintain delivery schedule and finally chase garments or Buying House for payment through LC or cash. To a new Sales is nothing but hard work done with managers.

PART-3

Analysis

3.1 Vertical Analysis

Non-Current Asset first increased from 65% to 71%, from the years 2011 to 2012 and again got reduced to 67% by 2014, which shows that CPBL has not been working efficiently in this sector. Current Asset has decreased from 35% to 29% from 2011 to 2012, and gradually got increased to 33%. This may be due to decrease in non-current asset. An inventory having slightly increased from 9% to 10%, which shows CPBL, has been working to improve this sector. Accounts Receivable also increased slightly from 3% to 5%, from 2011 to 2014, which is also a good sign for the company, showing efficiency in this sector. Loans, Advances and Deposits have been consistent throughout the year's i.e. 2011 to 2014, being 4% which shows consistent work effort in this sector. Short-term Investment has decreased from 13% to 11%, from 2011 to 2014, showing improvement in this sector. Shareholder Equity has increased from 55% to 75%, from 2011 to 2014 showing great efficiency in this sector and a positive sign for the company to improve further. Issued Share Capital has increased from 8% to 12%, from 2011 to 2014. This shows the capital structure has changed. Share Premium has also increased from 7% to 21%, from 2011 to 2014, which shows a Restructure in capital. Retained Earnings has also increased from 22% to 27%, from 2011 to 2014, showing good improvement and the company earning more profit. Non-Current Liabilities has decreased from 34% to 13%, from 2012 to 2014, showing that the company has required greater financial capability. Long-term Borrowing-Net of Current Maturity has decreased from 10% to 6%, from 2011 to 2014, which is a good sign for the company as it would not need to borrow much. Current Liabilities has been more of consistent being 12%. Throughout the 4 years analyzed, showing efficiency in this sector. Short-term Borrowing has decreased from 7% to 6%, from 2011 to 2014, showing consistency in this sector. Long-term Borrowing-Current Maturity has increased from 2% to 3%, from 2011 to 2014, showing consistency. Creditors and Other Payables has been consistent on 2% from 2011 to 2014, showing consistent work effort in this sector. Accrued Expenses has been below 1% till 2013, but on 2014 it was 1%, which means it needs to put an effort to minimizing it in future. Dividend Payable has been consistently below 1%, from 2011 to 2014, showing consistent work effort in this sector. Income Tax Payable has been below 1% till 2013, but on 2014 it was 1%, which is fairly steady.

3.2 Comparative Analysis

Mondol Group:

Mondol group is a vertical integrated knit garments manufacturing and exporting composite unit. The group started its business in 1991 with small garments sewing factory. At present the group has facilities for yarn spinning, fabric knits, dyeing finishing and garments cutting sewing, finishing, packaging, accessories of garments and exporting. Mondol group mainly doing business in accessories such as label, price tag, hang tag, buttons, packaging etc. Mondol group one of the renowned name of garments Accessories Company.

Epyllion Group:

Epyllion Group started its journey as a house of Readymade Garments (RMG) engaged in manufacturing and exporting of knit appareals since 1994 and has been considered today as one of the biggest conglomerates with substantial establishment of its backward linkage of all kinds of knit garments, textile, wet processing & garments accessories. It has the state of art vertically integrated garments manufacturing facility which ensures one stop service to the buyers. Epyllion Group established themselves as an important garments accessories company for a number of renowned brand appareals of Europe, USA, Asia & Africa.

Maxim Group:

Maxim Group was established in Taiwan in 1973. Maxim Label & Packaging (BD) Pvt. Ltd. is a concern of Maxim Group which has been operating globally. Maxim is a nominated company for fixed buyer in RMG sector. It is one of the leading suppliers in Bangladesh. The principal activity of Maxim is export trading of garments accessories. Maxim Label & Packaging (BD) Pvt. Ltd., the Group's principal activity is supply of garments accessories (hang tag, woven label, price tag, wicker cord, barcode sticker, toggle, twill tab, button etc. Operations are carried out in UK, United States of America, Central Europe, Canada, Middle East, Africa, Russia and South Africa.

3.3 Comparative Ratio Analysis

Ratio Analysis expresses the relationship among selected items of financial statement data. Ratio Analysis is one of the basic tools of financial analysis. And it is a fact that financial analysis itself plays an important role in the progress of business strategic planning. This tool is normally used to conduct a quantitative analysis of information in company's financial statements. Ratio or even the economy to judge the performance of the company.

- **Current Ratio:** Current and quick ratio is mostly used to measure the liquidity, this ratio measure the company's ability to fulfill its short term debts out of its liquid assets.

$$\text{Current Ratio} = \frac{\text{Current Asset}}{\text{Current Liabilities}}$$

Name of Company	Current Ratio
Maxim Label & Packaging	1.08
Mondol Group	1.98
Epyllion Group	1.58

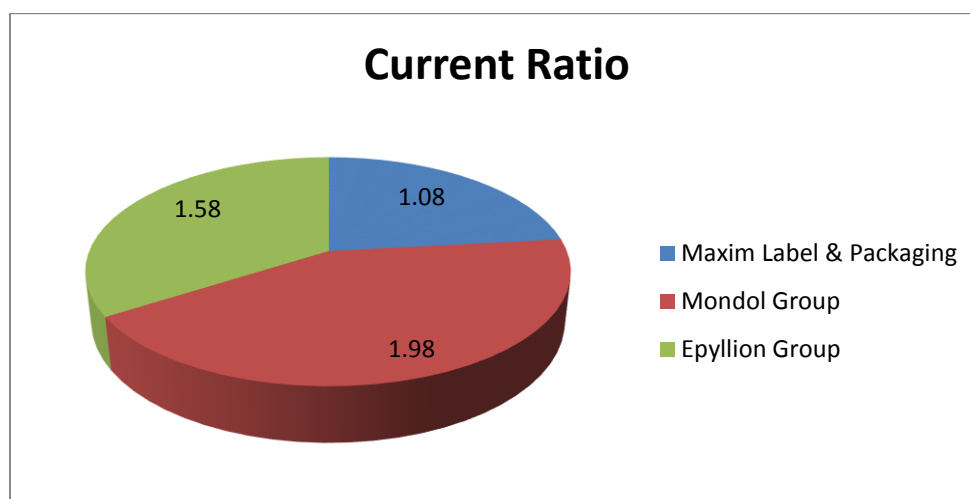


Fig : Current ratio Analysis

COMMENTS: The liquidity position of the company was more increase year by year than other company. The Current ratio of Mondol group & Epyllion group is good .The overall liquidity position was at all satisfactory. Because of, the liquidity position of the company as strong as average company.

- **Debt Ratio:** It measures the first ability to pay its long term debt. This ration gives two answers they are:

1. Is the company financed mainly by debt or equity?
2. Does the company make enough to pay the interest on its total loan when due?

$$\text{Debt Ratio} = \frac{\text{Total Debt}}{\text{Total Asset}}$$

Name of Company	Debt Ratio
Maxim Label & Packaging	0.99
Mondol Group	0.98
Epyllion Group	0.98

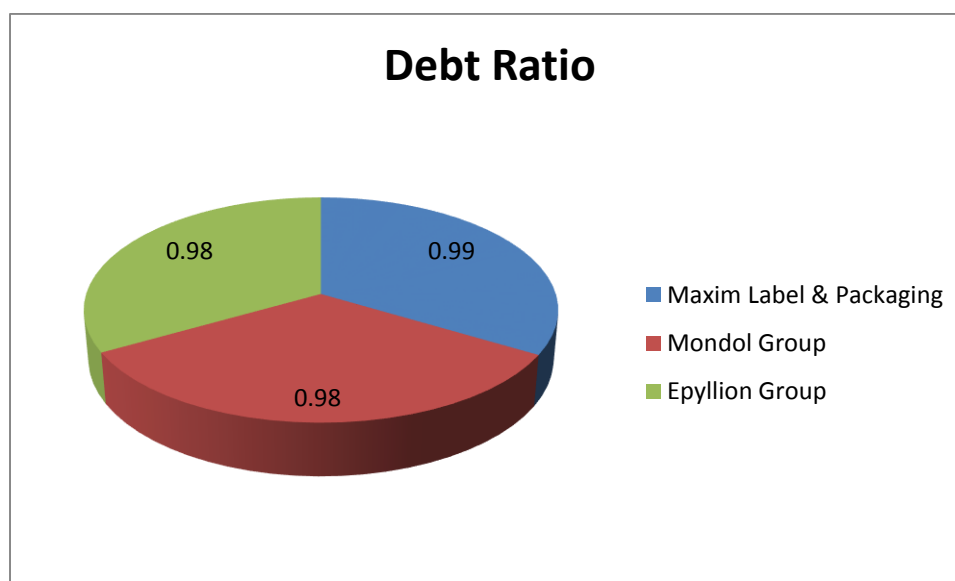


Fig: Debt Ratio Analysis

COMMENTS:

This ratio's indicate of debt mgt in comparison to other companies. The company highly levered and dependent on creditors on the assets is increasing over the years. Under such circumstances it would be difficult for the company .The arrange outside financing unless the improve on equity finance.

- **Debt to Equity Ratio / Management Efficiency Ratio:**

$$\text{Debt to Equity Ratio} = \frac{\text{Total Debt}}{\text{Shareholder Equity}}$$

Name of Company	Debt Ratio
Maxim Label & Packaging	153.22
Mondol Group	150.89
Epyllion Group	152.87

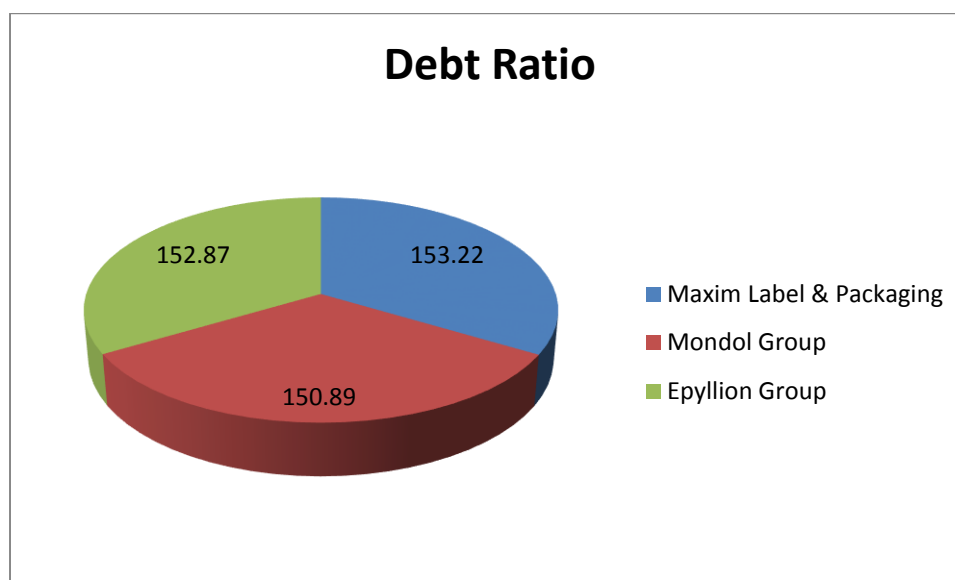


Fig: Debt to Equity Ratio

COMMENTS:

The performance of the debt position is at all satisfactory. The debt position of company is reduce year by year's.

- Profitability Ratio:** These ratio measure the company's earnings with respect to give a level of revenue, a certain level of assets, the owner's investment or share value.

Net Profit Margin = Net profit after Tax / Operating Income

Name of Company	Profitability Ratio
Maxim Label & Packaging	400.73
Mondol Group	374.54
Epyllion Group	394.14

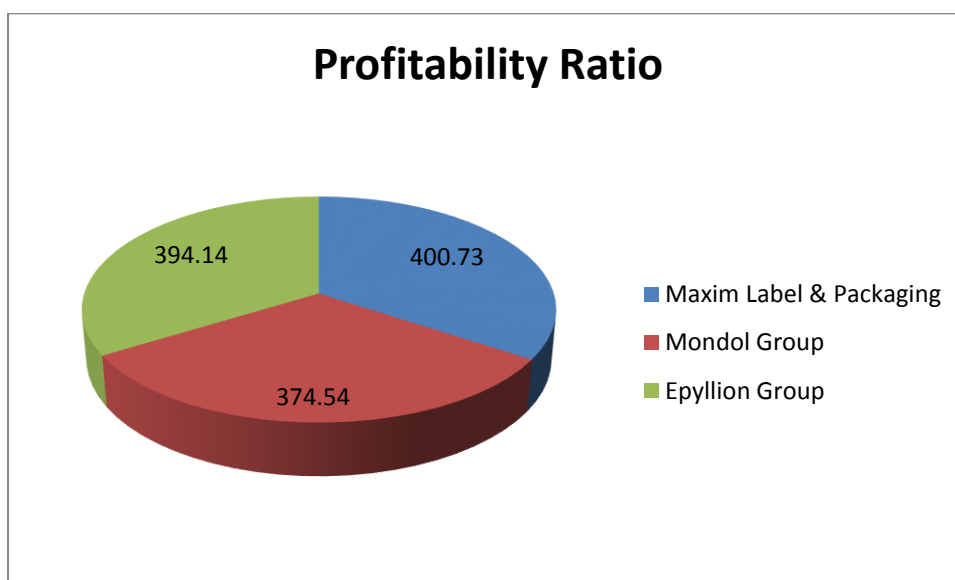


Fig: Profitability Ratio

COMMENTS:

The performance of the profitability position is at all satisfactory. The net profit margin position of company is a commenly cited measure of the company's success with the respect to earnings on sales.

3.5 SWOT Analysis:

SWOT analysis:

A SWOT analysis is overall evaluation of the company's Strength, Weakness, Opportunities and Threat. Strength and Weakness are internal value creating (or destroying) factors such as assets, skills or resources etc. And Opportunities and Threat are external value creating (or destroying) factors a company unable to control.

Strengths:

- Maxim's factories are well equipped with skilled, expertise and productive manpower. They are doing timely shipment and exporting 100% quality garments accessories.
- They arranged required yarn & accessories as per requirement of their valued buyers and provide samples on specific quires in a very quicker way.
- Maxim produced accessories as per buyer requirement.
- Experienced management team.
- Innovative product line.
- They are corresponding with buyers firstly.
- Maxim manage all the paper work; supervise the production from start to end and shipping the goods as per the requirement of buyers.

Weaknesses:

- After shipment of the products they are not collecting actual post purchase behavior of buyers.
- Short of marketing expertise
- Number of employee is not so much.
- Need to require proper coordination with different section.
- Delay in payment from supplier.
- The subordinate are not taking any decision or policy making in meeting. The decisions always come from the top management.
- Salary structure is not that much good in compare to others.

- Power centralization by the top management.
- Maxim's has no own land in Bangladesh for doing their business.

Opportunities:

- Covering more market area of EU & USA.
- Can expand their business area by establishing their factories in own land.
- They can lead against weak competitor.
- Maxim can hire higher dynamic young employee for more output.
- Attain different trade fair and get new idea related with today' business.

Threats:

- Government tax and vat structure are not suitable for garment industry.
- Competitor constantly offer innovative and substitute products.
- In Bangladesh, there are a number of garment accessories companies. For that reason buyer are offering lower price.
- Increased trade barriers and quota system withdrawals.
- Delay of payment from buyer creates some times bad situation of company's liquidity and future financial budget plan skilled employee switching.
- Skilled employee switching.
- Strike (Hartal).
- Maxim Label & Packaging (BD) Pvt. Ltd. is a new company in Bangladesh. They don't have own factories in Bangladesh, so they face higher pricing problem.

PART-4

Findings, Recommendations & Conclusion

4.1 Major Findings

- Every employee of Maxim is well experienced in their job.
- Good team work environment is here.
- Workers of Maxim have good concentration in their job.
- Transportation facility is available for the employee to cover one factory to another.
- Machineries and others equipment are more modernized than others.
- Maxim has very good human resource management system.
- Managers in Maxim practice a number of powers to motivate employee's behavior and get them to act in a certain way.
- Each time a new employee is appointed she\he has to join a training program. In the program she\he has to work in every department for two days, to be familiar with the total organization. The main of this program is the socialization of the employees.
- Human resource management of Maxim has built an organizational commitment to quality. Every employee of Maxim is highly committed to the company to increase its service quality.
- To evaluate quality Maxim has established different quality measuring system in different level of activity. Maxim sets challenging quality goals and offers many monetary and non-monetary incentives to the employees to motivate them.
- Maxim carefully collects solicit employees' suggestions about improvement that can be made.
- Performance appraisal conducted by Maxim on yearly basis.
- High performance is appreciated at Maxim by giving attractive rewards
- Maxim Label & Packaging (BD) Pvt. Ltd. is a small but experienced sales team.
- Sales team leaders of Maxim Label & Packaging (BD) Pvt. Ltd. has good capability in the case of negotiation with buyers.
- Maxim Label & Packaging (BD) Pvt. Ltd. is able to make garments accessories according to exact buyer requirements.
- Maxim Label & Packaging (BD) Pvt. Ltd. uses most updated and modern software in their factory and office.



- Maxim Label & Packaging (BD) Pvt. Ltd. has health care facility for their worker and employee.
- Maxim Label & Packaging (BD) Pvt. Ltd. has prayer room in the factory & office.
- Employee of Maxim Label & Packaging (BD) Pvt. Ltd. is always busy. It is very hard to get appointment to discuss with them on a specific for a long time.

4.2 Recommendations

I would like to recommend on the following areas that's should be help to achieve the goals of Maxim Label & Packaging (BD) Pvt. Ltd. Generally I will give concentration on marketing and outsourcing activities of Maxim Label & Packaging (BD) Pvt. Ltd.

- Identify the market segmentation efficiently, then setting their target market and forecast which market offering more opportunity.
- Maxim's marketing department must try to understand the buyer need, want and demand.
- Need to develop long term relationship with key parties – buyers, factories and suppliers.
- To achieve the goals, Maxim's marketing team need to establish effective marketing mix (product, place, price and promotion).
- Maxim has some limitation but if they follow the proper marketing concept then they can achieve the ultimate goals.
- Need strong relationship with repeat buyer. Because one estimate is that attracting a new customer can cost 5 times as much as pleasing an existing one. Also, it might cost 16 times as much to bring the new buyer to the same level of profitability as the lost buyer.
- Customer retention is more important than customer attraction- if Maxim follow this concept then they will gain more.
- Maxim should share their mission with manager and all the staff. A clear mission statement guides the employee to work independently and to achieve the organizational objectives.
- Maxim should follow the “modern customer orientation organization” chart instead of “traditional organizational” chart.
- Through the growth share matrix, BCG (Boston Consulting Group approach) Maxim can measure their annual growth rate of the market whether business operates effectively or not.
- Today's business world moving very fast by the digital revolution. The impact of digital revolution Maxim can implement data based marketing.

- Survey on buyer intention regarding plant, equipment, raw materials, place, compliance etc.
- Consult with garments expertise regarding garments business to get more output.
- Identify their position based on the product life cycle and position of competitors, and then take a corrective action.
- Maxim can implement their design section and from there they can create unique and innovative products design for marketing. In this purpose they can contract with professional fashion designer in Bangladesh and abroad.
- They can improve the procurement department for better coordination with other section.
- Maxim can use the efficient promotional tools for buyer awareness about their business. In this purpose Maxim can develop their website with detail information about their business.
- Build a sound relation with marketing department to others department. As a result marketing communication style should follow and communicate accordingly.
- Maxim management team can recruit the effective & efficient employee and ensure its- “right people for the right place”.
- Feel the employees more important inside the organization.
- Allow employees to participate decision making process that affect them increased more productivity, commitment to work.
- Guide rather than order. Create a good example; the top management set the ideal for his people so that subordinates can follow their boss.
- Reward should be given based on performance.
- Ensure the due time salary & wages otherwise employee and worker fly away.
- Need strong commitment.
- Concentrate only to develop knit composite in this moment.

4.3 Conclusion

I can say that this internship report is really essential for every student of business studies to get idea about garments industries. By completing this report I have got overall idea of RMG sector and these may be helpful to know about the technical and management knowledge of garments industry also these sector related organizations. This is a huge sector and yet to discover the whole.

I want to thank my department Head for giving me great opportunity of learning. This Internship program will help me in the further challenges of life. I try my best to make this project enriched with lots of apparel related documents. Maxim Label & Packaging (BD) Pvt. Ltd. is really a good experience for me because every person of there so much helpful and give me the proper methods of practical learning. So, at last, there is a hope of eradicating all the obstacles and become the leader of garment industries in near future.

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