

# **Internship Report**

## **Effect of Perceived Organizational Support on Commitment of RMG (Readymade Garments) Industry, Bangladesh: A Case Study on Brandix Apparel Bangladesh Ltd.**

**By**

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**An Internship Report Submitted to The BRAC Business School in  
Partial Fulfillment of the Requirements for the Degree of  
Master of Business Administration (MBA)**

**BRAC Business School**

**BRAC University**

## **Declaration**

It is at this moment declared that

1. The submitted internship report is my original work while completing a degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through complete and accurate referencing.
3. The report does not contain material accepted or submitted for any other degree or diploma at a university or other institution.
4. I have acknowledged all primary sources of help.

**Student's Full Name & Signature:**

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**MD NABIL EBNEY KAMAL**

**Student ID: 22364102**

**Supervisor's Full Name & Signature:**

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**Supervisor Full Name:**

**Associate Professor, BBS**

**BRAC University**

## Letter of Transmittal

Associate Professor

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on Effect of Perceived Organizational Support on Commitment of RMG (Readymade Garments) Industry in Bangladesh

Dear Sir,

My internship report, "Effect of Perceived Organizational Support on Commitment of RMG (Readymade Garments) Industry in Bangladesh: A Case Study on Brandix Apparel Bangladesh Ltd." has the privilege of being highlighted because it is a necessary academic prerequisite for my master's degree. I consider it a huge honor to be a part of the qualified, innovative, and demanding community. In order to make sure that this report is as accurate, trustworthy, helpful, and relevant as possible, I made every effort. I've conducted multiple interviews, written a report, and skimmed through a number of books, periodicals, and internet publications.

If you have any more questions or require any clarification on the contents of this report, I would be happy to be of further assistance.

Sincerely Yours,

---

MD NABIL EBNEY KAMAL

22364102

BRAC Business School

BRAC University

## **Non-Disclosure Agreement**

This agreement is established and entered into to prevent the unauthorized disclosure of the company's confidential information by and between Brandix Apparel Bangladesh Limited and the undersigned MD NABIL EBNEY KAMAL, a BRAC University student.

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MD NABIL EBNEY KAMAL

Student ID: 22364102

BRAC Business School

BRAC University

## Acknowledgement

The completion and result of this report required a great deal of guidance and support from numerous people, and I sincerely believe that I received this during the study's completion. I would want to thank Almighty Allah for giving me the opportunity to work at one of the nation's most prominent RMG with dignity and respect. I also want to say how grateful I am that **Brandix Apparel Bangladesh Ltd** has given me the opportunity to serve as an intern. I owe a debt of gratitude to my supervisor, **(teacher's name)**, an assistant professor at BRAC Business School, for her guidance.

## **Executive Summary**

The impact of perceived organizational support (POS) on employee commitment and retention is examined in the paper "Effect of Perceived Organizational Support on Commitment in the RMG Industry: A Case Study on Brandix Apparel Bangladesh Ltd." The subject of discussion is Brandix Apparel Bangladesh Ltd., a prominent participant in the Readymade Garments (RMG) industry in Bangladesh, which makes a substantial contribution to both employment and the GDP of the nation. The study's main goal was to examine the connection between employee dedication and point of sale (POS) in order to offer suggestions for how Brandix could enhance its support infrastructure. The main focus of the study was to find out how various employee levels saw organizational support and how it affected their engagement, satisfaction, and loyalty.

Based on direct data (employee surveys and interviews) as well as secondary data (business reports and literature), the results show that employee commitment and perceived organizational support are positively correlated. Workers who have support from their employer are more likely to stick with the company, show better levels of engagement, and have less plans to leave. The results of the investigation showed that workers at higher organizational levels such as management perceive greater levels of support than do workers at lower levels, where deficiencies in professional development and communication were found. This discrepancy indicates that changes are required to offer a more comprehensive support network for workers at all levels.

According to the study, the majority of employees were either "Satisfied" or "Very Satisfied" with Brandix's initiatives, while a smaller percentage had indifferent or unfavorable opinions. According to the survey, 27% of workers said there was space for development, while 73% of workers felt their assistance needs were satisfied. To guarantee that every employee feels supported and appreciated, the ideas include broadening recognition programs, providing additional professional development options, and improving management-employee communication channels. Brandix may improve overall company performance, lower turnover, and increase staff retention by putting these techniques into practice.

As a result, this study shows how important perceived organizational support is for developing a loyal and contented staff. Addressing the support deficiencies found would help Brandix Apparel create a more motivated and effective team.

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# ***CHAPTER 1***

## **INTERNSHIP OVERVIEW**



## **1.1 Student Information:**

**Name:** MD NABIL EBNEY KAMAL  
**Program:** Master of Business Administration  
**Major:** Human Resource Management

## **1.2 Internship Information:**

### **1.2.1 Period, Company Name, Department:**

**Period:** 25 September,2024 to 25 January,2025 (3 months)  
**Company's Name:** Brandix Apparel Bangladesh Ltd.  
**Address:** Dr Akhtar Hameed Khan Rd, Comilla

### **1.2.2 Internship Company's Supervisor and Position:**

**Name:**  
**Position:**

### **1.2.3 Job Scope: Job Description/Duties/Responsibilities:**

During my Internship, I had the privilege of working under the supervision of a **(Position Name)** at the Human Resource Department. I was assigned diverse duties that were carefully designed to offer me practical experience to the HRM Sector. Listed below are some of my duties and responsibilities:

- I had to gather data on employee satisfaction and commitment within the company so that I can find out which employees are happy with their work environment or not.
- Conducted surveys, interviews to understand the perceived organizational support.
- Assisted the team with employee interactions to maintain a friendly and upbeat work atmosphere. And helped to address employee complaints or concerns regarding organizational support.

- Assisted in organizing and carrying out training initiatives that strengthen workers' abilities and increase their loyalty to the company.
- Assisted with administrative duties including keeping track of employees, planning events, and assisting the HR department with day-to-day operations.
- Prepared papers or presentations that offer suggestions for HR strategy and summarize findings.

### **1.3 Internship Outcomes:**

#### **❖ Contribution to the Company**

Even though I didn't have the same amount of experience as the full-time workers, I made up for it by working hard and showing a desire to learn. I always tried to bring something of value to the team, therefore I looked for opportunities to contribute wherever I could. I took on a variety of regular administrative tasks to relieve the workload of senior staff members. These tasks included scheduling meetings, keeping track of and organizing employee records, creating paperwork for HR-related events, and organizing internal communications. In addition, I helped with interview scheduling, new hire paperwork processing, and making sure meeting materials were prepared ahead of time. Apart from these responsibilities, I also took an active part in team meetings and shared my study findings on organizational support and employee commitment. In addition to freeing up senior personnel to concentrate on more strategic projects, managing these duties gave me real-world experience in HR operations, which enhanced my comprehension of routine procedures and increased my capacity to assist the team.

#### **❖ Benefits to me During the Internship**

During my internship at Brandix Apparel Bangladesh Ltd, I expect to gain several valuable experiences that will help me grow both professionally and personally. It also aided me in bridging the knowledge gap between all of the practical abilities I acquired at work and the conceptual knowledge I acquired during my formal education.

- This workplace exposure to the readymade garments industry has provided me with a unique opportunity to gain various experience on the readymade garment industry and

how to work along with the HR department. And learned how a HR department operates in a readymade garment industry which undoubtedly be beneficial in my future career.

- By managing meeting schedules, keeping data organized, and helping with paperwork, I have enhanced my administrative, communication, and organizational skills. In addition, I was able to strengthen my analytical and problem-solving skills by working on research, data analysis, and employee engagement projects.
- I handled records, performed analysis, and tracked personnel data using HR management systems and tools. My experience with these technologies has given me useful skills that are in demand in contemporary HR positions.
- Through this internship, I had the opportunity to establish meaningful connections with HR specialists and upper management. I was excited to pick up knowledge from them, be mentored by them, and grow my professional network in order to help me in my future work.
- I gained more confidence in my ability to manage professional activities, make decisions, and engage with people in a team setting by accepting responsibility and actively participating in the HR team.
- While researching subjects such as organizational support and employee dedication had improved my capacity to see patterns, communicate conclusions, and provide practical suggestions. My research and reporting abilities also have been improved as a result of this experience, which is important in HR.
- My ability to collaborate and work as a team was enhanced by working with seasoned HR specialists. I gained knowledge of teamwork techniques, discussion participation, and cross-functional project support all crucial skills for HR positions.
- Dealing with experienced HR professionals improved my capacity to cooperate and function as a team. I learned how to assist cross-functional projects, collaborate with others, and participate in discussions all critical abilities for HR roles.

- I learned how to fulfill expectations, have a strong work ethic, and act professionally in all of my contacts by being a part of a professional atmosphere. When I move from academia to the workforce, this will be crucial.

### ❖ **Challenges faced throughout the internship**

I had a number of challenges that put my flexibility and problem-solving skills to the test, but they were also rather instructive. I had an internship that went well, thanks to the hard work of my supervisor.

- One of the main obstacles I encountered was the considerable experience difference between the full-time staff and myself. At first, it was difficult to manage a demanding work environment with complicated tasks while attempting to pick up new ideas and responsibilities rapidly. The HR industry is constantly busy; thus, there wasn't enough clear direction or comprehensive instructions. As a result, sometimes I had to encounter ambiguity and had to find the solution on my own to bridge the gap in the information. So, I had to quickly adjust to the company's professional standards and expectations, which took a lot of work and persistence.
- There were obstacles unique to moving from an academic to a professional setting. Learning proper behavior, comprehending office etiquette, and matching my bosses' and coworkers' expectations were all part of adjusting to the company culture. For the purpose of functioning well and blending in with the team, this adjustment time was essential.
- Since I had no previous work experience it was difficult for me to balance a number of responsibilities, including helping with HR services, administrative work, and data collection. The simultaneous management of these obligations needs strong organizational and prioritization abilities. There were moments when the sheer amount of work and the pressure to meet deadlines created a demanding burden that put my capacity to effectively manage several jobs to the test.
- One significant challenge was getting adapted to the new technologies and software which were being used by the company. There was a significant learning curve involved in figuring out how to use these technologies, comprehend their features, and apply them to my tasks efficiently. It was difficult but necessary to make sure I was using these tools correctly while still being productive.

- My time management abilities were put to the test juggling a variety of obligations, such as administrative work, research assignments, and meeting attendance. An ongoing difficulty for me was properly managing my time to meet deadlines without sacrificing the quality of my work. A crucial component of overcoming this challenge was learning how to set priorities for projects and manage time effectively.
- My ability to make decisions as an intern was restricted, especially when it came to delicate topics like policy recommendations or employee relations. I was able to offer advice and assistance, but I frequently felt limited by the requirement to get permission or adhere to set procedures. This restriction occasionally made it more difficult for me to take the initiative or completely implement my ideas.
- Handling employee complaints or issues can be sensitive in the HR field. I occasionally found it challenging to handle delicate situations while maintaining professionalism and secrecy because it called for a greater degree of sensitivity and understanding.
- Another challenge was comprehending the organizational structure of the company and being able to communicate with different departments and senior management in an effective manner. Learning the proper procedures for reporting problems or requesting permission to complete activities took some time.
- I didn't always have the opportunity to completely participate in every facet of HR, such as payroll management, performance reviews, and talent acquisition, because of the scope of my internship. Sometimes, this restriction made it more difficult to gain a thorough grasp of the full HR function.

### ❖ **Recommendation to the Company about Future Internship**

To enhance its internship program, Brandix Apparel Bangladesh Ltd. can put the following recommendations into practice:

- A systematic onboarding procedure can greatly help an intern's internship. In order to improve the intern's comprehension of their duties and enable them to contribute effectively, the organization have to think about giving them clear and detailed instructions. Provide interns with full training on corporate policies, HR systems, and tools

as part of an organized onboarding program. In order to facilitate interns' seamless team integration, this training should also address expectations, workplace culture, and important HR duties.

- The company can create a structured mentorship program in which a senior HR executive is connected with each intern. Mentors ought to schedule one-on-one sessions on a regular basis to go over progress, answer queries, and give career guidance. Interns can establish useful professional connections and manage their obligations more skillfully with the support of this partnership. And make a thorough internship plan that outlines each intern's goals, deadlines, and deliverables. Make sure interns understand how their work fits into the larger aims of the HR department by including measurable goals in relation to their projects and duties. Review these objectives frequently to monitor your progress and make any necessary corrections.
- Give interns the chance to network with professionals both inside and outside the organization. This can entail joining professional associations, taking part in networking events, and going to industry conferences. Encouraging interns to expand their professional network will enable them to obtain insightful contacts and useful industry knowledge.
- Create a framework that allows for frequent performance evaluations and feedback. Plan to evaluate the intern at the halfway and end of the program to talk about their development, areas of strength, and areas for improvement. Giving constructive criticism will enable interns to improve their abilities and have a clearer understanding of expectations, resulting in a more successful and rewarding internship experience. And a feedback system via which interns can discuss their experiences and offer recommendations for enhancing the internship curriculum. Surveys or exit interviews can be used to learn what went well and what needs to be improved. The quality of the internship program will be improved, and future interns' needs will be better met, by utilizing this feedback to inform changes.





# *CHAPTER 2*

## **ORGANIZATIONAL OVERVIEW**



## **2.1 Introduction of RMG Industry**

A key area of the world economy is the ready-made garment (RMG) industry, which produces and distributes finished apparel like dresses, shirts, and pants. Since the Industrial Revolution, it has seen tremendous change as a result of globalization and technical breakthroughs. Important participants in the market include suppliers of raw materials, producers of textiles and clothing, distributors, merchants, and makers of textiles, all of whom work together in an intricate worldwide supply chain. Because it creates a large number of jobs and boosts export earnings, the RMG industry is particularly crucial in developing nations. But it also has to deal with problems including supply chain interruptions, environmental issues, and labor rights violations. As issues like unfavorable working conditions and environmental effects have come to light due to increased scrutiny, appeals have been made for more ethical and sustainable operations. The future of the business is being shaped by trends like sustainability, technological innovation, and the growth of e-commerce, which are having an impact on how clothing is made, sold, and worn. The industry is still a significant economic engine and a vibrant aspect of the fashion industry even as it struggles to adjust to these developments.

## **2.2 History of RMG Industry**

The Industrial Revolution of the 18th and 19th centuries, which brought automated textile production and standardized manufacturing techniques, is credited with giving rise to the history of the Readymade Garments (RMG) business. The transition from custom-made to ready-to-wear clothing started in the 19th century, fueled by advancements in patterning and fitting for garments that made mass production possible. Large-scale apparel factories were established during this time, and retail distribution networks got their start. With the introduction of assembly line processes, which were pioneered by businesses like Ford and increased productivity and decreased costs, the early 20th century saw tremendous expansion. The economic boom that followed World War II spurred additional growth by raising disposable incomes and driving up demand for reasonably priced, stylish apparel. The industry began to become more globalized in the latter half of the 20th century as businesses moved production to nations with cheaper labor costs. This led to the development of intricate global supply chains and the emergence of manufacturing hubs in Asia, like Bangladesh and China. Early in the twenty-first century, fast fashion emerged, speeding up manufacturing cycles, bringing new trends to market quickly, and

drastically changing how consumers behaved. During this time, important concerns about labor practices and sustainability were also brought to light, which prompted calls for reform and closer examination. In order to solve these issues, the RMG sector is concentrating more on environmentally friendly materials, moral labor practices, and technology innovations including automation, digitization, and sustainable manufacturing methods. The fashion industry is demonstrating its flexibility and reactivity to changing economic, social, and environmental concerns through the ongoing transformation of how clothing is made, promoted, and sold through innovations in supply chain management, data analytics, and digital design.

## **2.3 Overview of Brandix Apparel Bangladesh Ltd.**

Founded in 2006, Brandix Apparel Bangladesh Ltd. is a prominent participant in the readymade garments (RMG) sector. The company, a major manufacturing branch of the Sri Lankan-based Brandix Group, is well-known for creating premium clothing for export markets. It supplies numerous internationally renowned fashion brands and shops with a variety of products in its specialty areas, which include sportswear, formal wear, and casual wear. As a vital manufacturing division of the Brandix Group, which is well-known for its dedication to quality in clothing manufacture, Brandix Apparel Bangladesh Ltd. The company focuses in producing a wide variety of clothing items, such as formal wear, sportswear, and casual wear. Several internationally renowned fashion companies and merchants are among its clientele. The business has cutting-edge manufacturing facilities with cutting-edge equipment and technology. These facilities are built to accommodate large-scale manufacturing while upholding strict efficiency and quality standards. Brandix Apparel Bangladesh Ltd. places a strong emphasis on innovation, implementing cutting-edge technological developments in production and manufacturing procedures for clothing. Corporate social responsibility and sustainable practices are important to Brandix Apparel Bangladesh Ltd. By using eco-friendly products, managing trash, and implementing energy-efficient production techniques, the corporation aims to lessen its impact on the environment. In addition, it adheres to international norms for fair labor practices and worker rights, placing a strong emphasis on ethical labor practices and the welfare of its workforce. Being a member of the Brandix Group gives Brandix Apparel Bangladesh Ltd. access to a robust worldwide network and pre-existing connections with well-known global brands. The company's advantageous position in Bangladesh, a significant center for the RMG sector, enables it to effectively satisfy the needs of clients throughout the world and adapt to shifting market trends.

The company's goals are growth and constant improvement, and it makes research and development investments to expand its product line and production capacity. With regard to innovations in fabric technology, creative design, and environmentally friendly production methods, Brandix Apparel Bangladesh Ltd. is dedicated to remaining on the cutting edge of the business. Brandix Apparel Bangladesh Ltd. actively participates in the community by launching a number of projects that try to enhance the social and economic landscape. The business promotes regional welfare, health, and education initiatives, fostering the growth of the areas where it conducts business. All things considered, Brandix Apparel Bangladesh Ltd. is a prominent player in the RMG industry, set apart by its dedication to corporate responsibility, sustainability, and quality. Its innovative approach and strategic operations establish it as a major participant in the global garment business.

### **2.3.1 Vision**

To be the most sustainable apparel manufacturer in the world.

### **2.3.2 Mission**

To provide their clients with innovative solutions that will influence the environment and communities while giving them the best possible edge in sustainable clothing manufacture.

Their commitment to sustainability, innovation, and making a positive impact on the communities and surroundings they work in is reflected in their purpose and vision statements.

### **2.3.2 Commitments**

- We have a strong commitment to reducing our environmental effect. We have made great progress toward sustainability with our efforts in waste reduction, energy efficiency, and water conservation. Our efforts to construct and run environmentally friendly facilities are demonstrated by our LEED-certified factories. Achieving carbon neutrality is a business approach that we prioritize throughout all of our operations, not just a goal in and of itself.

- We put a great deal of value on our employees, making sure they receive fair compensation, respect, and secure working environments. Maintaining global labor standards is essential to our business operations, and we keep enhancing our rules to promote a happy, healthy, and productive staff. Our actions are driven primarily by the welfare of our people.
- We move forward because of our dedication to provide top-notch, cutting-edge clothing solutions. To satisfy the constantly changing needs of international markets, we make investments in state-of-the-art technologies and consistently improve our production procedures. We guarantee that the caliber of our products meets the high expectations of our customers by staying ahead of industry developments.
- When it comes to labor practices, quality control, or sustainability, we follow the strictest international guidelines. Our dedication to international certifications and moral business conduct enhances our standing as a reliable partner for major clothing brands. By continuing to adhere to global standards for operational excellence, we hope to uphold the confidence that the business community and our clients have in us.

### **2.3.2 Strategy**

- One of the pillars of Brandix's strategy is its dedication to sustainability. This entails cutting back on trash, water use, and energy use in order to lessen its environmental impact. By attaining LEED accreditation for numerous of its plants, the company demonstrates its commitment to meeting the highest environmental standards and investing in eco-friendly technologies. Brandix wants to be a leader in sustainable production and environmental responsibility in the apparel sector.
- In order to maintain its lead in the cutthroat worldwide market, the corporation continuously invests in R&D. Brandix guarantees that its clients will receive creative solutions by incorporating state-of-the-art technology into its production processes. These developments include automation, the usage of smart fabrics, and the digitalization of manufacturing processes. Brandix can enhance productivity and uphold superior quality standards by prioritizing technology.

- Through its CSR programs, Brandix is actively engaged in community development. The company's strategy involves making investments in the areas in which it operates, with a particular emphasis on social welfare, healthcare, and education. These programs support the company's dedication to ethical business practices and improve its standing in the community.

### 2.3.3 Features of The Company

Brandix Apparel Bangladesh Ltd. is a well-known participant in the worldwide garment market thanks to a number of noteworthy attributes including:

- **Sustainability and Eco-Friendly Operations:** Brandix is dedicated to using sustainable production methods. Numerous of its plants have earned LEED certification, demonstrating the company's commitment to minimizing its environmental effect. Brandix is a leader in environmentally friendly production because of their emphasis on waste management, energy efficiency, and water conservation.
- **Innovation and Technology:** The company makes significant investments in cutting-edge technologies, particularly digitalization and automation in the apparel industry. This helps them to keep ahead of industry trends by increasing operational efficiency, improving product quality, and introducing cutting-edge apparel solutions.
- **Ethical Labor Practices:** Worker rights, safe working conditions, and fair wages are all highly valued at Brandix. Among the primary characteristics that distinguish the company in the garment market are its ethical treatment of employees and dedication to enhancing workforce well-being.
- **Focus on Quality and Customer Satisfaction:** The business is renowned for providing excellent customer service and high-quality items. In order to ensure long-term collaborations with top international companies, Brandix concentrates on comprehending and meeting customer expectations.
- **Carbon Neutral Initiatives:** A global leader in sustainable apparel production, Brandix is a trailblazer in attaining carbon neutrality in its operations.

- **Global Supply Chain and Market Reach:** Brandix serves some of the biggest fashion companies in the world by being integrated into the global supply chain. Because of its advantageous position in Bangladesh, it can be produced and distributed to important markets like the US and Europe with efficiency.

## **2.4 Contribution of RMG Industry**

A significant contributor to the world economy and the economic growth of many nations, especially emerging ones like Bangladesh, is the ready-made garment (RMG) sector. Here are a few significant contributions made by the RMG sector.

### **i. Employment Generation:**

One of the biggest industries in the world for employment is RMG, particularly in Bangladesh, Vietnam, and India. The industry employs more than 4 million people in Bangladesh alone, a large percentage of them are women. This empowers women workers and advances gender equality in the workplace.

### **ii. Economic Growth and GDP Contribution:**

The RMG industry makes a significant GDP contribution in several nations. For example, in Bangladesh, the industry generates more than 80% of the nation's total export revenue and adds around 11% to the GDP of the nation. An important part of Bangladesh's economic transition from an agrarian to an industrial economy has been performed by the industry.

### **iii. Export Earnings:**

In many countries, the RMG industry is the top export sector. Bangladesh is the world's second-largest exporter of clothing, after China, and the industry's export revenues make a substantial contribution to foreign exchange reserves. This aids in maintaining currency stability and providing money for necessary imports.

### **iv. Poverty Alleviation:**

Millions of employments have been created by the RMG business, primarily in rural and urban regions, contributing significantly to the reduction of poverty. Many people who did not have a reliable source of income in the past are now able to support themselves, raising the level of living for entire families and communities.

**v. Women Empowerment:**

For women, the sector has changed everything, especially in developing nations like Bangladesh where a sizable proportion of the labor force is female. Women who work in the apparel industry are better able to support their families, become more financially independent, and participate in their communities.

**vi. Industrialization and Infrastructure Development:**

Rapid industrialization and the construction of associated infrastructure, including ports, highways, and logistics networks, have been facilitated by the expansion of the RMG sector. Although this infrastructure was first created to promote the export of clothing, it has also helped other sectors and businesses.

**vii. Skill Development:**

The industry has provided training in a number of fields, including logistics, quality assurance, and sewing, which has helped to improve the skill set of the workers. As a result, there is now a skilled labor force that can support many economic sectors.

## **2.5 Contribution to Economy**

The Readymade Garments (RMG) sector has a substantial economic contribution, particularly in Bangladesh, India, Vietnam, and China. Some of the RMG industry's most significant economic contributions are listed below:

**i. Foreign Exchange Earnings:**

Through exports, RMG contributes significantly to foreign exchange reserves. For example, about 80 percent of Bangladesh's overall export revenue comes from the RMG sector. In addition to supporting other industries like imports, infrastructure development, and social programs, this revenue aids in maintaining the stability of the national economy.

**ii. Industrialization and Urbanization:**



Urban center development and industrialization have been spurred by the RMG industry's expansion. Building factories, highways, ports, and transportation networks is necessary for the industry's growth, which in turn promotes the development of infrastructure and allied sectors including services, transportation, and logistics.

### **iii. Fostering Economic Diversification:**

An important part of diversifying economies that formerly depended mostly on agriculture or raw materials is the RMG business. The transition of nations like Bangladesh toward industrialized manufacturing—especially in the apparel industry—has made their economies more resilient to outside shocks like changes in commodity prices. This diversity permits long-term, steady growth while also aiding in economic stabilization.

### **iv. Strengthening Supply Chain Infrastructure:**

Infrastructure spending in the areas of energy, communication, and transportation has increased as a result of the RMG industry's demand for effective production and logistics. To meet the demands of garment exports, upgrades have been made to ports, roadways, and electricity infrastructures. Other economic sectors gain from this infrastructural improvement as well, which has a knock-on impact that raises national productivity.

### **v. Encouraging Financial Sector Growth:**

The need for banking, financing, and insurance services has grown as a result of the RMG industry's expansion. International trade finance services have developed in response to the growth in exports, and banks remain a vital source of funding for the garment industry. The growth of the RMG sector opens doors for financial institutions to innovate and flourish as well, spurring additional economic expansion.

### **vi. Technology Transfer and Modernization:**

Multinational firms frequently incorporate cutting-edge technologies and contemporary management techniques as they interact with the RMG sector in developing nations. Local producers benefit from this technology transfer by having more effective, efficient, and

quality-controlled production methods. With time, these developments boost other industries' competitiveness and aid in the economy's overall modernization.

## **2.6 Contribution to Employment:**

Employment is greatly impacted by the ready-made garment (RMG) sector, especially in developing nations like Bangladesh, India, Vietnam, and Cambodia. Beyond only creating jobs, the sector supports social and economic advancement in a number of important ways.

### **i. Employment Generation on a Large Scale:**

In nations where it prospers, the RMG sector employs a significant number of people. For instance, the sector employs approximately 4 million people in Bangladesh, where it is a vital source of income for a sizable portion of the populace. Its capacity to create jobs has been essential in helping developing countries transition from rural to industrial economies. The majority of workers come from economically disadvantaged rural origins, which makes the RMG sector a significant contributor to the decline in unemployment.

### **ii. Women's Empowerment and Gender Equality:**

The RMG industry's capacity to empower women by providing them with job chances is a noteworthy characteristic. Approximately 80% of women in Bangladesh work in RMG, and many of them are first-time wage earners. Not only does this increase their financial independence, but it also advances gender equality in areas where women have historically been underrepresented in the workforce. It often raises women's social standing in families and communities and enables them to contribute to household incomes.

### **iii. Multiplier Effect on Allied Sectors:**

The RMG industry has a powerful multiplier effect on other sectors, generating employment in industries such as textiles, logistics, packaging, and retail. The need for raw materials, transportation, quality control, and export services has driven demand for jobs in these supporting sectors, expanding the scope of employment opportunities across multiple economic levels. This interconnectivity strengthens entire supply chains and local economies, fostering greater job creation.

### **iv. Skill Development and Career Growth:**

Employees in the RMG sector have access to a platform for skill development. Although the industry is labor-intensive and frequently begins with low-skilled positions, workers receive training in management, production, quality assurance, and logistics. Workers can move into different industries, pursue higher-paying jobs, or progress in their careers thanks to this skill-building. Numerous firms in the RMG sector have put in place training initiatives to develop their personnel on a regular basis, increasing productivity and long-term employability.

**v. Poverty Reduction Through Stable Income:**

The RMG industry has provided a means of escape from poverty for millions of workers. Workers in the sector can receive a consistent income through stable employment, which helps pull entire homes out of poverty. The availability of improved housing, healthcare, and educational opportunities made possible by this financial stability raises the standard of living for employees and their families as a whole. This reduction in poverty has far-reaching positive implications on local economies and societies.

**vi. Increased Formalization of Employment:**

An important factor in the movement of workers from unofficial to formal employment is the RMG sector. A large percentage of the labor force in many developing nations is employed in the unorganized sector, where they are not eligible for benefits like health insurance, retirement plans, or job security. The RMG industry frequently offers more formal employment contracts, especially with larger organizations, guaranteeing workers get social security, legal protections, and other perks. Workers now receive a more steady and predictable income as a result of this formalization, which lowers their economic vulnerability and increases their long-term financial stability.

**vii. Encouragement of Entrepreneurship:**

The expansion of the RMG sector has encouraged entrepreneurship in associated fields, such as SMEs that offer support services to clothing factories. Industries such as textile manufacturing, machinery upkeep, dying, and tailoring services have seen an increase in entrepreneurs. The demand for these services has increased due to the RMG sector's rapid expansion, which has led to the emergence of new companies that assist the apparel supply chain. In addition to creating jobs, this entrepreneurial activity promotes industrial innovation and economic diversity.

## 2.7 Summary and Conclusion:

Especially in Bangladesh and other similar nations, the ready-made garment (RMG) sector plays a major role in employment creation, economic expansion, and the reduction of poverty. With its origins in the Industrial Revolution, the RMG sector has developed through advances in quick fashion, worldwide supply chains, and mass production. But the industry also has to deal with issues like environmental effects and worker rights, which makes more ethical and sustainable business methods necessary. One of the biggest names in the RMG market, Brandix Apparel Bangladesh Ltd., is committed to ethical labor practices, sustainability, and innovation. The company is dedicated to upholding fair labor practices, protecting the environment, and developing new technologies in order to become the most sustainable clothes producer in the world. Their leadership in the industry is strengthened by their strategic focus on community development, state-of-the-art technology, and eco-friendly operations. The RMG sector is vital to Bangladesh's economy, creating millions of jobs, many of which are for women, and accounting for more than 80% of export earnings. The sector has an impact on more than just jobs; it also promotes urbanization, infrastructural expansion, and skill development. It also encourages the formalization of employment, the expansion of the financial sector, and the decrease of poverty. Particularly in emerging nations, the RMG sector is essential for social empowerment as well as economic growth. It provides a route for the formalization of labor markets, women's emancipation, and the decrease of poverty. Setting the bar for the industry, Brandix Apparel Bangladesh Ltd. is an example of how businesses in the sector can incorporate sustainability, innovation, and ethical standards into their core operations. To meet global concerns about worker rights, ecology, and technological innovation, the industry must, nevertheless, keep changing.

## 2.8 Recommendation:

**Improve Perceived Organizational Support (POS):** To increase commitment and retention, RMG companies could enhance POS through programs including employee appreciation, professional development, and improved communication channels.

**Invest in Sustainable Practices:** More businesses ought to take Brandix's lead in using eco-friendly technology and earning certifications like LEED in order to reduce their influence on the environment. In the industry, sustainability ought to provide a competitive edge.

**Prioritize Worker Well-Being:** Ensuring equitable pay, secure working environments, and worker empowerment—particularly for women—should continue to be important priorities. This will support the sector in keeping a happy and productive staff.

**Utilize Technological Advancements:** To increase productivity and maintain competitiveness in a global market that is changing quickly, businesses should keep spending money on technologies like automation and digitalization.

**Support for Community Development:** Corporate social responsibility should be prioritized, particularly in areas where the RMG sector works, in order to build long-term societal well-being alongside company growth.

**Boost Workplace Safety and Employee Welfare:** Brandix Apparel Bangladesh Ltd. should place a high priority on the ongoing development of workplace safety protocols and worker welfare. This include paying fair salaries, maintaining safe and healthy working conditions for all workers, and making sure that international labor standards are followed.

**Encourage Sustainable Manufacturing:** In addition to aggressively seeking carbon neutrality throughout all of its operations, the corporation should keep funding sustainable initiatives like waste reduction, energy efficiency, and water conservation. Additionally, it ought to consider increasing the amount of eco-friendly materials it uses in its goods.



# *CHAPTER 3*

## **PROJECT PART**



### 3.1 Introduction

Impact of Perceived Organizational Support on RMG Industry Commitment." The main subject of attention is Brandix Apparel Bangladesh Ltd., a significant participant in Bangladesh's ready-to-wear (RMG) market. This industry is vital to the nation's economy since it employs millions of people and contributes significantly to GDP. Nonetheless, issues with commitment, satisfaction, and retention of employees continue to exist. In Bangladesh, where it contributes significantly to both the GDP and employment of the nation, the ready-made garment (RMG) industry is vital to the global economy. Bangladesh is now the world's second-largest garment exporter after China as a result of the sector's explosive growth during the previous few decades. The RMG business, which has its roots in low-cost manufacturing, has significantly raised living standards and provided opportunities for millions of workers, especially women, helping to drive economic development.

One of the top businesses in this sector, Brandix Apparel Bangladesh Ltd., has played a crucial role in its expansion. Being a major actor in the industry, Brandix is dedicated to sustainability and innovation, continuously adjusting to meet demand worldwide while maintaining moral labor standards. But like a lot of businesses in the sector, Brandix has a hard time keeping workers committed and engaged in a labor-intensive workplace. In this situation, the "Effect of Perceived Organizational Support (POS) on Commitment" becomes extremely important. POS measures how much workers feel their company appreciates their contributions and is concerned about their welfare. This study investigates the relationship between employees' dedication, engagement, and general satisfaction and their perception of assistance at Brandix Apparel. In order to help Brandix and other RMG organizations retain talented and motivated employees in a market that is becoming more and more competitive, the study aims to offer practical insights for enhancing HRM practices.

The RMG sector is continuously changing in the present fast-fashion and globalization period because to factors like customer demand, technical improvements, and an increasing emphasis on ethical and sustainable practices. The framework for a thorough examination of how organizational support affects employee loyalty, productivity, and the long-term performance of the business is provided by this introduction.

I've observed that Brandix has made a lot of efforts to guarantee the wellbeing and contentment of its employees while I've worked there. The question still needs to be answered, though: how do workers view these initiatives, and how does it affect their involvement and loyalty? With the

goal of offering insights not only for Brandix but also for the larger RMG industry, this study delves deeply into the subtleties of organizational support and its impacts.

### **3.2 Problem Statement**

The RMG industry faces fierce competition for skilled workers and high staff turnover, therefore it's critical to comprehend the importance of perceived organizational support. One of the industry leaders, Brandix Apparel Bangladesh Ltd., has introduced a number of support programs to raise staff dedication and satisfaction. Understanding how perceived organizational support affects employee engagement throughout the company's departments and hierarchical levels, however, is noticeably lacking.

Even if Brandix makes an attempt to offer professional, financial, and emotional support, differences in how employees perceive their assistance—particularly between upper and lower management—may have an impact on commitment and job satisfaction in general. Particularly, as compared to their senior colleagues, staff members in operational and lower managerial levels frequently express feeling less supported. The stability of the organization and employee retention may be at danger due to this disparity.

Moreover, whereas prior research has indicated the overall advantages of perceived organizational support, little of it has examined its particular impacts in the context of Bangladesh's RMG sector. By examining the effects of varying perceived levels of support on employee commitment at Brandix, this study seeks to close this gap. Gaining an understanding of these dynamics can help to improve employee engagement tactics and create more efficient support programs that are suited to a range of employee demands. Resolving this issue is essential to enhancing organizational effectiveness and preserving a competitive advantage in the sector.

### **3.3 Research Question**

The primary inquiry I investigated was

- How does Perceived Organizational Support (POS) impact employee commitment within Brandix Apparel Bangladesh Ltd.?

I was able to further structure the study with the aid of this question, focusing on the quantitative as well as the qualitative parts of employee perceptions in an effort to determine the relationship between commitment and support.



### **3.4 Research Objective**

#### **Broad Objective**

This study's overarching goal was to investigate how Perceived Organizational Support (POS) affects staff commitment at Brandix Apparel Bangladesh Ltd. In order to ultimately contribute to the success of the business, I set out to evaluate how employees' perceptions of the organization's support affect their propensity to stay devoted, engaged, and loyal to their jobs.

### **3.5 Significance**

This research is significant because it throws light on the essential relationship between employees' perceptions of organizational support and their overall loyalty to the company. In the RMG industry, where employee turnover is a constant issue, knowing how these views influence commitment can provide actionable insights for lowering attrition and increasing productivity.

Given Brandix Apparel Bangladesh Ltd.'s position as a prominent player in the RMG sector, I believe there is a strong correlation between perceived organizational support and employee engagement. The company's success is primarily reliant on having a motivated and dedicated team. This study provides useful insights into potential areas for development by investigating how employees at various levels and departments view Brandix's support.

The findings of this study are very important for Brandix because they can help strengthen HR processes and support programs. Identifying the unique needs and perceptions of different employee groups enables the development of focused tactics to improve employee happiness and loyalty. For example, if some departments or levels of the organization are determined to have lower levels of perceived support, Brandix can take proactive steps to close the gaps. This could include strengthening communication channels, expanding career development possibilities, and creating more tailored support programs.

Furthermore, knowing these dynamics helps to reduce turnover while also improving operational efficiency. Employees who feel valued and supported are more likely to be engaged and productive, which can result in better performance and a stronger market position. By addressing the challenges raised in this study, Brandix may create a more supportive work environment that encourages long-term loyalty and improves overall organizational effectiveness. In essence, this study outlines a roadmap for Brandix to match its support strategies with the demands of its employees, resulting in a more committed and productive team.

### 3.6 Literature Review

According to the literature on Perceived Organizational Support, when employees feel appreciated and supported by their organization, they are more likely to be committed and satisfied with their jobs. According to research, POS has a favorable influence on lowering turnover intentions, increasing work engagement, and improving organizational citizenship behavior. Brandix believes that implementing these strategies will increase employee retention and performance.

#### **Perceived Organizational Support (POS):**

Employee perceptions of how much their company values their efforts and is concerned about their welfare are known as perceived organizational support, or POS. POS was initially conceived by Eisenberger et al. (1986) and is based on the organizational support theory, which holds that employees are more committed and perform better when they receive positive treatment from their employers. It provides the psychological underpinnings for mutual commitment and trust between corporations and their workforce.

#### **Factors of POS:**

The organizational procedures and circumstances that affect how much employees believe their company values their contributions and well-being are factors that affect point of sale (POS). These elements consist of:

- **Organizational Justice:** The degree to which workers believe that interactions, procedures, and resource allocation inside the company are fair.
- **Supportive Leadership:** Supervisors and managers who show concern for, acknowledge, and comprehend the needs and contributions of their staff.
- **Work-Life Balance:** Flexibility on the part of the organization to accommodate workers' personal requirements, such as providing remote work choices or modifying workloads at trying times.
- **Access to Resources:** Supplying the resources, instruction, and chances needed for workers to advance in their positions.

## Factors Affecting POS:

A number of factors impact POS, such as:

- **Fairness in Procedures:** Trust is fostered by open and just policies.
- **Supervisor Support:** How supported employees feel is greatly impacted by the actions of their managers.
- **Reward and Recognition:** Prompt gratitude and chances for professional advancement improve POS.
- **Job Security:** Having a steady job makes people feel more supported.
- **Organizational Communication:** Regular and transparent communication fosters confidence and trust.

## Outcomes of Perceived Organizational Support (POS):

POS produces a number of advantageous results:

- **Enhanced Job Satisfaction:** According to the literature, employees are more satisfied with their jobs when they believe their employer values their contributions. This satisfaction comes from feeling respected and appreciated at work, which boosts general happiness. Brandix believes that establishing regular feedback mechanisms, recognition programs, and professional development opportunities can contribute to enhanced employee job satisfaction. Employee appreciation activities, awards, and constructive criticism can help employees feel valued and motivated about their jobs.
- **Reduced Turnover Intention:** POS (Perceived Organizational Support) has been demonstrated to drastically lower employees' intentions to quit their jobs. Employees who experience high levels of support are less likely to consider leaving because they believe their contributions are valued and their needs are addressed. Brandix believes that focusing on providing a supportive work environment will help retain talent while also lowering the costs associated with high turnover, such as recruitment and training new personnel. Offering competitive benefits, career progression possibilities, and conducting frequent employee satisfaction surveys can assist address possible concerns before they lead to attrition.

- **Increased Work Engagement:** High levels of POS (Perceived Organizational Support) are associated with enhanced work engagement, in which employees demonstrate excitement, dedication, and effort toward their jobs. Engaged individuals are more inclined to take the initiative, interact effectively, and contribute to corporate success. Brandix believes that cultivating a supportive culture can lead to increased participation. This can be accomplished by involving employees in decision-making processes, giving difficult and meaningful work, and providing opportunity for professional development. Employees who are engaged are more inclined to go above and beyond their job responsibilities, helping the organization achieve its goals.

### **Improved Organizational Citizenship Behavior (OCB):**

POS (Perceived Organizational Support) promotes employees to practice organizational citizenship behaviors, which include voluntary actions that benefit the organization and its members, such as assisting coworkers and participating in company initiatives. Employees that feel supported are more likely to contribute productively outside of their regular job responsibilities. Brandix believes that providing a supportive work environment can result in greater OCB, which improves teamwork, cooperation, and overall company culture. Initiatives such as team-building exercises, recognizing additional effort, and fostering a collaborative work atmosphere can all help to promote these habits.

### **Enhanced Psychological Well-Being:**

POS (Perceived Organizational Support) helps employees' psychological well-being by lowering work-related stress and improving their overall mental health. Employees who feel supported report decreased levels of worry and tension, resulting in improved overall well-being. Brandix believes that establishing support systems such as mental health resources, work-life balance programs, and stress management courses can help employees improve their psychological health. Providing access to counseling services, flexible work arrangements, and developing a supportive work culture can improve well-being.

### **Strengthened Employer-Employee Relationships:**

A strong feeling of POS (Perceived Organizational Support) promotes excellent relationships between employers and employees, which are marked by trust, mutual respect, and open communication. This improves the entire work atmosphere, resulting in a more united and committed team. Brandix believes that investing in excellent employee relationships can lead to improved loyalty and a more positive company climate. This can be accomplished through regular one-on-one meetings with management, open communication about corporate goals and developments, and trust-building efforts such as employee participation in decision-making processes.

### **Better Adaptation to Change:**

Employees who feel a high level of organizational support are better prepared to deal with changes and problems. They are more resilient and open to new ideas, resulting in smoother transitions throughout organizational changes. Brandix believes that offering support during times of transition, such as through clear communication, training, and emotional support, can help employees adjust more smoothly. Change management programs, regular briefings on organizational changes, and the provision of tools to assist staff in adapting are examples of this type of support.

## **3.7 Findings**

This part summarizes the data gathered throughout the study and provides a thorough analysis of how Brandix employees view the organizational support they receive. The analysis includes both primary data (collected through staff interviews and surveys) and secondary data (gathered from corporate reports and industry publications).

The findings are organized into important categories:

**Perception of Organizational Support:** Employees at Brandix believe that the employer provides enough perks and career growth possibilities. However, there is a difference in how lower-level employees view their access to these chances compared to those in management roles.

**Impact on Commitment:** High levels of perceived organizational support are associated with improved employee loyalty and lower turnover. Employees that feel valued and supported are more likely to stay with the organization and demonstrate higher levels of engagement.

**Barriers to Support:** Specific challenges identified by the survey include a lack of communication between employees and management, as well as a perceived lack of openness in the implementation of support efforts.

### 3.8 Analysis

Data analysis is an important step in understanding how perceived organizational support (POS) influences employee commitment at Brandix Apparel Bangladesh Ltd. This section describes the examination of both primary and secondary data gathered during the investigation.

#### Survey Data Analysis

The basic data was acquired through surveys issued to Brandix workers from various departments and hierarchical levels. I began by examining the data through several critical steps:

- **Descriptive Statistics:** I summarized the data using mean scores, standard deviations, and frequency distributions. For example, I calculated the average score for perceived organizational support to assess overall employee sentiments.
- **Departmental Variations:** I saw variances in POS perceptions among departments. HR and production divisions indicated higher levels of assistance than operational and lower managerial roles. This shows that, while some support programs are helpful, others should be improved.
- **Seniority Levels:** The investigation found that senior employees perceived higher levels of support than junior employees. This could be attributed to more direct interactions with senior management and longer tenure, which promote stronger connections and increased trust.

## **Correlation and Regression Analysis:**

To quantify the relationship between POS and employee commitment, I used correlation and regression analysis.

- **Correlation Analysis:** I calculated a Pearson correlation coefficient to assess the degree and direction of the association between POS and several characteristics of employee commitment, including job satisfaction and organizational loyalty. The findings revealed a strong positive connection, demonstrating that stronger felt support is linked to greater commitment.
- **Regression Analysis:** I used multiple regression analysis to predict employee commitment based on perceived support while adjusting for characteristics such as department, seniority, and role. The regression model indicated that POS had a considerable impact on employee commitment, with a high R-squared value indicating good explanatory power.

## **Job Satisfaction and Turnover Intention:**

I also investigated how POS affects work satisfaction and turnover intention:

- **Job Satisfaction:** According to the survey results, employees who felt more supported reported higher job satisfaction. Work-life balance, recognition, and opportunity for professional development all contributed significantly to this level of happiness.
- **Turnover Intention:** The study found that higher POS was connected with decreased turnover intentions. Employees who felt supported were less likely to consider quitting the organization, demonstrating the significance of support in retention measures.

### 3.8.1 Employee Satisfaction Levels

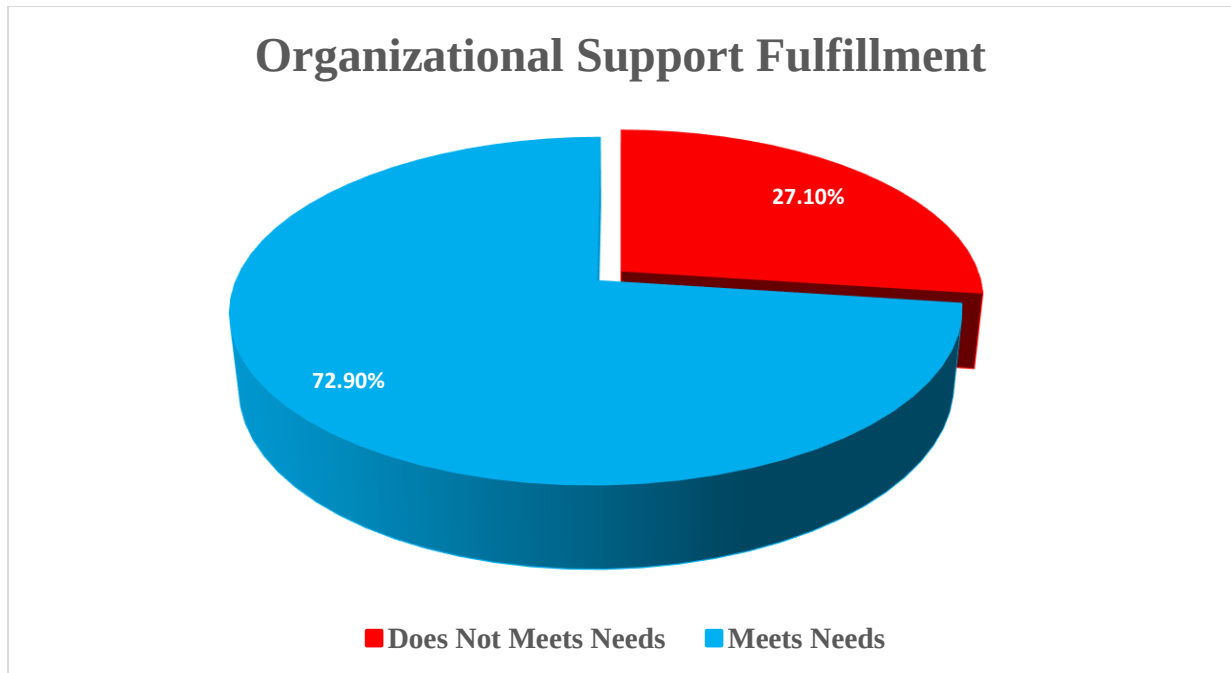


**Figure 1: Employee Satisfaction Level with Company's Support**

Employee satisfaction with the company's assistance activities is high, according to the data. A considerable fraction, 200 employees, reported being satisfied, with another 120 indicating that they are extremely satisfied, implying that the company's efforts are widely recognized. However, 80 employees took a neutral stance, indicating that their experience with the support programs was not substantially biased in any direction. On the downside, 50 employees reported feeling dissatisfied, with 30 indicating they are extremely dissatisfied, indicating places for development. Overall, while the majority of employees are satisfied, feedback from dissatisfied employees suggests ways to improve workforce assistance.



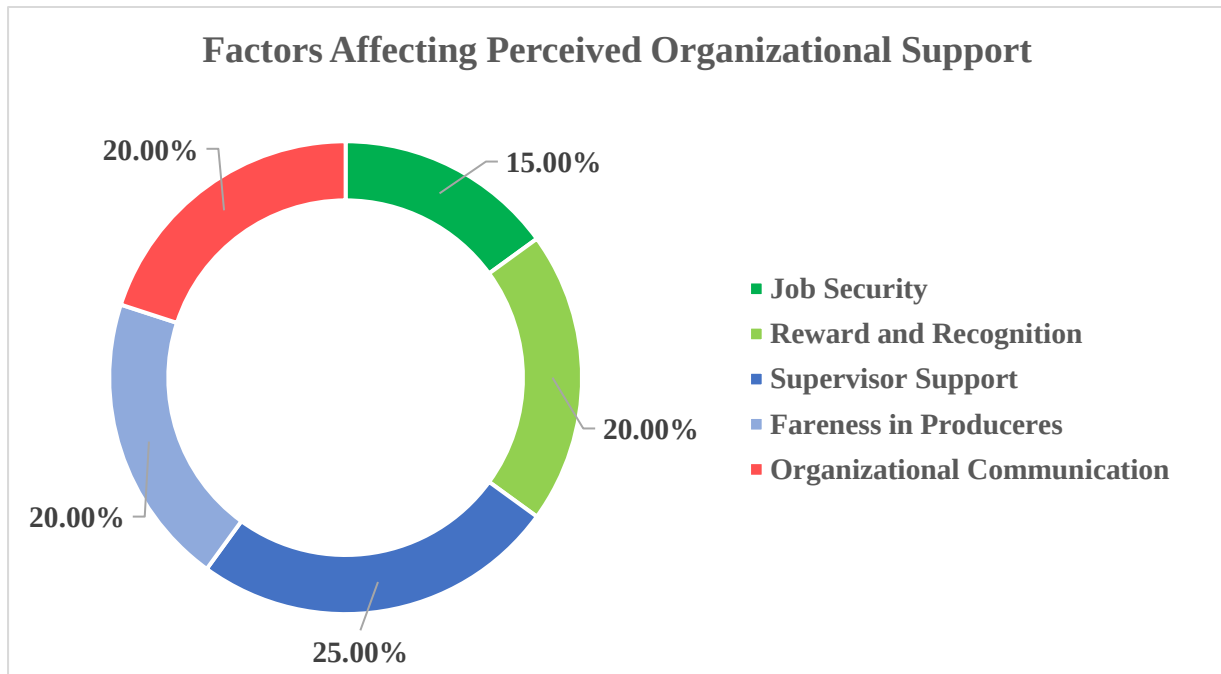
### 3.8.2 Employee Perceptions of Organizational Support Fulfillment



**Figure 2: Organizational Support Fulfillment**

According to the research, a considerable majority of employees (72.90%) believe Brandix meets their support needs, which reflects highly on the company's initiatives to provide organizational assistance. However, 27.10% of employees believe that their support requirements are not being addressed, indicating that a significant minority may require further attention and improvements in support programs to feel appropriately supported. While the general attitude is good, addressing the issues of the dissatisfied group may improve employee well-being and dedication.

### 3.8.3 Factors Affecting Perceived Organizational Support



**Figure 3: Factors Affecting Perceived Organizational Support**

The results indicate that, with a 25% influence, Supervisor Support is the most important factor affecting Perceived Organizational Support (POS). This demonstrates how important managerial behaviors and actions are in influencing how employees view the value and concern of the company. Reward and Recognition, Fairness in Procedures, and Organizational Communication all account for 20% of POS, highlighting the significance of fair treatment, employee contribution recognition, and open communication in creating a positive work environment. Even if it only makes up 15% of the total, job security is nevertheless crucial since stable and secure working conditions are necessary for employees to feel appreciated and supported.

These results imply that Brandix has worked admirably to cover a variety of POS aspects. However, employee trust and happiness might be greatly increased by concentrating more on improving supervisor support, improving reward and recognition programs, and making sure organizational procedures are fair. Additionally, regular communication and focused approaches to job security issues may increase workers' sense of organizational support in general, which will increase their engagement and loyalty.

### 3.9 Methodology of the Study

My study's approach was founded on data I gathered while working as an intern at Brandix Apparel Bangladesh Ltd. I collected information from a number of sources, such as external references, internal records, and my direct participation in organizational activities. I used both primary and secondary data to guarantee a thorough investigation.

#### ❖ Primary Data

Through my interactions and experiences inside the company, I immediately gathered primary data. I gained firsthand knowledge of workplace dynamics and employee experiences thanks to these techniques.

- I gained a better understanding of the workplace culture, work procedures, and how staff members interact with management and one another by observing daily operations and interactions.
- I spoke with staff members one-on-one to learn more about their viewpoints, difficulties, and emotions regarding organizational commitment and support.
- In order to obtain an outside viewpoint on Brandix's approach to service quality and its dedication to sustaining solid client relationships, I also spoke with clients.

#### ❖ Secondary Data

- In order to obtain a thorough understanding of the organization's performance, policies, and employee assistance programs, I studied the annual reports.
- In order to comprehend the company's principles, objectives, and employee-focused initiatives, I examined internal communication materials.
- These materials provide verifiable proof of the business's procedures, policies, and monetary dedication to worker wellbeing.
- I provided a balanced viewpoint between real-world observations and scholarly ideas by using academic resources to relate my findings to accepted theories.
- Understanding the company's mission, vision, values, and public pledges to organizational and employee development was made easier with the help of its website.

### **3.10 Data Analysis**

The data acquired from both primary and secondary sources was examined utilizing graphical tools, charts, and qualitative methods. I utilized Excel to generate several visual representations, such as bar charts and pie charts, to present the findings in a clear and easy-to-understand format.

### **3.11 Report Writing**

The report is organized into sections that cover the introduction, methodology, company overview, findings, and suggestions. By offering doable suggestions, such as boosting employee engagement programs, developing a supportive culture within the company, and expanding internal communication, I hoped to guarantee a pragmatic approach to the research.

### **3.12 Limitation**

Several restrictions emerged during the research process. Because the data was based on employee self-reports, there could be biases in the responses. Furthermore, my research concentrated primarily on one company, Brandix Apparel Bangladesh Ltd., which may limit the applicability of my findings to the larger RMG industry. This methodology provided a structured way to analyzing the relationship between organizational support and employee engagement at Brandix and was matched with best practices in current literature.

### **3.13 Conclusion and Discussion**

The outcomes of this study clearly show that Perceived Organizational Support (POS) plays an important role in influencing employee engagement at Brandix Apparel Bangladesh Ltd. Employees who sense strong support from the business, whether through emotional, financial, or professional channels, are more likely to be committed, loyal, and satisfied with their jobs. This sense of support develops an emotional bond with the organization, helping employees to stay engaged and motivated in their employment. Those who feel unsupported or mistreated, on the other hand, tend to be less committed, with many indicating a wish to look for work elsewhere. The relationship between POS and employee retention emphasizes the significance of recognizing and meeting employee needs at all levels of the firm.

This study underlines how improving POS can have a significant influence on staff retention and company performance. Specific initiatives, such as recognition programs for exceptional performance, professional development opportunities that allow employees to upskill and

progress within the firm, and open communication lines between staff and management, are all critical to increasing the perception of support. Employees who feel valued and see a clear route for career advancement are more likely to stay with the organization and contribute positively to its growth. Transparent communication also increases trust and minimizes feelings of isolation, ensuring that staff feel heard and valued.

The study also emphasizes the importance of specific HR tactics in the RMG (Readymade Garments) business, where labor-intensive work and high-pressure settings can frequently result in employee burnout and unhappiness. In such industries, it is even more critical for employers to give enough assistance in terms of work-life balance, mental health resources, and stress management programs. Brandix, like other RMG companies, has particular obstacles as a result of the demanding nature of their work. Employee turnover can grow in the absence of effective support mechanisms, resulting in production disruptions and higher costs associated with hiring and training new staff.

By implementing the study's suggestions, Brandix has the potential to dramatically boost its organizational support systems. Initiatives such as improving workplace well-being programs, providing career advancement opportunities for employees at all levels, and ensuring that management regularly engages with the workforce on support and development issues can result in significant increases in employee satisfaction and retention rates. Furthermore, investing in employee recognition programs and cultivating a culture of gratitude could help Brandix establish its reputation as a firm that actually values its employees.

Furthermore, as employee well-being becomes increasingly important to long-term economic performance, Brandix's proactive approach to addressing these problems has the potential to create a standard in the RMG industry. By focusing on POS, Brandix may not only improve internal efficiency and reduce attrition, but also establish itself as an industry leader in employee welfare. This convergence of employee satisfaction and organizational performance has the potential to generate a virtuous cycle in which committed individuals drive company success, while the firm reinforces its commitment to its personnel.

In conclusion, the findings of this study highlight the critical importance of POS in guaranteeing employee loyalty and long-term performance for Brandix Apparel Bangladesh Ltd. By improving its support systems and addressing its workforce's individual requirements, Brandix can create a more supportive, engaged, and productive workplace that benefits both employees and the firm as a whole.

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❖ **History of Brandix**

Detailed information on the Company.

[Brandix-Wikipedia](#)

❖ **Wikipedia - Ready-Made Garment Industry**

General overview and history of the global ready-made garment industry.

[Wikipedia - Garment Industry](#)

❖ **Technology and Innovation in RMG Industry**

Trends in automation, smart textiles, and digitalization within the apparel manufacturing industry.

[McKinsey & Company - The Future of Fashion](#)

❖ **The Effect of Perceived Organizational Support on Organizational Commitment and Employee Performance**

This study looks at employee performance as well as the relationship between POS and organizational commitment. It might provide insightful information about the subject of your study.

[The Effect of Perceived Organizational Support on Organizational Commitment and Employee Performance](#)

❖ **Perceived Organizational Support**

All information on Perceived Organizational Support (POS)

[Perceived Organizational Support PDF](#)