

Industrial Attachment Report on

Snowtex Group

By

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An internship report submitted to Executive Development Centre, BRAC Institute of Governance and Development (BIGD), BRAC University in partial fulfillment of the requirements for the degree of Post Graduate Diploma in Knitwear Industry Management (PGD-KIM).

Executive Development Centre

BRAC Institute of Governance and Development

BRAC University

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Declaration

It is hereby declared that -

1. The internship report submitted is my own original work while completing 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 full and accurate reference.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

Zarine Anan Khondoker

Programme Coordinator, EDC

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Subject: Submission of Internship Report on “Industry Attachment Report on Snowtex Group”.

Dear Maam,

This is my pleasure to submit my internship report based on my industry attachment with Snowtex Group.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant, compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Talha Mafruha

ID-1000055569

Post Graduate Diploma in Knitwear Industry Management (PGD-KIM)

Executive Development Centre, BIGD, BRAC University

05 March 2026

NON-Disclosure Agreement

This agreement is made and entered into by and between Snowtex Group as the First Party and the undersigned student at Executive Development Centre, BRAC Institute of Governance and Development, BRAC University as the Second Party. The First Party has allowed the Second Party to complete three months long internship in partial fulfillment of the requirements for the degree of Post Graduate Diploma in Knitwear Industry Management. The Second Party will have the opportunity to work closely with the company's officials and access official data and information. Based on work experience and data, data, and information collected during the internship, 2nd Party will prepare an internship report. The Second Party will use all sorts of data and information for academic purposes and will not disclose to any party against the interests of the First Party.

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Snowtex Group

Acknowledgment

To start, I wish to convey my heartfelt thanks to Snowtex Group for allowing me the chance to create this report and for providing me with valuable insights into their operations and organizational practices. The guidance, support, and information offered by the company have been instrumental in the successful completion of this report.

I am particularly grateful to the management and team members at Snowtex Group for their collaboration, professionalism and readiness to share their knowledge and expertise. Their practical insights from the merchandising, marketing, design and development, industrial engineering, quality control and assurance and planning and production departments significantly enhanced my understanding of the apparel industry.

Additionally, I want to share my gratitude to my academic supervisor Zarine Anan Khondoker for her unwavering guidance, constructive feedback and encouragement. I was able to finish this report in a meaningful way with Madam's help and direction.

Executive Summary

This study presents an overview of Snowtex Group, a major ready-made garment (RMG) producer in Bangladesh. Snowtex Group, founded with a focus to quality, sustainability, and innovation, has grown into a worldwide recognized garment exporter, supplying prominent multinational brands in Europe, North America, and other regions. The company focuses on merchandising and marketing, design and development, industrial engineering, quality control and assurance, and effective planning and manufacturing. Snowtex provides high-quality goods with modern technology, a competent personnel member, and rigorous adherence to international standards, all while maintaining ethical business practices and workplace safety. Snowtex Group prioritizes sustainable manufacturing by implementing environmentally friendly production processes, energy-efficient technologies, and social responsibility programs. Its purpose is to provide superior products while positively impacting the economy and community

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List of Acronyms

BGMEA – Bangladesh Garment Manufacturers and Exporters Association

BIGD – BRAC Institute of Governance and Development

BKMEA – Bangladesh Knitwear Manufacturers and Exporters Association

BOM – Bill of Materials

C&F – Clearing and Forwarding

CM – Cost of Making

CPM – Cost per Minute

CSR – Corporate Social Responsibility

ERP – Enterprise Resource Planning

GDP – Gross Domestic Product

HR – Human Resources

IE – Industrial Engineering

KPI – Key Performance Indicator

PGD KIM – Post Graduate Diploma in Knitwear Industry Management

PO – Purchase Order

RMG Ready-MadeGarments

SMV-Standard Minute Value

T&A – Time and Action plan

Chapter 1: About Snowtex Group

1.1 Overview of the Company

In the Bangladeshi RMG industry, Snowtex Group has an exceptional history. By concentrating in outerwear and sportswear for the global market, Snowtex provided a new perspective at a time when the majority of the nation's manufacturers concentrated mostly on basic clothing. The company demonstrated Bangladesh's potential beyond basic apparel in the global garment industry by becoming one of the first Bangladeshi manufacturers to successfully produce and export high-value outerwear and performance sportswear through innovation, strong quality control, and advanced production capabilities. A well-educated and professional businessman with a strong background in local business, international marketing, and industrial management founded Snowtex Group. The majority of its workers are competent and well-trained. Its production facilities employ professionals. The business's ability to maintain quality standards, adhere to deadlines, and meet customer expectations is what makes it successful (About Us, n.d.). The Honorable Managing Director of Snowtex is S.M. Khaled. He received an honors degree from the University of Dhaka. Then, in 2000, he started his own sourcing firm, Snowtex, to start his career in the clothing industry. He drives his business in a very timely manner, enabling Snowtex to develop in no more than eleven years, thanks to his honesty, sincerity, enthusiasm, and hard work (Management, n.d.). Snowtex Group will run four industries throughout the course of the next eleven years. With the founding of Snowtex Apparels Ltd. in 2005, which had six manufacturing lines, and Cut N Sew Ltd. in 2011, which had twelve, Snowtex grew. The visionary Mr. Khaled had envisioned a LEED project that would succeed in Bangladesh's RMG industry. Because Snowtex Outerwear Ltd. was established with the same goal, his wish has been fulfilled. Because Snowtex Outerwear Ltd. was established with the same goal, his wish has been fulfilled. Snowtex Outerwear Ltd., another member of the Snowtex family, was established by fulfilling LEED, or Leadership in Energy and Environmental Design, standards. Snowtex Outerwear Ltd. and Snowtex Sportswear Ltd. started off with four production lines in 2014 and 2019, respectively. Today, they have 160 production lines operating and are well-known across the world for their

exceptional quality, competitive pricing, and timely delivery. Currently, Snowtex employs over 20,000 family members and has a \$300 million annual development (Our Factories, n.d.).

1.2 Vision and Mission

Mission:

- establishing quality control protocols, keeping an eye on the manufacturing process, assembling a quality assurance team, carrying out routine audits, putting in place a quality control system, utilizing the appropriate tools, educating staff, finding better raw materials, and giving suppliers feedback.
- application of cutting-edge technology and novel techniques for product diversification to increase productivity.
- application of cutting-edge technology to operational excellence in processes and organizations.
- Implementation of green efforts to lessen environmental effect (About Us, n.d.).

Vision: To deliver seamless assistance for global fashion companies by improving quality, productivity, advancing technology, and lowering environmental effect (About Us, n.d.).

1.3 Goals & Objectives

Goals: To establish a very ecological footprint in the world's clothing market (About Us, n.d.).

Objectives:

Snowtex works hard to maximize profit by carrying out transparent business procedures within the legal and social framework. Also, Snowtex team look forward to:

- Buyers are satisfied with timely shipment and high-quality products.
- Boosting garments output.
- Increasing employment with minimal investment
- Becoming competitive in the internal as well as external markets.
- Maximizing export earnings with minimum imported input.
- Nurturing a good relationship among the employees with the factories (About Us, n.d.).

1.4 Organizational structure, Organogram, Branches and Departments

The Snowtex Group uses a well-organized corporate framework to effectively handle its wide range of commercial operations. Secretariat, HR & Administration, Internal Audit, Merchandising, Production, Planning & Control, Consumption, Finance & Accounts, Commercial, Procurement and Purchase, Industrial Engineering, Engineering, IT and ERP, Central QA & Audit, Fashion Design, Transport, Washing, and the Management Team are some of the specialized departments that make up the Snowtex Corporate Office. Each department carries out certain tasks that support the organization's effective resource management, timely production, quality control, and seamless operations (Corporate Profile, n.d.). Snowtex's management system promotes professional growth and capable leadership through a planned career progression. The first position on the organizational ladder is Management Trainee, which is followed by Junior Executive, Executive, and Senior Executive. Assistant Manager and Manager comprise mid-level management, whilst Deputy General Manager (DGM), Assistant General Manager (AGM), and General Manager (GM) include the highest management levels. The Director and the Chairman, who supervise strategic decision-making and steer the company's general course and expansion, are at the top of the hierarchy (Management, n.d.). Accountability, transparent communication, and efficient departmental cooperation are all made possible by this this well-organized hierarchy.

1.5 Products/services produced by the industry

Snowtex Group manufactures a broad variety of clothing for various uses and client demands. Workwear for offices and industrial settings, safety gear that guarantees durability and protection, fashion clothing for daily living, sportswear made for physical activities, and bottom wear including pants, shorts, and trousers are all part of their product line. Snowtex is able to produce clothing that is comfortable, long-lasting, and fashionable for a variety of international markets by fusing premium materials, cutting-edge production technology, and creative design techniques (Products, n.d.). Additionally, Decathlon, Richlu Manufacturing, Stormtech, Toray Industries, VF Asia, Berne Apparel, Bestseller, C&A, and Alphabroder are just a few of the globally renowned brands and partners with which the firm collaborates closely (Home, n.d.). Snowtex has grown its company by starting its own fashion label, SaRa, in addition to producing goods for international companies. SaRa, which has more than 20 years of expertise in the clothing business, wants to promote Snowtex's long-term expansion, competitiveness, and flexibility in the changing apparel sector while bolstering the company's footprint in both local and foreign markets (NewsThree, n.d.).

Chapter 2: Description of Internship Work

I have successfully completed internships across five key departments:

- Merchandising and Marketing
- Design and Product Development
- Production
- Industrial Engineering and
- Planning and Production Control

2.1 Merchandising & Marketing Department

I begin each day by reviewing emails and texts from clients, suppliers, and manufacturers to see if there are any updates or urgent demands. Then I check the production schedules and sample approvals to ensure that everything is on track. Next, I work with the design and production teams to confirm the fabric, trimmings, and other materials required for new orders. I also follow up with vendors to confirm delivery dates and update the order tracking system. During the day, I make samples for clients, inspect their quality, and organize them for shipment to purchasers. I also maintain track of all orders, samples, and shipments to guarantee effective communication between the factory, clients, and quality control.

In the afternoon, I may attend meetings with the management team or the QA department to discuss production progress, delivery schedules, or any issues that require resolution. Finally, I review the day's work, update reports, and prepare for the following day to ensure that all orders, samples, and communications are completed on time. I worked in this department for about two weeks. As merchandising has the core responsibility from order gain to execution, merchandisers need to follow a workflow that helps to execute their order and keep every detail in track. The serial wise work is mentioned –

Buyer Inquiry / Order Receive – Buyer sends design details, quantity, and requirements.

Product Development – Sample making, fabric selection, and costing are prepared.

Order Confirmation – Price and terms are finalized and the order is confirmed.

Raw Material Sourcing – Fabrics and trims are arranged from suppliers.

Sample Approval – Different samples are approved by the buyer before bulk production.

Production Planning – Production schedule and line planning are prepared.

Bulk Production – Garments are produced through cutting, sewing, and finishing.

Quality Inspection – Quality team checks garments to ensure buyer standards.

Packing – Finished garments are packed according to buyer instructions.

Shipment – Goods are shipped to the buyer.

2.2 Design & Product Development Department

My day starts with evaluating tech packets from clients. Before beginning, I thoroughly examine the measurements, construction details, fabric, and trim specs to ensure that everything is apparent. To avoid errors, I usually discuss any confusing areas with the merchandising department immediately away. I then utilize CAD to develop and validate technical drawings, design details, and measurements. This assures precision before the sample creation begins. Once everything is in accordance with the Tech pack, I work with the sample team to begin development. On the same day, after finishing the sample, I check the fit, measurements, workmanship, and general quality to ensure it fulfills the client's criteria. Once approved internally, I intend to send the sample to the client on the same day.

Throughout the day, I monitor sample status, update development records, and contact suppliers if additional materials are required. Before I end the day, I double-check that all documentation, CAD files, and correspondence have been appropriately updated. To ensure that product development runs successfully, I always prioritize accuracy, speed, and clear communication. I worked in this department for approximately two weeks.

2.3 Production Department

The day begins with a review of the production plan and the daily target for each line. I work with the Production, Planning, and Control (PPC) team to finalize the schedule and ensure that all supplies, fabrics, and trims are in stock before beginning production. I visit the factory floor to keep track on line setup, labor allocation, and workflow. I verify that the operators grasp the style, specifications, and quality criteria. If any difficulties develop, such as machine problems or quality concerns, I collaborate with the Industrial Engineering and QA teams to resolve them as soon as possible to avoid delays. Throughout the day, I monitor production output, efficiency, and bottlenecks. I ensure that production is running on schedule and take appropriate action if the line falls behind. I also update the merchandising team on order status and shipment schedules. Before the end of the day, I review the production report, confirm the quantity accomplished, and prepare for the next day to ensure smooth operation and timely delivery. I completed a one and half week in this department.

2.4 Industrial Engineering Department

I was part of this department for around two weeks. My day begins with examining the production schedule and verifying the goal output for each line. I compute the SMV (Standard Minute Value) and establish realistic production targets based on personnel and equipment capacity. I keep track of line balance to ensure that the workflow runs smoothly and efficiently. When I discover bottlenecks or idle time, I promptly examine the process and alter staffing or operations to increase production.

Throughout the day, I undertake time and technique studies to enhance operational flow and minimize unnecessary moves. I collaborate closely with the production and QA teams to ensure efficiency and quality. I also monitor line efficiency, operator performance, and hourly production. Based on the data, I create reports and recommend solutions to boost productivity and eliminate waste. Before I end the day, I analyze production performance, update efficiency reports, and plan improvements for the following working day.

2.5 Planning & Control Department

I spent approximately two weeks working in this department and work with merchandising, production, and the warehouse to ensure the availability of fabrics, trims, and accessories. If there are any shortages or delays, I promptly contact the appropriate department to avoid production interruptions. Throughout the day, I establish and update the production schedule according to order priority and factory capacity. I regularly check daily production output and compare it to the anticipated target. If there is a delay or deviation, I take remedial action by changing the plan or reallocating resources.

I also keep track of WIP (Work in Progress) to guarantee a smooth process from cutting to sewing, finishing, and shipment. Regular communication with all departments allows me to keep on-time shipment. To ensure a smooth production flow, I update planning reports, examine pending orders, and prepare the next day's program before the day ends. My primary goal is to ensure efficient planning, balanced capacity usage, and timely delivery of all orders.

2.6 Quality Control & Quality Assurance Department

During my internship, I spent one week in the Quality Control (QC) Department to see how garment quality is maintained. The day began by inspecting the manufacturing lines and ensuring that staff used the proper stitching procedures and standards. QC inspectors conducted in-line inspections, checking stitching quality, dimensions, and fabric problems as they were sewn. If a defect was discovered, it was promptly reported to the line supervisor so that it could be fixed.

Later, the QC crew assessed finished clothes in the finishing area. They evaluated thread trimming, ironing, labeling, and overall clothing look. Finally, a final check was performed prior to shipment to confirm that the clothing fulfilled the buyer's quality criteria. This experience taught me the value of quality control in ensuring product consistency and customer happiness.

During my internship, I spent a week in the Quality Assurance (QA) Department, observing how garment quality is maintained throughout the production process. The day began by reviewing production plans and ensuring that quality standards and buyer specifications were being followed. The QA staff oversaw several stages of production, such as fabric inspection, stitching, and finishing. They examined stitching quality, dimensions, and overall clothing appearance to avoid flaws during manufacture.

In the finishing department, the QA crew checked produced clothes before shipment to ensure they fulfilled buyer specifications. This experience taught me how quality assurance maintains consistent product quality and reduces faults in the garment business.

Quality Assurance (QA)

QA focuses on **preventing defects** in the production process.

It is a **process-oriented approach**.

Quality Control (QC)

QC focuses on **detecting defects** in finished or semi-finished garments.

It is a **product-oriented approach**.

Quality Assurance (QA)

QA activities happen **before and during** production.

QA sets **quality standards, procedures, and guidelines.**

QA ensures that the **production process** follows buyer requirements.

QA is usually handled by **quality managers or assurance teams.**

Quality Control (QC)

QC activities happen **during and after** production.

QC checks **stitching, measurements, fabric defects, and finishing.**

QC ensures that the **final product meets the** quality standards.

QC is usually handled by **quality inspectors.**

Chapter 3: Critical Assessment of Internship Work

During my internship in the five different departments, I received practical knowledge with how a firm functions and how different departments collaborate. I was involved in everyday office operations such as document preparation, report updating, follow-up on active projects, and communication with various teams. This provided me with a better understanding of the real-world working environment than theoretical knowledge. During the internship, I was known for my optimistic approach and eagerness to learn. Before beginning any assignment, I always made sure I understood my obligations completely. I did my allocated tasks on schedule and attempted to maintain accuracy in documentation and communication. I also enhanced my communication abilities by communicating with senior colleagues and working with various departments. This experience taught me the value of teamwork and cooperation in professional settings.

Initially, I had some difficulties because many technical phrases, processes, and office systems were unfamiliar to me. Sometimes I felt perplexed and required additional assistance from my bosses. Rather than becoming discouraged, I asked questions and attempted to learn from my mistakes. Gradually, I gained confidence and independence in handling tasks. This internship helped me learn key skills including time management, responsibility, problem solving, and professional communication. It also made me recognize where I still need to develop, particularly in terms of deep technical knowledge and swift decision-making. Overall, my internship in the upper department was a rewarding and important experience. It helped me grow personally and professionally, as well as prepare me for future career challenges.

3.1 Application of Generic and Industry-Specific Courses during Internship

Throughout my internship, I was able to apply what I had learned in class to real-world situations. What I gained in class helped me better comprehend my tasks and work with confidence. Business Analytics taught me how to interpret and understand data. During my internship, I reviewed production reports, order status, and efficiency metrics. This course helped me better comprehend statistics and identify areas for improvement. Statistics taught me the concepts of averages, percentages, and calculations. This helped me better comprehend production targets, line efficiency, and output reports. The Human Resources and Skills training helped me strengthen my communication and teamwork abilities. I learnt how to be professional, manage my time, and collaborate with other departments. The Communication skill course taught me how to create concise and professional emails. During my internship, I sent and responded to emails, gave updates, and used proper email formatting. The Merchandising course taught me about product development, sample processing, buyer needs, and order follow-up. It helped me grasp how orders go from development to manufacturing. The Industrial Engineering course taught me about production planning, SMV, line balance, and efficiency. When I watched industrial activities, I could connect them to what I had studied in class. I gained a better understanding of the fundamentals of clothing design, fabric choices, color schemes, and contemporary fashion trends thanks to the Fashion Designing course. I saw how designers create new styles based on customer needs throughout my internship. Additionally, I learnt how various fabrics and trimmings are chosen to fit the design concept and how design concepts are turned into samples. This information made it easier for me to comprehend how the clothing industry develops new products. Supply Chain Management helped me grasp how raw materials are moved from suppliers to factories and then to customers. During my internship, I watched the coordination of various divisions, including retail, production, and logistics. I learnt how to order supplies, manage manufacturing schedules, and ship finished items to buyers on time. This understanding taught me the value of effective planning and collaboration in the garment supply chain. The Quality Control module taught me the value of maintaining product quality in the clothing sector. During my internship, I watched several quality inspection processes, including fabric inspection, inline inspection, and final inspection. I learnt how quality

controllers inspect dimensions, sewing, finishing, and packaging to ensure that clothing satisfy buyer specifications. This practical experience taught me how quality management ensures customer happiness and reduces product failures. Overall, my courses helped me connect theory with practical work. They made my internship experience more meaningful and helped me perform my duties better.

3.2 Suggestions for the Company

There are various approaches to increase the industry's performance and growth. First, departmental communication should be clearer and faster. Many delays occur due to misconceptions or incomplete information. Mistakes can be reduced by using adequate communication channels and scheduling regular meetings. Second, proper production planning is really critical. When materials, trimmings, and textiles are ordered on time, production will not be delayed. Strong coordination across the merchandising, planning, and production departments can increase productivity. Third, staff should receive ongoing training. Training enhances talents, minimizes errors, and increases productivity. Skilled employees can produce higher-quality products in less time. Fourth, the industry should put more emphasis on quality control at all stages of manufacturing. Checking quality from the start can prevent rejections and save money. Fifth, utilizing new technologies and updated machines can boost efficiency and eliminate manual errors. Digital systems can assist track production, orders, and shipments more precisely. Finally, keeping a positive work environment is critical. Employees that feel respected and driven work harder and more productively. Overall, improved communication, planning, training, quality control, and technology can help the industry grow and function more effectively.

3.3 Learning for self-improvement

During my internship, I got crucial insights that helped my personal and professional development. Being a part of a real company introduced me to practical issues and opportunities that cannot be replicated in a classroom context. One of the first things I learnt was the value of time management. In a professional setting, meeting deadlines is critical, and I found that efficiently planning my day, prioritizing assignments, and avoiding procrastination were necessary for a smooth workflow and preserving the trust of my bosses and colleagues.

Another crucial skill I acquired throughout my internship was efficient communication. Working with coworkers, bosses, and even clients taught me how to communicate effectively, professionally, and confidently. I learnt how to convey my thoughts, ask pertinent questions, and seek clarification as needed. These conversations not only improved my teamwork skills, but also helped me comprehend professional manners and collaboration, both of which are essential in any corporate or industrial setting.

My problem-solving skills have also increased dramatically. Observing experienced professionals approach and manage difficulties taught me effective problem-solving skills. I tried to apply these strategies to my own work, whether it was spotting problems in clothing during quality inspections, working with various departments in merchandising, or assisting with production planning. This hands-on approach helped me think critically, make educated judgments, and adopt a proactive approach to work-related difficulties.

The internship also helped me improve my feeling of responsibility and organization. I learnt how to keep good records of tasks, reports, and deadlines. Another critical lesson was the value of ongoing learning. I learnt that regardless of how much theoretical information one possesses, there is always potential for improvement in actual abilities. By carefully observing, asking questions, and practicing new techniques, I was able to increase my skill and confidence. Constructive feedback from supervisors and colleagues was very beneficial; learning to accept criticism positively and apply it to enhance performance became an important element of my professional development.

Furthermore, the internship allowed me to discover my talents and flaws. I realized that I am capable of performing well under pressure, adapting to new work contexts, and fast mastering technical abilities. At the same time, I became aware of areas that need additional growth, such as advanced production planning procedures and in-depth fabric expertise, which motivated me to keep studying and improving my skills. Overall, the internship was a valuable learning experience that helped me improve personally and professionally. It offered a realistic perspective on how industries function, employer expectations, and the skills required for success. More importantly, it encouraged me to keep studying, strengthening my skills, and aiming for greatness in my future career in the textile and fashion industries.

Chapter 4: Conclusion

Bangladesh ranks 41st and 30th among the world's largest economies, with the garment sector accounting for 83% of exports and 28.1% of GDP. The industry is likely to grow more during the next ten years (GarmentsIndustry, n.d.). With competitive pricing, international standard quality, a young and committed workforce, duty-free market access in many developed countries, rapidly expanding backward linkages, adaptable production capabilities, and a solid reputation built over decades of experience, Bangladesh's ready-made garment industry is known throughout the world as a reliable sourcing hub (Strengths, n.d.).

Snowtex Group is a significant garment producer in Bangladesh, producing and exporting woven clothing. The organization emphasizes teamwork, employee well-being, and environmentally sustainable operations. Snowtex maintains high moral standards and a positive workplace atmosphere. Driven by motto, "Honesty & Commitment," and guided by feeling of "Be Happy, Make Happy" (About Us, n.d.).

The PGD-KIM program helped me grasp business and the clothing industry. My internship with Snowtex Group was both interesting and demanding. I studied Industrial Engineering (IE) procedures, including production planning, merchandising, quality control, and department coordination.

During the internship, I used what I learned in my business operations, communication, analytics, and industrial engineering classes. I also developed my cooperation, leadership, problem-solving, and professional abilities. Snowtex Group may improve the sector by focusing on employee training, better delivery planning, lean tool usage, and cost control. Overall, working at Snowtex Group helped me comprehend the garment industry, use my PGD-KIM knowledge, and build confidence and abilities for the future. The internship provided a fantastic learning opportunity. It helped the intern understand how a genuine firm operates and how different departments interact with one another. The intern learned practical skills in production, product development, merchandising, planning, and industrial engineering classes. Throughout the internship, the intern increased communication skills, teamwork, time management, and professional responsibility. Overall, the internship enabled the intern to apply theoretical knowledge from classes to real work, better understand industrial processes, and identify areas for future improvement.

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