

Report On
GBO Asia Limited
Liaison Buying Office of Gemo, Groupe Eram

By
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An internship report submitted to the Executive Development Center, 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 Center, BIGD
BRAC University
November 2025

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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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 referencing.
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

Muhammad Ziaur Rahman (Zia)

Senior Trainer

BIGD, Brac University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission on GBO Asia Limited.

Dear Sir,

This is my pleasure to submit the internship report on GBO Asia Limited where I was appointed to partial fulfilment of the program ‘Post Graduate Diploma in Knitwear Industry Management’.

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,

Shebly Shohan

ID: 24281088

Executive Development Center, BIGD

Brac University

Date: November 18, 2025

Non-Disclosure Agreement

This agreement is made and entered into by and between GBO Asia Limited and the undersigned student at EDC, BIGD, Brac University.

Student's Full Name & Signature:

Shebly Shohan
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Industry Supervisor's Full Name & Signature:

Md. Shah Newaz
QA Manager
GBO Asia Limited

Acknowledgement

The internship opportunity I had with GBO Asia Limited was a great chance for me to learn and professional development. I consider myself so lucky having selected for the PGD program at Brac University and that's why I got this greatest opportunity. I am also grateful for having met with lots of wonderful people & professionals who led me through this internship period.

I would like to heartedly thank my respected academic supervisor Mr. Muhammad Ziaur Rahman (Zia), Senior Trainer, BIGD whose worthy guidance and professional attitudes are appreciable in completing this dissertation.

I express my deepest thanks to my industry supervisor Md. Shah Newaz, QA Manager, for taking part in useful decisions, giving the required guidelines and arrangements for successful completion of the internship period at GBO Asia Limited.

My special thanks to my colleagues for their support and the people who allowed me to take part in their regular activities. I am deeply grateful to my parents for their support, appreciation, encouragement, and keen interest in doing this PGD. Finally, I thank my wife for her moral support throughout the academic work.

I perceive this opportunity as a big milestone in my career development. I will strive to use gained learning experience & skills in the best positive way, and I will try to work closely toward their further development, and improvement in terms of the organization's mission and vision as well as attain my desired career objectives.

I expect my cooperation and collaboration will be continued with you all in the future.

Sincerely,

Shebly Shohan

ID: 24281088

Executive Summary

This report is based on my activities carried out during the internship period at GBO Asia Limited, which is one of the world's largest apparel retailers, Gemo's liaisons buying office. The Internship duration was three months, and I have acquired practical knowledge of working in different departments. This learning and personal development experience are explained in detail in the various sections of this report.

In the first section, there are some details about my organization, company history as well as group, mission and vision, company's long-term goals and objectives, etc. The organizational structure and organogram of the management to general employees are also outlined. Then there is a brief description of the products sourced by the industry and a graphical illustration of the number of garments sourced from Bangladesh and turnover per season. I have highlighted the position of Bangladesh in the Southeast Asia region during some previous seasons.

The second section provides information about the activities that I have performed during my internship. During this internship period, I worked closely in five different departments for a total of 66 days. Here I have come to understand the details of the process of the organization from product development to shipment of the goods. I focused on the main topics of supply chain solutions like development, merchandising, quality control management department and rest other departments also covered respectfully. It is not feasible to build one department on its own, instead, all departments are interconnected and need to collaborate.

Thirdly, I have illustrated the application of different topics that we have learned during theoretical classes on generic and industry specific courses. I have identified some aspects of the organization that need to be improved for sustainability and provided suggestions for improvement. I have described what I have learned for self-improvement that would have a real impact on my career.

Finally, this report summarizes my practical learning, skill development, recommendations, and suggestions.

Keywords: Product Development; Merchandising; Sample & CAD; Quality Control; Human Resource Management.

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	v
Executive Summary	vi
Table of Contents	vii
List of Tables	viii
List of Figures.....	ix
List of Acronyms	x
Glossary	xi
Chapter 1 About Organization	1
1.1 Overview of the Industry	1
1.2 Vision & Mission.....	2
1.3 Goals & Objectives	2
1.4 Organizational structure, Organogram, Branches and Departments	3
1.5 Products/services produced by the Industry	4
Chapter 2 Description about task accomplishment.....	6
2.1 Product Development.....	6
2.2 Merchandising.....	7
2.3 Sample & CAD	8

2.4 Quality.....	09
2.5 HR and Admin	10
Chapter 3 Critical assessment of Internship work	12
3.1 Application of Generic and Industry specific courses during internship.....	12
3.2 Suggestion for industry improvement.....	13
3.3 Learning for self improvement	15
Chapter 4 Conclusion	17
References.....	19

List of Tables

Table 1: Workdays distribution in different department.....	6
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List of Figures

Figure 1: Sourcing from Bangladesh (in Million pcs)4

Figure 2: Knit Product Sourcing from Bangladesh (in Million pcs)5

List of Acronyms

AQL	Acceptable Quality Level
BGMEA	Bangladesh Garment Manufacturers and Exporters Association
CAD	Computer-Aided Design
CD	Category Director
CV	Curriculum Vitae
ERP	Enterprise Resource Planning
LC	Letter of Credit
MR	Merchandiser
PDF	Portable Document Format
PO	Purchase Order
PPS	Pre-Production Sample
QA	Quality Assurance
QCC	Quality Control Certificate
RMG	Ready Made Garments
SICIP	Skills for Industry Competitiveness and Innovation Program
SOP	Standard Operating Procedure
SSS	Size Set Sample
TF	Technical File
TNA	Time And Action

Glossary

LC	A letter of credit is an important financial tool in trade transactions for both domestic as well as international market. There are various types of LC used in trade transactions between buyers and sellers.
PO	Purchase order (PO) is a written document that includes specification of product, product price, order quantity, size break-up, packing instruction and shipping address etc. Buyers and garment sourcing agents follow a standard format for PO.
PPS	A pre-production sample in the garment industry is a critical step before bulk production. Whether done in-house or outsourced to a contractor, the purpose of PPS production is to prove the pattern, estimate production costs, and ensure consistency in production.
Size Set Sample	Size set sampling includes three samples of each size which are made with the fabric and finishings intended for the final product. After this is complete, mass production can start once the brand gives its approval to the factories.
Technical File	A technical file contains detailed information about garment design like the size measurements, care label instructions, artwork placement, fabric specifications, packing instructions, etc. Factories use this to quote prices and make samples.

Chapter 1

About Organization

GBO Asia Limited is the liaison buying office of Gémó, groupe ERAM. A specialized retailer, the Biotteau family founded the Eram Group in 1927 with Albert-René Biotteau, which is still based in Maine-et-Loire at France. This company will step into the history of a group that will soon be 100 years old. The group is led by the third generation of the Biotteau family. And it's driven by a strong entrepreneurial spirit and humanist values. The Eram Group is now composed of nine fashion brands in the fields of clothing, footwear and accessories which name are Gémó, Eram, Bocage, Mellow Yellow, Tbs, Parade, Dresco, Montlimart, and Sessile.

Xavier BIOTTEAU is the founder of Gemo, who established this brand in 1991. Since its creation, the improvement of Gémó (4,000 employees, 420 stores worldwide, 890 M€ in turnover in 2023) has been founded on solid qualities, effortlessness, liberality, and obligation. Nowadays, Gémó dresses 1 out of 5 French people and 6th retail brand in the personal equipment market. (Data source: <https://www.groupe-eram.com/>)

The majority of the manufacturers are from Southeast Asia, China, and India, while a smaller portion comes from France and the Mediterranean region. The Group prepares assets and abilities with the help of its sourcing partners in Bangladesh, India, and China to deal with the nature of its items and the states of their production.

1.1 Overview of the Industry

For the last 45 years, Bangladesh's textile industry has been its primary export market and source of international currency. The "Made in Bangladesh" label has popularized Bangladesh and making the country a prominent name in the global apparel market. Approximately 1.9 million people directly employed in the knitwear industry with an additional 0.5 million in indirect roles and about 65% of the workforce are women, many from disadvantaged backgrounds (BKMEA, FY 2023–24). The RMG sector responsible for about 81% of Bangladesh's total export revenue, with total RMG exports reaching approximately \$36.15 billion (BGMEA, FY 2023–24). And the knitwear sector responsible for 53.3% of RMG exports, totaling approximately \$19.28 billion (BGMEA, FY 2023–24).

In Bangladesh, the RMG industry is export-focused and started as a small, contemporary subsector in the late 1970s. There were only nine businesses in the nation at that time. Today, Bangladesh is host to more than 4500 industrial textile facilities, according to a private study.

But, according to the BGMEA information, there are more than 4000 apparel manufacturing facilities in Bangladesh. Over the past 20 years, the industry has experienced remarkable growth and evolved into Bangladesh's most significant exporting sector. The significant merchant of RMG items from Bangladesh is the USA and Europe. The largest buyer of RMG products from Bangladesh is the USA, Germany, the UK, France, and other E.U. countries (BGMEA, FY2023-24).

1.2 Vision & Mission

The mission is to fulfill the needs and expectations of every member of today's families and satisfy their appetite for life. In other words, make every moment in family life easier and simpler. It will be done through our affordable fashion collections: shoes, clothes, and accessories.

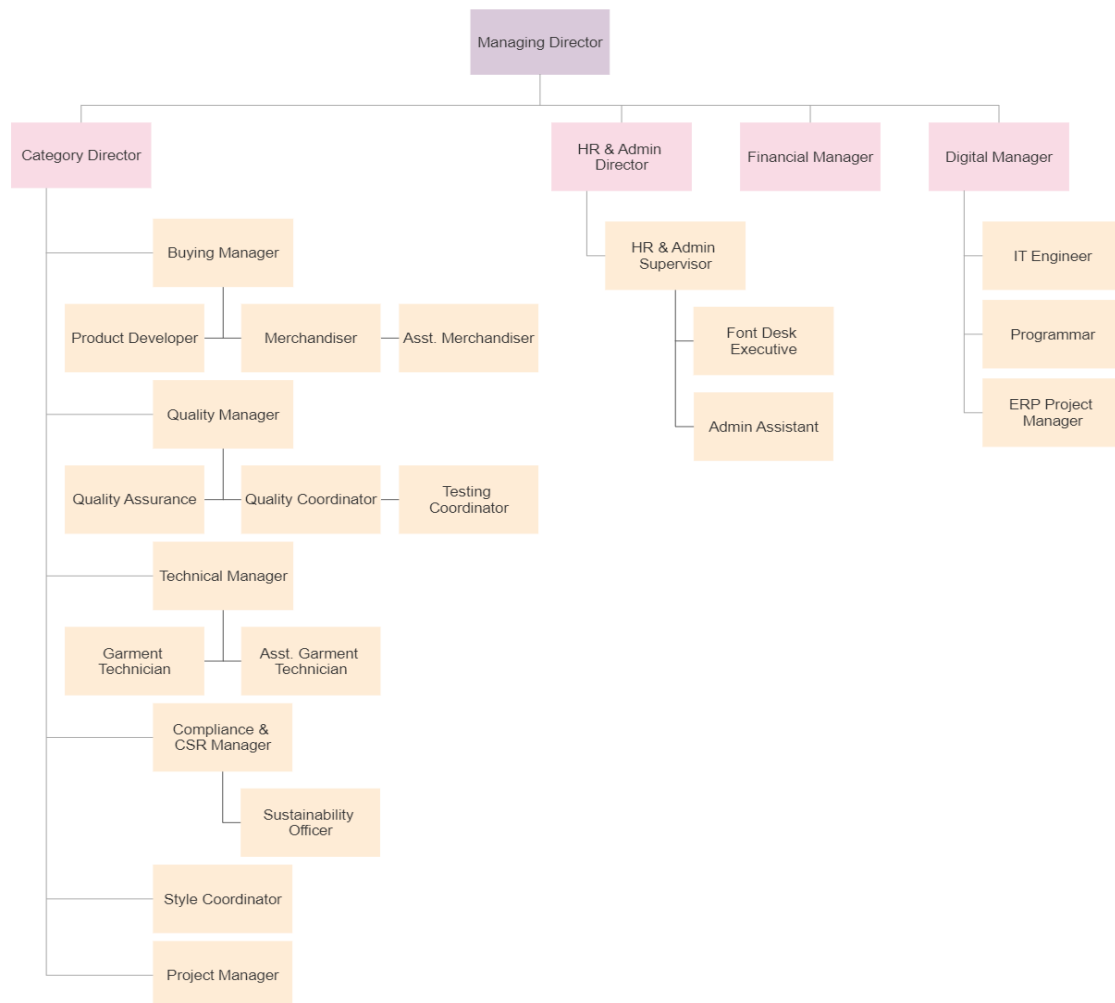
The ambition for the future is to become the favorite brand for today's families, a benchmark company recognized for its responsible performance.

1.3 Goals & Objectives

A company acknowledged for its sustainability, targeted 30% less CO₂ by 2030. To offer more sustainable fashion to the customers, an eco-design approach has been implemented for the development of collections. By 2027, 70% of our products will be made with more responsible and sustainable materials. As well as design and production, we want to manage distribution in a reasonable and responsible way by acting mainly on the reducing of energy consumption, and packaging that targets 60% less energy by 2030.

Faithful to its DNA, GÉMO continues its growth by concentrating on two main objectives. Firstly, exemplary customer relations throughout the buying experience, and secondly an offer recognized for its style/quality/price choosing Gémó means.

1.4 Organizational structure, Organogram, Branches and Departments



There are four sourcing offices in Asia for Gemo, groupe Eram named GBO Asia to collect a large selection of high-quality apparel, footwear, and accessories from Asia. These offices are in Dhaka, Shanghai, Dongguan, and Chennai. Throughout Asia, about 180 employees are employed by GBO Asia. The executive committee is headed by the Managing Director who is leading the branch offices in Asia and acting as a strategic planner for the Eram group. Based on the product category there are several category directors for denim and knit, sweaters and Lt. woven, lingerie & accessories, and shoes.

This organogram is mainly for the Dhaka office where knit and woven CD also acts as an office manager. All buying managers, quality, compliance, technical, etc. managers are reporting to him. Others CD are continuing to operate their office from China & India by respective buying managers. In Bangladesh, there have individual department, Like- HR & Admin, IT Engineer, Developer, Merchandizer, Garments technician, Testing, Quality, Compliance, Product manager, Style coordinator. Each department has some specific rules, and they have to report

to respective supervisors. Along with all functional departments, there are some supporting departments for HR and administration management and IT support by the HR supervisor and IT engineer.

1.5 Products produced by industry

The knitwear industry of Bangladesh produces too many types of clothing for both international and local markets. Where the main products are t-shirts, polo shirts, sweatshirts, hoodies, pullovers, cardigans, tank tops and active wear, along with underwear, nightwear and baby clothing. This sector is supported by a strong domestic spinning and fabric-making industry, where annual yarn production is around 1.7 million MT and fabric output forecast to reach 4.8 billion meters in FY 2024–25.

1.5.1 Products produced by GBO Asia Limited

Since the establishment of Gemo brands, they are sourcing ready to wear, accessories, and footwear goods from Bangladesh. There are 420 points of sale in France and abroad. Also have 75 franchises and 98 Intermarket corners that provide a simplified customer path and a modern shopping experience. Due to the product diversity and simplified process, this brand is becoming more popular day by day both in France and abroad.

Gemo has started its direct sourcing by the creation of a local sourcing office GBO Asia in October 2020. Generally, GBO Asia produced & shipped knit, woven, denim, Lt woven & sweater all types of products. The below graphs illustrate a clearer business overview of GBO Bangladesh office where X-axis shows season name and Y-axis shows the number of pieces. More than 10M pieces of garments have been sourced from Bangladesh in each season and it seems there is a business consistency.

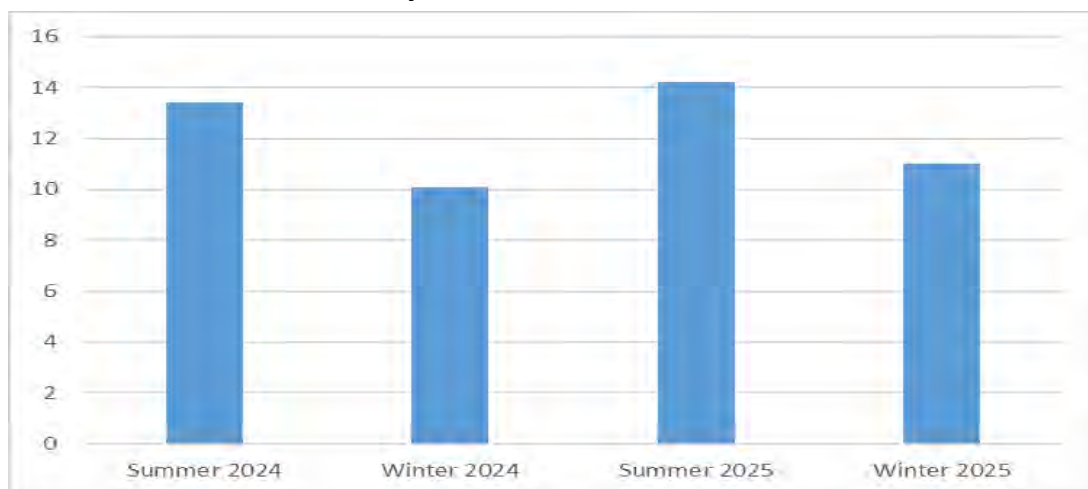


Figure-1: Sourcing from Bangladesh (in Million pcs)

Major of this quantity belongs to knit products. The chart below is for the knit dept season wise data, where it's clear that most of the shipped quantity is knit product. From Bangladesh several types of knit product exported including hoodies, sweatshirt, T shirt, Polo shirt, Rompers, Maternity wear, trouser, pant, shorts, underwear etc. The graph below shows a clearer business overview for Knit product where X-axis shows season name and Y-axis shows the number of pieces. More than 5M garments have been sourced from Bangladesh in every season.

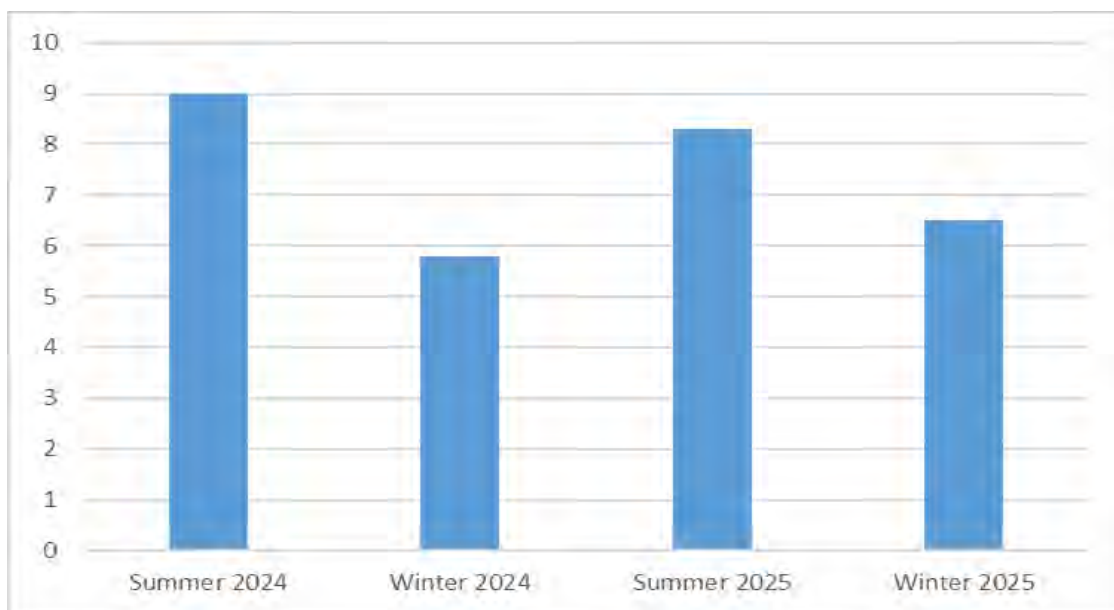


Figure-2: Knit Product Sourcing from Bangladesh (in Million pcs)

Chapter 2

Description about task accomplishment

Sl. No.	Department Name	Task Accomplishment Duration	Total Days
01.	Product Development	11/08/2025 – 25/08/2025	11 days
02.	Merchandising	26/08/2025 – 12/09/2025	14 days
03.	Sample & CAD	15/09/2025 – 01/10/2025	13 days
04.	Quality	03/10/2025 – 24/10/2025	19 days
05.	HR & Admin	27/10/2025 – 06/11/2025	09 days

Table No.-01: Workdays distribution in different department

2.1 Product Development

The product Development department was responsible for Technical File circulation with the approved suppliers to Purchase Order creation. There were three departments named knit, denim, and sweater with light woven who individually worked for developing a garment with the targeted price.

In the product development team, I covered the whole process for knit department to provide a PO to the factories. In the beginning, with the collaboration of the product developer, I circulated the Technical File (Style- 236DELEG, Color- Brown, PO- 450012458, Composition- 40% Cotton 40% Polyester, 20% Recycle Cotton) that was received from the head office designing and collection team with three suppliers for proto development. I received initial clarification from the suppliers about the product specifications like fabric types, wash types, workmanship, etc., and solved their queries. The suppliers started to make proto samples, and I maintained day-to-day follow-up to receive them within the stipulated time.

After some days, the supplier submitted the proto sample. And when I received a proto sample from three suppliers along with a price quotation. I checked all three garments based on the TF that I had circulated with them. Among them, I sorted out the best two in terms of quality and price, then sent them to France Collection Manager for their review. After received their feedback and finding out our targeted buying price, I started negotiating with the suppliers. With excellent negotiation, I finally placed an order at Libas Textile (Factory) by a PO sheet. A PO sheet is an agreement that mentioned all our purchasing terms and payment system.

2.2 Merchandising

Here, job responsibilities started with forwarding the PO sheet to the supplier and continued through shipping the goods from the factories. This team made follow-up for different types of approval (like fabric shade, print shade, accessories, etc.) by proper coordination with the factories, internal stakeholders, and the global team, and took necessary action to ship the goods within the estimated delivery time.

To ship goods from the PO sheet received by the factories till forwarding to our nominated carrier, it took eighty to ninety days. That's why I worked on different POs to cover the whole process within ten days of my task accomplishment period in the merchandising team. With the help of my merchandising colleague, I forwarded the PO (Style#05OEFOL11; PO#4500015447) to the factory (Knit Concern), and they confirmed receiving it within 24 hours. In the meantime, we received proto sample comments from the French design team through Centric software. After that, I downloaded it from the software and shared it with the factories. If any modification was needed on the proto sample that had been sent during the development stage, it was mentioned in this.

The factory started work based on these comments, and we asked them to provide the size set sample for approval. During this time, I received lab dip Swatches and print strike-offs, which I gave to the Style Coordinator for giving approval comments based on our requirements. Also, when I received the size set sample (6 pieces of 3 sizes) from the supplier, I gave it to the Garment Fit Technician to provide SSS comments.

After getting SSS comments and feedback from the Style Coordinator, I shared this with the factory and asked them to provide PPS & trim cards. Since it took more than fifteen days to get PPS from the supplier, I worked with other styles to cover the whole process.

The Pre-Production Sample was also called the master sample because it represented the whole bulk production. So, I gave extra care to this where all items, including trims and accessories, were actual. I checked initially the PPS to see whether everything was OK or not and then gave it to the technical team for PPS comments. I also shared one piece with the testing team to check appearance by internal washing. Besides this, I checked the trim card to compare with the BOM, and I found all trims matched with the BOM. Also, I compared the PPS trims with the trim card and found all were matched with the BOM. Then I put an approved seal on the trim card.

After getting PPS comments, I shared the PP comments through mail with the supplier. Besides this, I sent the approved trim card to the factory. The factory started their bulk production after receiving the approved PPS comments. I also took some follow-ups about bulk production and shipment status for some other styles.

2.3 Sample & CAD

All types of garment fitting comments were provided by the sample department. They were responsible for providing SSS comments, PPS approval, solving suppliers' technical queries, and merchandising teams were directly connected with them.

In this department, I worked with both providing SSS comments and the PPS approval process. In the SSS approval process, individual size-wise fitting had to be checked with respect to the measurement chart and overall fitting by putting the garment on the dummy.

Here, I checked some size set garments for the brand GEMO following the Gemo SOP. Firstly, I checked the garment measurements and noted them down on the chart to show the difference between the actual and the required measurements. If this measurement was within tolerance, I wrote "measurement OK," and if it was out of tolerance, I informed the supplier while making final comments. Then I put the garment on a dummy to see the overall look. For that individual style, all of the samples of the required size I checked and finally provided the comments. They were provided as a PDF and sent to the supplier by copying the merchandiser and French technician team.

I checked some PPS for the brand GEMO (Style: 224DOHIT, 217DOMEN, 35TAYER) and finally provided the comments. PPS represented the bulk and needed extra caution while finally approving it. Firstly, I checked SSS comments to see whether the supplier had made corrections or not while making PPS. Then I checked some measurements and fittings by putting the garment on the dummy. In PPS comments, fabric, trims, accessories, fittings, and internal washing test results had to be provided. I checked the sample card where the Style Coordinator and Merchandiser provided remarks about the approval of fabric, trims, and accessories. I also collected washing test results from the washing chart, and all these individual results were inputted while making PPS comments. Then I uploaded it in the Centric software with all the details. After that, I added the picture & summary of details about my findings. Then I approved it in the software.

Finally, I downloaded the PDF file from the software and sent it to the supplier to proceed with the bulk production.

2.4 Quality

The most important department to ensure the right goods according to expectation was the quality department, which achieved this through strong collaboration. Here, the department looked after quality assurance during production and ensured goods were shipped without defects.

In GBO Asia Ltd., I worked in this department and performed the mentioned responsibilities for Bangladesh and Pakistan. In the quality department, our work started after PPS approval by the technical team.

When the supplier received the PPS approval comments from the technical team, they made SSS garments for offering the PPM, which was conducted by GBO. In this case, I conducted one style PPM (Style: 18WAJORI) at the factory PRS Apparels Ltd. During the PPM, I discussed all necessary points with all responsible personnel from the factory. They had an open field for discussing any kind of issues that could be faced during production. After raising all the risk points and discussion points, I gave them advice on how to solve them. For example, for this style, the front pocket opening shape could be uneven during bulk, which was raised by the production manager. Then I advised them to use a hard pattern and marking to keep the shape smooth and correct. According to my advice, they agreed with me. In this way, we discussed all the points during PPM to avoid any unwanted issues.

After PPM, the factory started the bulk cutting and production. Once sewing was completed 30%, according to our process, they gave us an inline booking. I performed an inline for the above style. I conducted this inline from the sewing line. Whatever defects I found, I discussed on the spot. If a defect was too critical, I called the production manager, planning manager, and quality manager for their opinion. After that, some defective garments were sorted out from the bulk and rectified by the factory.

After 10% of the goods were packed, we conducted a finishing inline. Similarly, I conducted a finishing inline for the above style (18WAJORI) and found some defects. I discussed with all the factory personnel concerned to avoid such defects during the final inspection. The personnel concerned assured me that they would rectify all of my findings and take care in the future.

For GBO BD, most of the final inspections were conducted by 3rd party inspectors. The final inspection for the above style was conducted by a 3rd party. I attended the final inspection, where based on the AQL (Level II), the inspector did the inspection on the ready-for-shipment goods. When they identified any defects, they marked them with a sticker. If it was major or minor, they were identified and calculated by the 4-point system.

Finally, I checked the final inspection report in the GBO office with the Quality Coordinator and helped make commercial decisions for acceptance based on the AQL results. The 3rd party inspection report illustrated details of the inspection, like the factory pictures, defect pictures, the total number of defects, and other necessary information on the PO sheet. I checked the whole report and the nature of the defects. In the report, there were some major defects, and to see this practically, I asked the inspection company to send the sealed sample to the GBO office. When I received this sealed sample, I matched the inspection report's major defects with the sealed samples. It was observed that only one piece had those major defects, and it did not pose a risk to the customer. I also discussed this with the Quality Manager and finally approved the inspection report. Then I updated the ERP system, and based on the testing results and inspection results, I provided QCC to the supplier to ship the goods.

After that, the supplier/factory handed over the goods for shipment.

2.5 HR & Admin

The last department in which I worked was the Human Resources and Admin department. This department was responsible for recruitment, selection, development, remuneration, integration, and maintenance of an organization's human resources to facilitate the attainment of that organization's main goals or objectives.

During my short period in this department, I assisted in posting a job advertisement on the official LinkedIn page for recruiting an Assistant Merchandiser, including preparing job responsibilities and expectations for the role. I received numerous CVs for this post and sorted them based on our expectations. The best ten CVs were then forwarded to the HR Supervisor for arranging interview calls.

After the interviews were conducted by the HR Supervisor and the Department Head, one candidate (Mr. Mujibul Hoque) was selected. I assisted in issuing the offer letter and informed him to join by 20th October. However, as he informed us, he had some issues with this date. I discussed this with the HR Supervisor, and we then confirmed that he would join on 23rd

October, which was convenient. Besides this, the HR Supervisor shared the company policies with him and collected his signature on a commitment document.

I monitored office attendance on a regular basis. Since our office started at 9:00 am, when an employee arrived after 9:00 am, I communicated with them to understand the reason for the delay. As he informed me that the delay was due to a traffic jam, I updated it in the follow-up file.

To maintain a good work environment, I worked on resolving a conflict between two employees. During my internship period, there was a misunderstanding between one merchandiser and a quality person, and one of them complained to HR about it. The HR Supervisor then asked me to look into the matter. After I heard their issues and investigated the situation, I mediated between them and also informed the HR Supervisor of the outcome.

During my internship in this department, some French colleagues visited Bangladesh. I worked with the admin assistants to book their hotel, ensured lunch, dinner, and transport facilities through proper coordination.

Chapter 3

Critical assessment of Internship work

3.1 Application of Generic and Industry specific courses during internship

The first two semesters of the PGD program at Brac University were a great learning experience for me, where generic and industry courses were so well-designed. It helped me a lot during my internship to figure out the work process of different departments and I have applied some for the best internship experience.

I am explaining in below section how I applied these generic and industry-specific courses during my internship at the individual department:

Product Development: In the product development department, first I have to analyze the technical file where the anatomy of that different style has been provided. I learned this process during the second semester in the Introduction to Garments Industry class. So, it helped me easily to understand the work process of product development team. Besides this, for targeted price negotiation with the suppliers or factories, I have applied integrative negotiation techniques for creating a win-win position. I have communicated with internal stakeholders, French colleagues as well as external stakeholders. During these interactions, I have used netiquette skills. These types of soft skills I have learned from communication skills classes. Apart from these, I have applied costing formula for calculating product cost, incoterms, and process of LC opening which I had learned from costing and production management & merchandising classes.

Merchandising: The detailed process of merchandising I learned in the courses of Production Management and Merchandising subject, which helps me to know the real scenario practically in Merchandising department. I have maintained a time and action calendar which is the heart of this department to make timely follow-ups of every style. The method of making a TNA calendar, knowing different types of trims and accessories, and information about size set sample and pre-production sample, I learned in Production Management and Merchandising subject which I have applied. Also, I studied mode of shipment or incoterms in Business Operation Skills which is an important term of the PO sheet. With that incoterm's knowledge, I could easily understand how the goods will be delivered to the warehouse. Additionally, the theory I have studied in the Supply Chain subject like safety stock, inventory, supply chain tiering, etc. have applied during my internship in this department.

Sample & CAD: In the Fashion Design subject I learned how to make a pattern of a garment. And understood that, how proper pattern directly affects the fitting & overall product. During my internship in Sample & CAD, I applied this theoretical knowledge practically. I reviewed the garments pattern, checked the measurements & identified areas that needed adjustment before bulk production. I have also checked which types of sewing are used and what types of machines are used to make this. In Introduction to Garments Industry subject, we have learned this in detail.

Quality: In the Quality department, Quality Inspector mainly identifies different types of defects in the finished goods. There are sewing defects and non-sewing defects available on the goods. In Introduction to Garments Industry, I have learned how defects are detected, recorded, and communicated for corrective action. I applied this knowledge while I visited factories to conduct the inspection. In addition, during inspection now I can review the audit report, calibration report & the calibration company are under accreditation body or not. I have learnt this from Quality Management subject. Also, the knowledge of warehouse management that I have learned in the Supply Chain subject which I applied during visiting the factories. Besides this, Now I can communicate with IE & Planning team also, regarding the line allocation & production planning. I gained these types of knowledge from Industrial Engineering classes.

HR and Admin: I have learned HR roles for sustainable people development in the context of strategic Human Resources in HR subject, which I applied during Asst Merchandiser recruitment. I have learned conflict & negotiation and ways of conflict management that I have applied to resolve the conflict between two employees. For maintain a positive corporate environment I noticed how the HR team balanced both performance management and relationship culture to create a active and motivating workplace. These experiences helped me to understand, how theoretical HR concepts are implemented to assure organizational peace and employee development.

3.2 Suggestion for industry improvement

I have successfully completed my three-month internship at GBO Asia Limited. If I do SWOT analysis for GBO Asia Limited, it should be as below points-

Strengths: One of the strengths is the ability to negotiate the price with some of the best factories before placing the seasonal order. This ensures that better prices for bulk quantities & help the merchant team to save the extra costs. Another strength is, GBO has many types of

products. For example, ramper, T-shirt, swift shirt, Hodie, pants, leggings etc. So, there are less chances to end the partnership with a factory or supplier. And here merchandisers understand the basic use of TNA charts and production follow-ups, which create their tasks easy.

Weaknesses: There are some gaps in the current process. For PPS color or shade approval, merchandisers need to check with approved lab dips by going to the lightbox. But the lightbox is set up at one corner of the office and that's why sometimes MR didn't go to the lightbox. For this, it should be set up nearer to the merchandizer team. Also, the HR department head are sitting at China. For this reason, in some urgent cases we need to wait until her approval (which she does by online meeting).

Opportunities: There are several ways to improve the department's efficiency. Balancing the TNA chart in a shared drive can make tracking easier for all merchandisers. And moving the lightbox closer to the team can increase compliance and save time.

Threats: There are too many risk points. For example, merchant team put too many quantities in a factory. In this case, if any incident happened to this factory, then goods delivery will be late, which is directly a threat. Another point is, there are too many factories which we follow. But according to product quantity & factories, quality person is too less. For this reason, there is a possibility of less follow-up on product quality.

Besides this during my internship, I've identified a few aspects that require improvement to ensure the durability of organizations. Here are a few examples:

- Before starting to order for a season, negotiated with best-performed factories in terms of calculating the order quantity of the season. It helps to get a good buying price for a total big quantity while placing an order by the developer & merchant team.
- It was observed that in the PO sheet all necessary information wasn't well filled. For this reason, suppliers have to get back, and sometimes unavoidable issues arise if everyone skips this. So, before sending the PO to the factories, buying team should double cross-check this.
- Every merchandiser is not following the same TNA chart for production follow-up. This creates a problem in summarizing the status of a whole team. For this, a common TNA chart in OneDrive could be used by all merchandisers.
- During bulk production, there may be different shaded fabrics because of different fabric lots. Some are very nearer to the approved Swatch but not similar and need to be approved

by the merchandiser. It should be followed always to avoid shade mixing and ensure quality.

- There is no responsible fabric specialist in the office. Merchandisers check fabric quality, weight, and PPS color sometimes give wrong approval because they are not experts on fabric. In this case, we need to hire a fabric specialist to continue the process smoothly.
- For newborn or baby garments, there is no dummy in the office. To check the fitting, garments should be sent to Shanghai office which is a long-time process. To save time, GBO could purchase newborn and baby dummies.
- For survival in a competitive market, employee satisfaction is the most important. When anyone has successfully accomplished a project, there is no motivational benefit. For organizations sustainability management should work on this matter.

When new staff joined the company, for the moment there was no functional training process. To know the whole organization's working procedure, it should arrange functional training for some days in different departments.

3.3 Learning for self-improvement

I had a wonderful internship experience at an international buying office. My professional life in the RMG industry will be more advantageous consequently. During my internship, I gathered a lot of practical knowledge which helped me for self-improvement.

I have gained some knowledge from the product development team for my improvement which is so needed in my career. I keep learn how a sample developed from a technical file, set up targeted prices, and make a cost sheet. Also gathered information on the global apparel supply chain, especially for France market. Furthermore, I learned how we could compete with our competitors by sourcing apparel goods with best price and quality.

My internship also gave me an understanding of the working procedures of merchandisers, how to make effective follow-ups, and understand proto, size set, and PPS comments. Also, have the opportunity to work with different structured fabrics that enhance my knowledge about new materials. Additionally, I could learn practically how to maintain supply chain management, which is an invaluable skill for my career.

In my internship, I enjoyed learning pattern making by CAD which is one of the best improvements in my skills. I also learned about the sample approval processes and some

technical guidance related to regulation and safety. I have also gathered experience in how to check lab dip with Pantone book and shade scale.

From the human resources and administration view, I have come to learn here how an organization should run. Which types of tasks are necessary to maintain human resources and operate the institution. This learning helps with the improvement of management skills.

Overall, my internship and theoretical class have helped me to achieve more knowledge and enhance my skills. I'm hoping to use all the skills I've learned at work as this will be a significant milestone in my career development.

Chapter 4

Conclusion

The PGD course offered by SICIP promotes executive development by not just enhancing opportunities or strengths but also encouraging professional and personal growth as a social learner and action planner.

In the last three months, I've completed my internship at GBO Asia Limited which is the sourcing office for French apparel brand GEMO, Groupe ERAM. Since the creation of Gemo brand, within thirty years it becomes an essential apparel brand for the common people of France. Their mission is to make every moment of family life easier and simpler. Also, for long term goals, this brand is working on the development of responsible sustainable materials and reducing the carbon footprint by eco-design approach in collections.

In the Dhaka office, there have almost 45 employees who are working in a different department for developing a garment to ship the goods. They are sourcing all types of knit, woven, sweater, and lingerie items as well as footwear and accessories items.

During this internship period, I've worked closely with five different departments at GBO Asia Limited and have discovered the links between such departments. If I propose a compilation, it isn't feasible to expand one department on its own; instead, all departments must collaborate by employing best practices and appropriate approaches. In the product development department, I have trained on how to work with the technical file, develop right product and make follow-ups to make development samples. I also work with negotiating with suppliers to make order confirmations by providing a PO sheet. Then I worked with the production merchandiser for the different approval processes, production follow-up and finally confirming the shipping of the goods from the factories. I worked with the merchandiser to receive different lab dip swatches, print strike-off, denim wash shade and coordinated with the styling, technical, and testing teams to make their approval. Also arranged to send approved PPS to France office.

In the sample & CAD department I work to give fitting comments and make pattern corrections. I worked with both delivering SSS comments and based on these final PPS comments. I checked some measurements and garment fittings by putting them on the right dummy. I also worked in my self-quality department. I visited some factories to conduct pre-production meetings, in-line and final inspections. I worked with an inspector during final inspection to identify some major and minor defects. And finally, I worked in HR and admin departments

where worked partly for new recruitment by job posting on professional social media. In addition, worked on some administrative tasks and resolved a conflict between two employees.

During my theoretical class in the first and second semesters, I learned different topics which are applied during my internship at the individual department. In every division, generic and industry-specific course topics are connected that could be applied practically. Along with learning the entire business process, I also identified where I could make improvements to enhance the business and what really is advantageous to the organization. Within this internship period, I've learned the best technique to develop a product till availability it for sale in our showroom. The skills I have learned from all departments would have a real impact on my career.

Eventually, the executive development program provided me with the best tools for boosting my confidence by equipping me with managerial, technological, and international business skills.

References

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