

Report On
United Colors of Benetton
Working Process and Activities of United Colors of Benetton.

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 PGD-KIM course 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/We have acknowledged all main sources of help.

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Academic Supervisor's Full Name & Signature:

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Letter of Transmittal

M. Ashraful Haque Kowsar

Senior Trainer, (Deputy General Manager, Epyllion group)

BIGD, Brac University

66 Mohakhali, Dhaka-1212

Subject: Internship report on Working process and activities of United Colors of Benetton.

Dear Sir,

This is my pleasure to complete my industry attachment report on United Colors of Benetton.

I have presented here working process and activities of United Colors of Benetton. In these three month I have tried to show how a liaison office run and do activities with my valuable internship experience and collective information from Benetton webapp. During this period, I have gained worthy experience and implemented the learnings from PGD KIM course to complete this meaningful & effectively. I have described the working activities of all departments of Benetton now Movimoda Dhaka office. I have attempted my best to finish the report with the essential data and recommended proposition in a significantly compact and comprehensive manner as possible with your proper guidance. I trust that the report will meet the desires

Sincerely yours,

Razeb Hassanur Nayeem

Student ID: 24281061

Executive Development Center, BIGD

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Date: November 2025

Non-Disclosure Agreement

This agreement is made and entered into by and between United colors of Benetton and the undersigned student at EDC, BIGD, Brac University.....

Student's Full Name & Signature:

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Acknowledgement

First of all, I would like to express my heartfelt gratitude towards almighty Allah, for his divine blessing make us possible to complete this course successfully. I would like to take opportunity to thank my internship academic supervisor M. Ashraful Haque Kowsar sir, Deputy General Manager and Senior Trainer at BIGD Brac, for providing and sharing his kind guidance and advice with me. I would like to thank all the faculties and trainers who taught us during last 9 months to complete PGD course. Special thanks to Brac university authority for setting up amazing facilities towards students.

I am sincerely thankful to SICIP and Bangladesh govt to take such initiative, which helps Bangladeshi workforce to become skillful.

I am thankful to Mr. Zaman Muhammad Fahad Faisal, Product development manager at United colors of Benetton for giving me opportunity to work with different departments in Benetton office. With his support and cooperation, I had chance to know more about the different departments and apply my academic knowledge to real life experiences.

Finally, I would like to thank my Family members and their support to complete this course successfully, I respect their patients and support for me in my life.

Executive Summary

This internship program is a mandatory requirement for the completion of the Post-Graduation Diploma in Knitwear Industry Management. This report is prepared based on my three months of hands-on experience while interning at United colors of Benetton. I had the privilege to work in the Product development and merchandising dept, Production Merchandising dept, Supply chain, Quality and compliance department which provided me with valuable insight into the cross functional activities of different departments in a liaison office.

United colors of Benetton is globally renowned fashion brand with sub brands and sister concern. Benetton is widely known for its compact quality and durable products. During my internship, I closely observed the significant role Product development merchandisers play—they bridge communication between foreign brand and the vendors, facilitating profitable orders and contributing to the earning of foreign currency for Bangladesh. I realized that a merchandiser's responsibility spans across all operations, requiring constant vigilance and follow-up with intra departments to ensure smooth production and shipment.

I consider myself fortunate to have received this opportunity through BRAC University, which allowed me to deeply understand the process of garment production from order placement to final shipment. I learned about the knit wear industry and its upcoming challenges and growth in my career with important skills.

Keywords: Product development, Communication, Brands, Fashion , Knitwear Industry, Skills

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List of Acronyms

APAC	Asia Pacific Region
EMEA	Europe, Middle East, and Africa Region
QA	Quality Assurance
HQ	Head Quarter
SCM	Supply chain management
ZDHC	Zero discharge of harmful Chemical.
OCS	Organic content standard
RSC	Recycle claim Standard
WRAP	Worldwide Responsible Accredited Production
SEDEX	Supplier Ethical Data Exchange
FOB	Free on Board
CPM	Cost per Minute
SMV	Standard Minute Value
PDD	Proposed Delivery Date
CDD	Confirmed Delivery Date
SDS	Supplier data Sheet
CBM	Cubic meter

Chapter 1

About Organization

1.1 Overview of the industry

Uniting the colors of fashion and hand sewn sweaters with vibrant colorful design made one of the global fashion giant company United colors of Benetton. Late 1950s Luciano Benetton started the business of United colors of Benetton. He found that there was a big gap of colorful clothing in the market due to post-world war era, so with the help of her younger sister Giuliana perhaps she was skilled with knitting sweater, started making vibrant woolen sweater and sold them door to door. After that sibling's dreamed of a bigger vision and started commercial making of colorful knit outfits.

In 1965 Benetton group was formally established by the Luciano, Giulia, Gilberto, Carlo – Four siblings. They adopted a revolutionary technique at that time. They used to make the garments in undyed form and after doing the market research of demanding colors, they used to dye it later. This post dyeing method helped them to get the rapid attention from the customers, fashion industry and thus Benetton become the most popular fashion brand of late 70's. With the new trend of POP, colorful cultural revolution, Benetton became the sole representative of the young people's fashion sense.

Following the success, Benetton started opening stores worldwide and first store opened at Belluno Italy 1965. Later, Paris in 1968. Currently at present time Benetton has around three thousand stores worldwide.

From 1980's to 1999 Benetton reached its peak with its controversial advertisement and unique knitter's, simple design yet quality materials. Oliviero Toscani, the photographer who was appointed as advertisement head for Benetton, swiped the advertising focus from clothing to social and political issues. He used shocking and provocative images to create some of the iconic campaigns.

A black women breast feeding a white baby, AIDS patient David Kirby surrounded by his family at deathbed, Political rivals kissing each other, A-blood stained unwashed shirt of a Bosnian soldier, this campaign made world fashion industry and social platforms go wild, some people appreciated the bold steps, and some did criticism. But that provocative advertisement helped Benetton to get in the limelight and being the talk of the fashion industry.

At current time Benetton has made changes to their business model due to the huge competition from its rivals H&M, ZARA, due to their fast fashion revolution. From 2010 Benetton started its branch office to Bangladesh under Benetton Asia Pacific, now currently they are joined with Movimoda Bangladesh as hub office to operate APAC, EMEA region.

Movimoda Bangladesh as a bridge between local textile industry, providing a wide range of logistical, inspection, exporting, supply chain and vendor management services. Movimoda owns the worldwide proprietary of Warehouse management System (WMS) to manage operation and collect real time data sharing across its global operation platforms.

1.2 Vision and Mission

Vision: To be the best in Global reach and best use of local expertise to become a beacon of integrated logistics in the fashion industry. With an intricate understanding of industry's demand, fulfilling customers need and keeping pace with the modern world changes. Maintaining a good relationship with the suppliers, Vendors and ensuring proper acknowledgement of their efforts.

Mission: Be the one stop solution centric partner for the fashion brands, Value the efforts of Vendors, suppliers, Manufacturers, keep up with the moderns cutting edge solutions and provide best service to clients, Add Humans values to the textile industry and make solutions towards its growing capabilities.

1.3 Goals and Objectives

The goal of PGD KIM course is to develop the skills of mid management of Bangladesh knit industry and make them competitive for the fourth industrial revolution. Bangladesh govt made this PGD course as a fully funded project under SICIP, so that people get encouraged to participate in the course and gain extra upper hand in the industry.

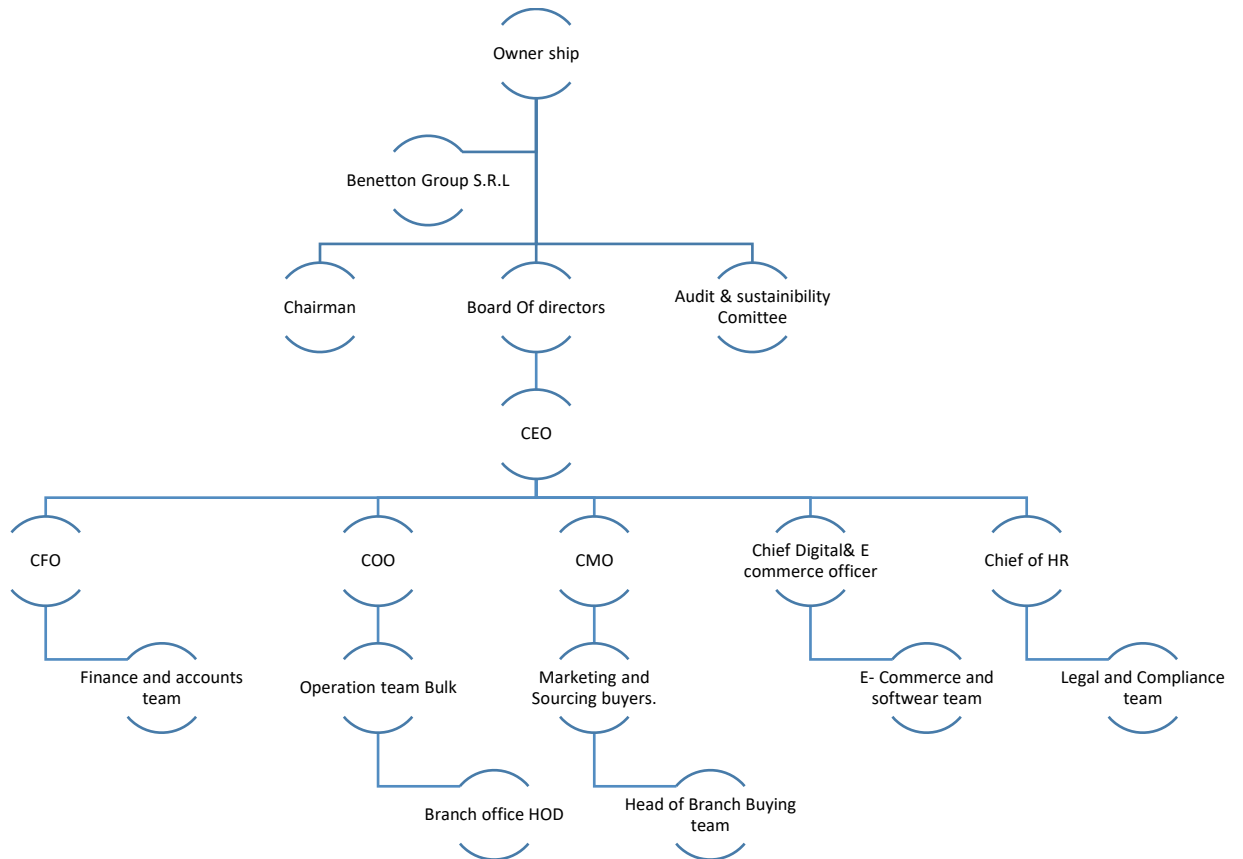
Main objective of United Colors of Benetton (Movimoda) Bangladesh is -

- To combine economic growth with social compliance.
- To ensure sustainable and responsible business model.
- Understanding Benetton franchisee model and collect Salesman sample.
- To Promote human values tolerance and respect within the fashion sector.
- Work on operational efficiency, improve fast delivery and reduce lead time.
- Achieve Economic growth yet maintains environmental responsibility.
- Maintain competitiveness through Quality products.
- To support people with employee development scheme.
- Promote responsible consumption by activating eco-friendly sourcing.
- Ensuring Better supply chain management through ethical and transparent oversight.
- Ensure growth of the company with welfare of the community.
- To know about the trends forecasting and apply new technology.
- To be the world's best known fashion brand with unique identity.

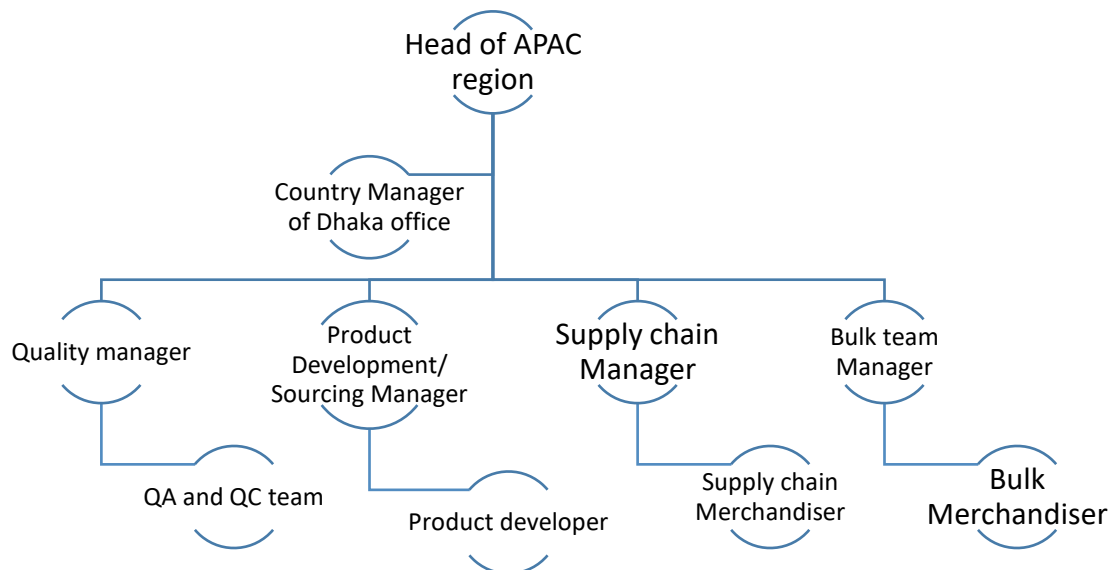
The logo for United Colors of Benetton, featuring the text "UNITED COLORS OF BENETTON." in white, uppercase letters on a solid green rectangular background.

1.4 Organizational Structure Organogram

Benetton group global corporate Organogram follow as below



Benetton Bangladesh Office, now Movimoda Bangladesh Branch Office Organogram



1.4 Sub brands and Product category

Benetton Group S.R.L Have few sub brands which are flourished Under the umbrella of parent company.

Sisley – Premium Fashion line (Formalwear and Modern Casual wear)

Sisley Young- Premium collection for toddlers.

UCB – Traditional casual wear for Men & women (Knit, Woven, wool, linen outwears)

Under color: Inner wear and swimwear

012: For Newborn baby, under 3 years boy and girls.

Benetton Sports: Premium Active wear collection and sponsoring formula one grand prix.

Product Category:

Table 1

Category	Product range
Cat 1	Woolen sweaters
Cat 2	Woven Jackets, Suits, Overcoat
Cat 3	Knit wears, Sweatshirts, Knit Pajamas
Cat 4	Woven Bottoms, Bermuda, Denim
Cat 5	Woven Shirts
Cat 6	Accessories, Bags, shoes
Cat 7	Jewelry
Cat 8	Perfumes

Chapter 2

Description about the task accomplishment.

I started my internship work from Merchandising department, since I work in this department, and then gradually spent time in other departments. I have worked with merchandising dept, Compliance and sustainability dept, Quality team, Supply chain dept during my internship period. Also, I have visited our vendors to follow up the work that I have learned in my internship. I have closely followed how product development team works, how Brand HQ allocates styles to the vendors, and what are the requirements for vendors to get approval in Benetton vendor matrix. Also learned about supply chain processes and their working activities to ensure delivery on time from the vendor. I have worked with quality team to learn how quality criteria are maintained for Benetton and what the testing parameters are for Benetton.

Also checked with vendors to know how they plan their line allocation for Benetton styles, what measures they take to avoid quality mistakes, and how Benetton QA team follow up inline, final inspection.

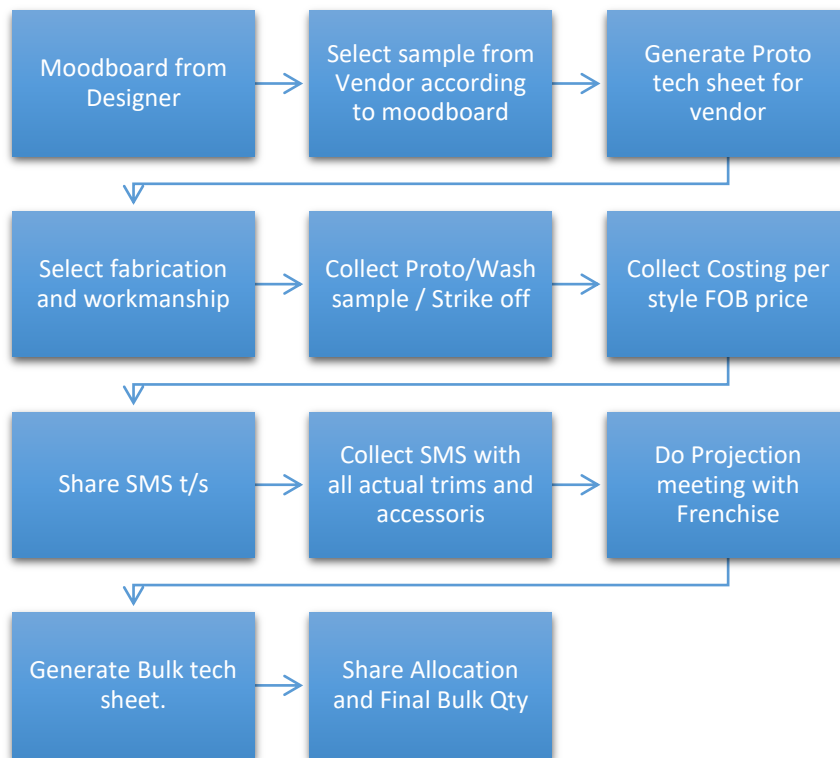
In my report I will briefly describe Benetton work procedures which I have learned during my internship.

Benetton has dedicated design team, design team usually generates moodboard, from that time Benetton product development team starts to work. Moodboard are shared to vendor and then proto sample request made to vendor. Proto sample sewing should be completed within 10 days after getting moodboard and proto tech sheet. For proto sample making, vendors can use actual quality available color fabric. Trims and accessories can use available ones, meanwhile vendors should start developing the accessories and lab dips for selected colors. After making proto / Wash sample / print strike off vendor need to share it with Benetton HQ through Bangladesh office. They need to make 3 copies each, one for HQ, one for Bangladesh office, one for Vendor reference. Once Proto sample reaches Benetton HQ, technical team of designers and garment technicians will check the fittings and workmanship of the style, if they find any points to highlight or poor fitting / workmanship issues they ask

for revised sample. If all okay, then HQ team and Bangladesh office will generate technical sheets for vendors.

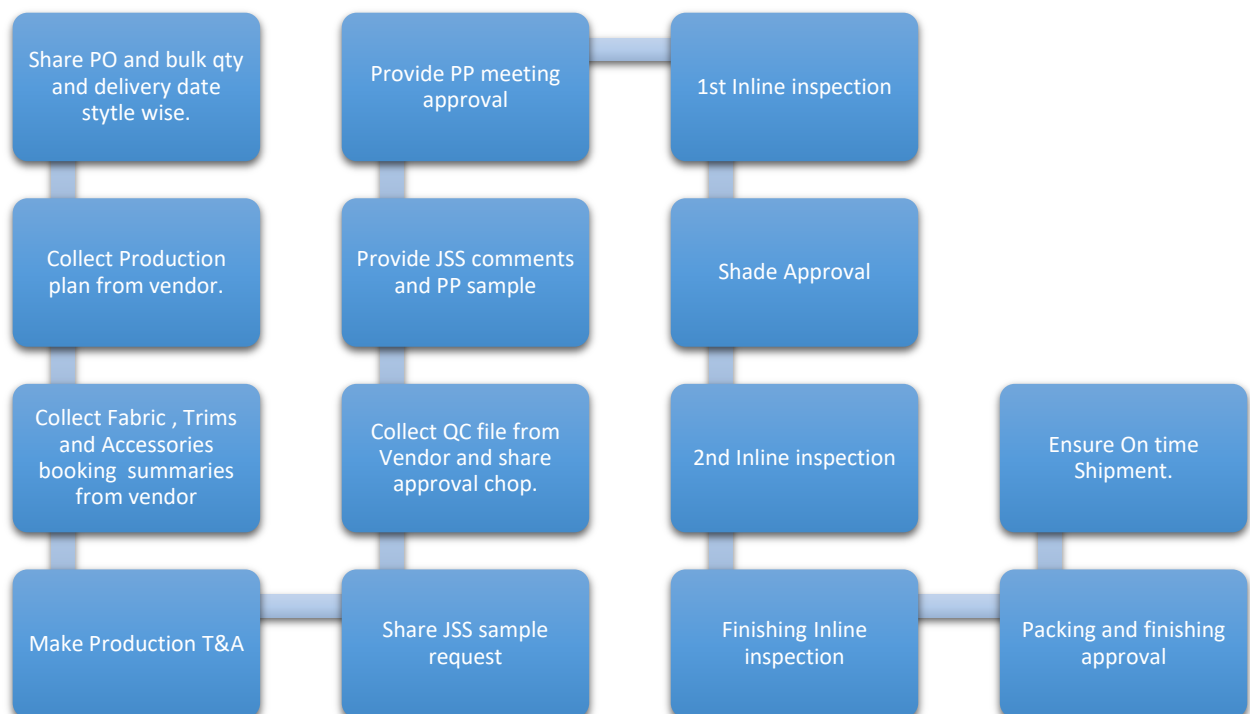
Following that tech sheet, vendor will make SMS samples for HQ franchises. Benetton HQ team will conduct presentation meeting with the franchise owner and make projection of the bulk quantity. Meanwhile Bangladesh team will collect the costing sheets from the vendors to get the best price from the vendors.

2.1 Process flow chart of United colors of Benetton Product development team.



2.2 Flow chart of Benetton Production process.

After generating PO and bulk qty, Benetton Bangladesh office shares it with the vendors and hence starts production follow up process. At beginning Bulk merchandiser collects Booking summaries from the vendor and collects fabric flow charts. Upon that, an estimated T&A chart was made by Bulk team. Usually collects all detailed information about a style, when fabric is booked, when accessories are booked and when it will be in-house. Benetton Bangladesh office also collects production plan, line allocation and daily production report from the respective vendors. Before doing PP meeting, vendor requested to make Jumping side set, PP size set sample and QC file. In QC file all related accessories, fabric switch, Test report, Leg panel approval, strike off approval need to be present. After that, Benetton Bulk Merchandiser will check files and give approval to start production. After starting production within 3 days inline inspection done by Benetton QC, before completing several more inspections done, and finally before shipment (minimum 5 days before) final inspection done to ensure smoother shipment. In below Production flow chart shown



2.3 Benetton vendor management Process – vendor matrix

Benetton follows separate criteria before onboarding any new vendor. It has designated vendor matrix system for vendors. Before getting qualified for Benetton product manufacturing, vendors must provide certification, compliance remarks, 3rd party factory approval, Internal audit and proper factory documentation and profile.

2.3.1 Vendor Matrix Information Criteria overview for Bangladeshi vendors:

Table 2

Factory Summary:
Factory Name:
Year of Establishment:
Location (Ashulia, Gazipur,Savar, EPZ):
Annual turnover:
How many workers and % of Men & Women:
Product Category:
Production lines details (Category wise: Sirt/Pant/T-Shirt/Underwear/Sweater)
Total Production Line:
Total Machine for Sewing (If sweater pls specify GG):
Brands currently managing and % of Major customer :
MARKET Share amoung customer (USA%, Europe%, Asia, Australia%, EMEA%) :
Product For Mens%, Ladies%, Kids%, Newborn% :
Production capacity/Washing/ Finishing Capacity per Month Catagorywise:
Overall Production all category/Month:
Sample Room Capacity category/Month:
SMS Doing for Which Customer:
Production system (Kanban, Progressive Bundle System (PBS)/UPS/MDS):
Peak and Low Season production periods:
Factory claims to be self-certified for which Customer:
As claimed by the supplier their overall final inspection pass rate with buyers is
Inhouse Embroidery /Printing/Washing plant name:
Inhouse Testing LAB:(If yes pls mention if certified for any buyer):
Inhouse Design Studio and 3D facility (CLO3d/CLO):
Textiles facility (if yes, what is the capacity of Knitting, dying & finishing/month):
Textiles facility with AOP then what type of printing facility Rotary, Digital, (if yes, what is the capacity of finishing/month):
Fabrication can handle in production (Cotton, spandex, modal, Light to High GSM):
In house Qualiting/ Fake down/Real Down facility:
CAP UPDATED(Latest Remediation Initial & Total %):
Compliance & Sustainability Certification: BSCI ,SEDEX,GOTS, OCS, RCS, GRS, WRAP, OEKO-TEX
BCI COTTON, Betterwork, HIGG FEM/FSLM, ZDHC, CODE OF CONDUCT, RWS:
If any special Machine/ Product/System (Hanging pack/ barcode scan finishing, Seamless..):

2.3.2 Supplier Classification by tiers:

Tier 1: Manufactures and garments processing facilities.

Tier 2: Weaving mills/Fabric/Washing/ Dyeing/ Printing and other units.

Tier 3: Yarn producers for knit manufacturers.

Supplier Selection Pre assessment: Before selecting supplier assessment done of their history, market share, capabilities, safety and compliance certification, sustainability goals.

Social and Environmental Compliance: Supplier must pass HIGG &FSML,ZDHC, and ensure protocols are followed. Since Benetton is a participant of better work organization, so its mandatory for vendors to ensure no child labor, salary dispute, unhealthy working practice, violence against women employees in the manufacturer complex.

Sustainability Projects: As per Benetton sustainability goals, all vendors must practice sustainable production and raw material sourcing. Use of recycling materials is mandatory for some styles.

Benetton encourages use of Paper tags, recycle cotton labels, biodegradable polybags for their styles.

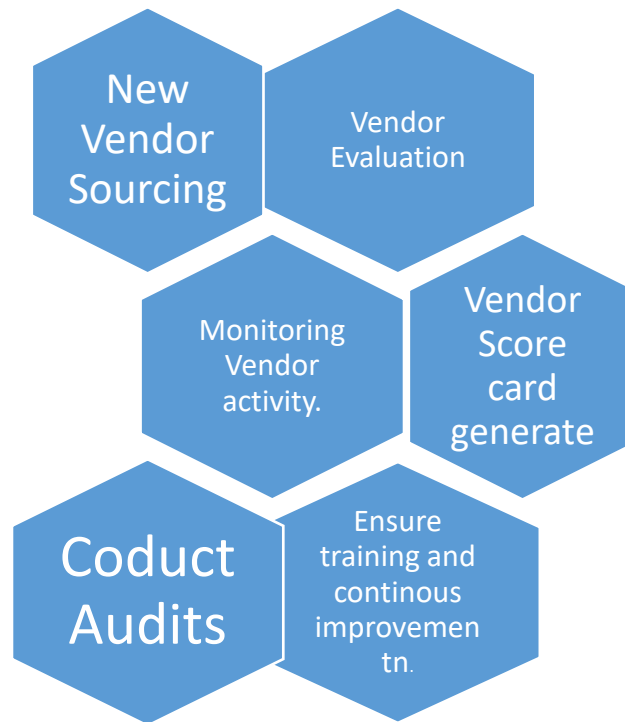
Scorecard Evaluation: Evaluating vendors performance with their production quality, on time delivery, compliance, sustainability, transparency, and responsiveness.

Geographic Diversity: Benetton vendor matrix shows its divers sourcing and supplier base from Asia, Europe, Africa and south America.

Transparency: Benetton group maintains its transparency by showing their vendor matrix publicly, it helps to ensure ethical sourcing of products and thus helps to build trust with its customers.

Non-Compliance Issue: If any vendor noncompliance issue is found with vendor, Benetton will alert vendor and make efforts to work with vendor to remove noncompliance activities.

End of relationship: If any vendor fails to maintain the Benetton vendor compliance criteria , working environment disputes or responsiveness problem, Benetton can terminate the vendor from the Vendor matrix and declare end of relationship.



2.4 Benetton Supply chain Work process:

United colors of Benetton have integrated supply chain department in both HQ and Bangladesh office. Benetton is well known for modern supply chain solutions. Benetton supply chain mainly follows dual supply chain model invented by three decades research and development. It uses both push and pull strategy in supply chain solution.

Sequential model (push model): In this process supply chain produces based on pre-season orders. These products are made before season and pushed through to franchisees. Benetton pre-made most selling styles with pre booking and manufacturing to ensure its supply on time to the stores.

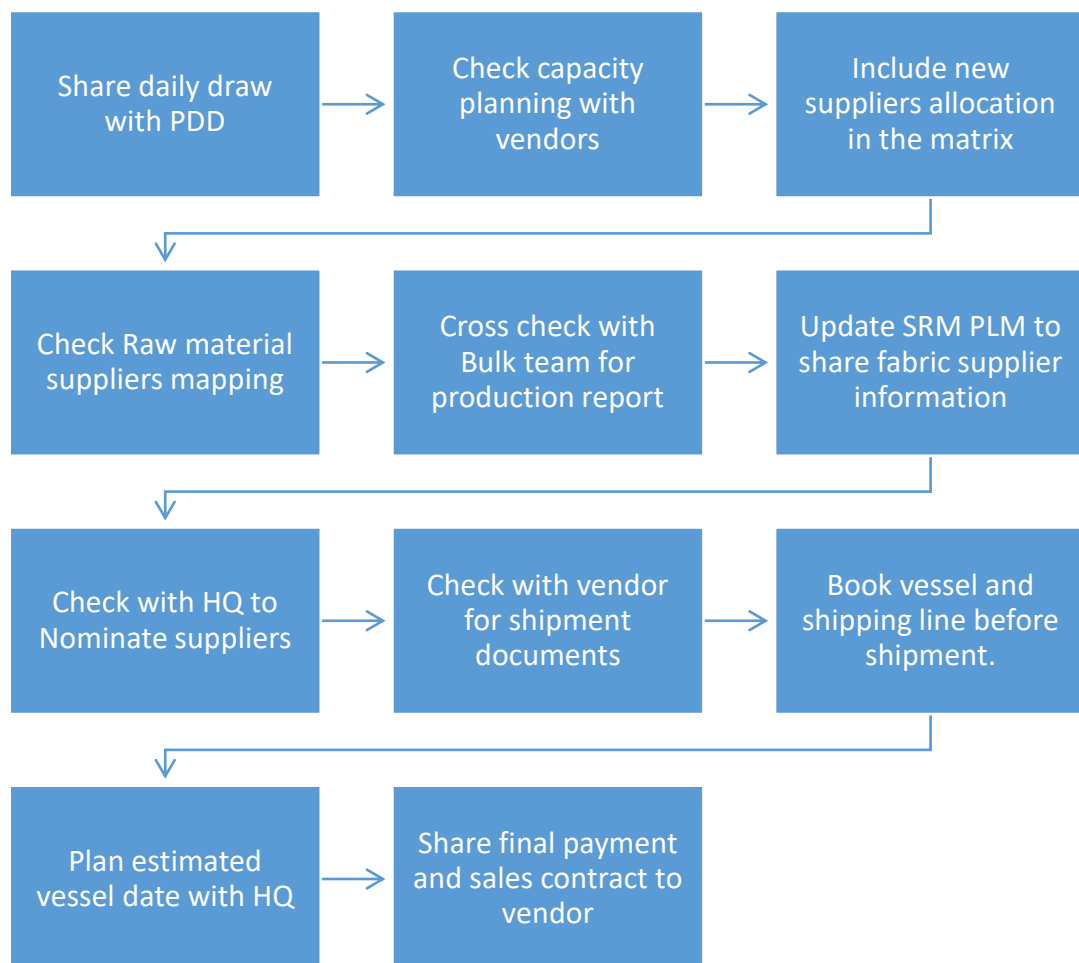
Integrated model (Pull model): In this model, Benetton research market and trend and makes most demanded styles by naming them a new collection, many time Benetton do collaboration with different cultural clubs, Music band, big studios as licensed products.

Diverse production and manufacturing model: Benetton's production is split mainly between Italy, other European countries, and several Asian countries such as China, India, and Bangladesh. The company retains strict quality control by working with nominated fabric

and accessory suppliers. while core production aspects like weaving, cutting, and dyeing are performed under close monitoring.

Distribution and logistics: Finished goods from vendor are shipped to central warehouse in Trivisio Italy, from there its separated and shared with all the European, middle east, North American stores of Benetton.

In Benetton Bangladesh office, supply chain does below work, that shown in flow chart:



2.5 Benetton Quality control process and flow chart:

As we know Quality control is an integrated part of entire production process, from raw material to finished good. Benetton is well known for its strict quality maintenance. To keep the brand value and its standard towards the customer, Benetton emphasizes more on quality department. Benetton supplier must maintain robust quality control process and comply with Benetton/EU standard. Throughout the process, Benetton works closely with vendors to maintain its quality control processes.

In Bangladesh, Benetton quality control department ensures below works strictly, and follow up continuously. Here below sharing the rules of Benetton Quality inspection with vendor:

Every Final Inspection by the factory must be conducted based on Benetton's AQL

Standard 1.5 for major defects.

- Benetton's QA/QC inspector will conduct the final inspection according to Vendor's Rating.
- In the event that goods fail the factory Inspection, factory must take corrective actions

to improve and re-work all the goods accordingly. Once correction is completed, factory must re-do another Final Inspection until to get a positive result.

- Benetton QC will only conduct Final Inspection upon presentation of a Passed

Inspection Report signed by the factory. This is to train factory people on how to achieve Benetton Quality Standards.

- Any supplier who fails to complete the goods as per their advised dates (T&A), will be

charged all the wasted / already-spent transportation costs and accommodation costs of Benetton QC.

- Suppliers are obliged to produce Benetton's goods in not more than 3

locations/factories (subcontractors) for one garment category.

- Supplier must clearly declare once order confirmation with the size/color breakdown in

which factory / factories place or subcontract all the Benetton orders. Changes in factory/subcontractor are NOT allowed after the proposed orders have been confirmed.

- Before placing our orders in whichever factory, the factory must be evaluated and approved / certified in advance by Benetton QA/QC Department for Quality audit.

- All required lab tests and safety requirements must be fulfilled.

We request that your factory sets up a group of well-trained QCs to look after Benetton's

- At least two times "pc by pc" 100% checking/inspection and measurement for key-points

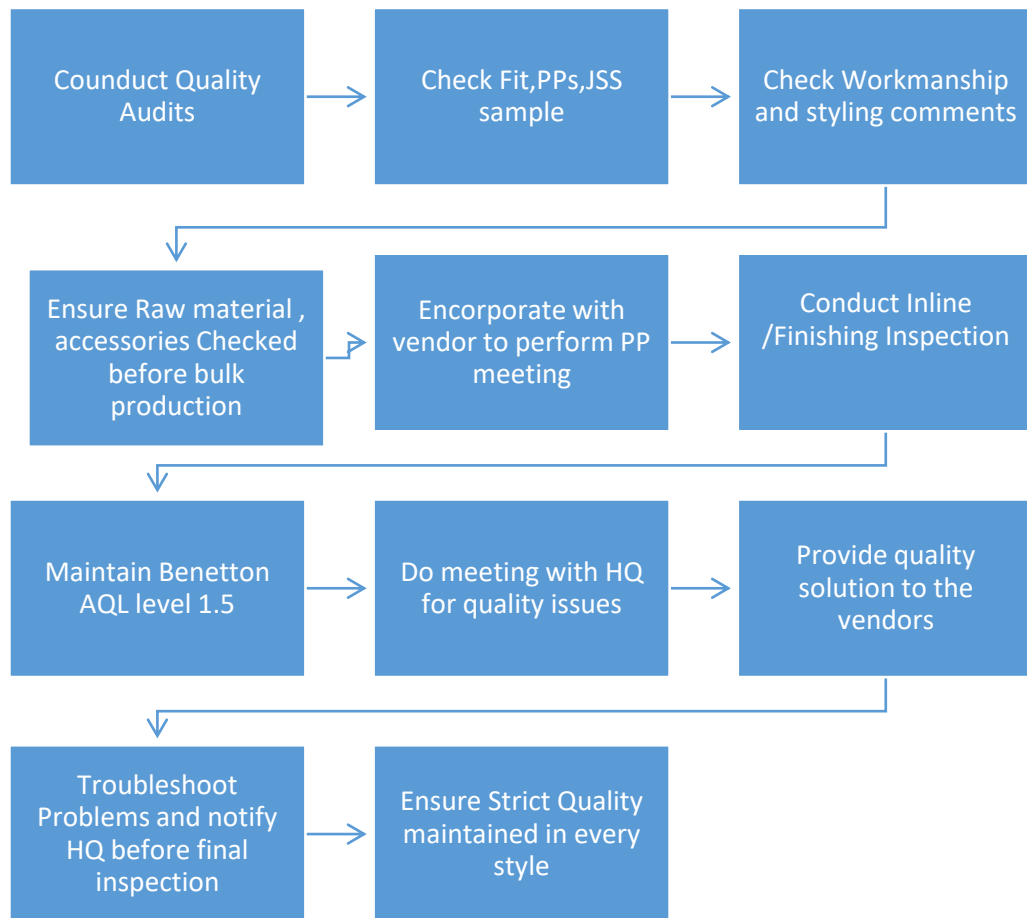
must be conducted, the first at the end of each sewing production line and the second after ironing before packing. The third one is strongly suggested, in case of strong treatments, once the goods come back from the washing/dyeing factory.

- Factory QC team is also required to perform both IN-LINE & FINAL INSPECTIONS by

by using Benetton inspection report format to fill in all columns & sign accordingly.

Please note that further checking must be conducted randomly across cutting, sewing, finishing and packing.

- Based on the **T&A** schedule that the supplier is obliged weekly to fill in and send to respective departments of Benetton, one assigned Benetton QC inspector will come to the factory one time for official in-line inspection and one more time for official final inspection.



2.6 Quality Control Manual for Vendors and its points:

2.6.1 Seams and Stitchings

Minimum height is 0,5 cm, made with 3 needles overlock machine

Minimum height is 0,7 cm, with 4 needles overlock machine

- Joining seams and stitchings must not have holes or skipped stitches (usually caused by the use of improper thread count or blunt needles)
- The elasticity of the seams has to be proper to the characteristics of the fabric.
- Overlock seams must be full taken into the fabric seam allowance (made by overlock).
- All the seams have to be well finished and well fixed at the ending parts
- Needles thickness and sewing thread count have to be proper to the fabric used, in order to avoid any damage on the garment

- For top stitching and top cover stitching, the tension of the sewing machine has to be well controlled and regulated. Moreover, the seams/stitching's have to appear well flat
- Respect the SPI as standard: the standard is 5 stitches for each cm. Exception to this rule are beachwear garments or garments with particular or fashion stitching's
- For top stitchings, the thread count cannot be thicker than EPIC 50 (or equivalent), in order to avoid needle holes due to needle thickness
- For dyed and washed garments, the SPI standard is 4 stitches for each cm
- Gatherings have to be well distributed and fixed at starting and ending point
- Stretch and break any basting on finished garment (residual excess of threads)
- For garments with elastic inserted into the waistband rib, the application seam has to be elastic.
- All the joining seams, and seams done in opening points, (e.g zipper, slits etc) have to be well aligned and even
- All the accessories on stretch fabrics need to be applied with stretchable stitching in order not to compromise the fitting
- Darts need to be finished by lock stitch going up to zero. They don't have to look crinkled or puckered
- For garments with woven parts, slippage and breakings have to be avoided
- For embroideries or patches with perimetric application, stretch properly the fabric to check the presence of any hole
- For kid/junior garments (based on the size range), do the required tests on the accessories following the rules of the "Technical Safety Specifications" Manual
- Bar tacks need to be done only where requested, checking also the fabric typology.

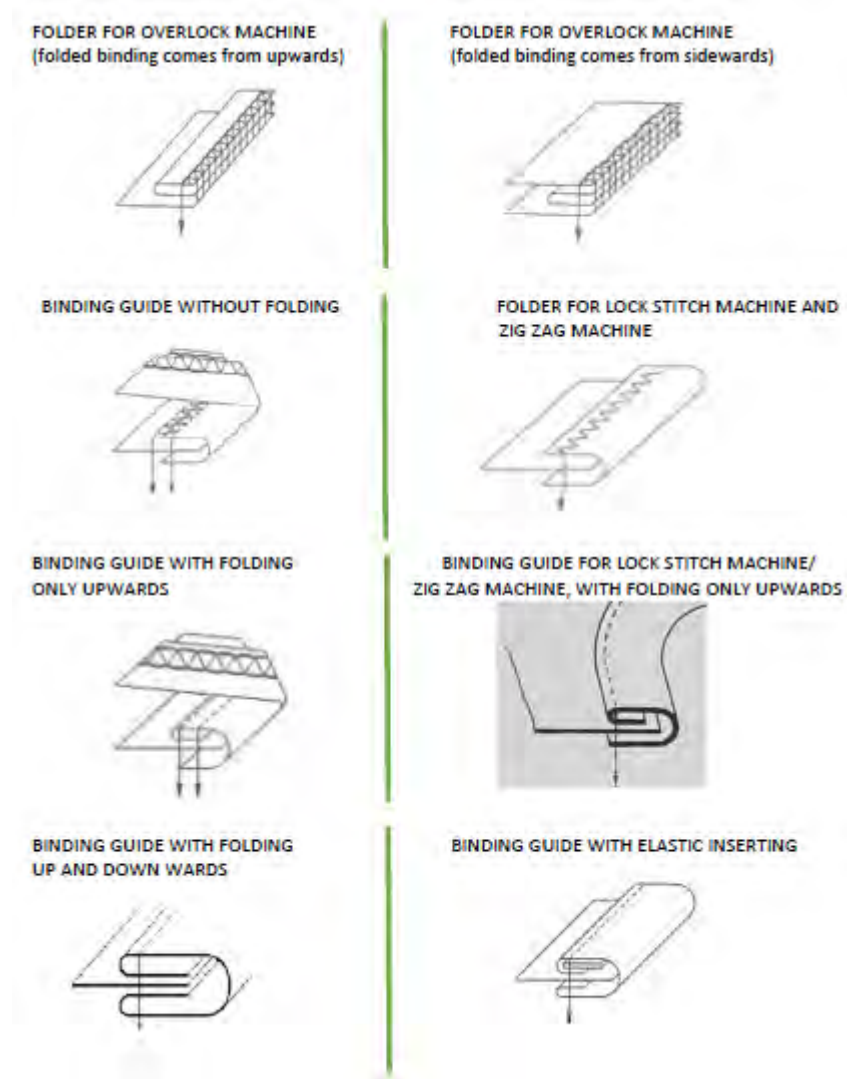


Figure 1 Seam stitching and binding guideline



Figure 2 pocket attachment guideline

WELT POCKET



ATTENTION!
Welt pocket need to be top
stitched all around

POCKET INSERTED INTO THE SIDE SEAM



FIX AT
0,7 CM



VERTICAL FIX
AT 0,5 CM
FROM THE
SIDE SEAM



SLOPED
FIX

ATTENTION!
Where there is no top stitching, fix
needs to be done internally
blocking the inner pocket.

Figure 3 different types of bottom pocket stitching guideline

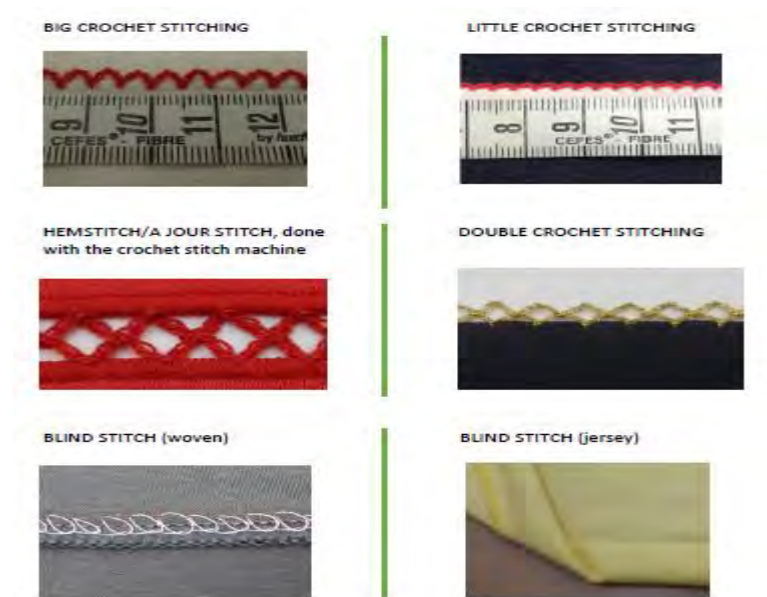


Figure 4 types of stitching's

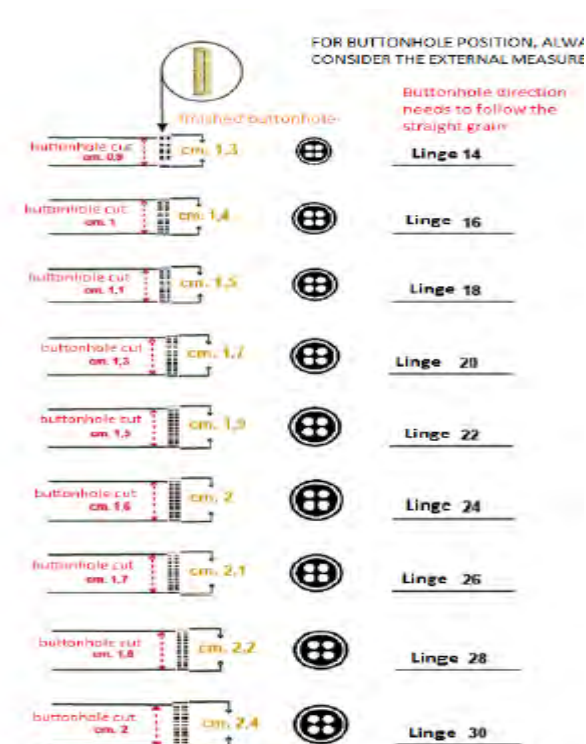


Figure 5 Button measurement and button hole position

2.6.2 Benetton Defects chart

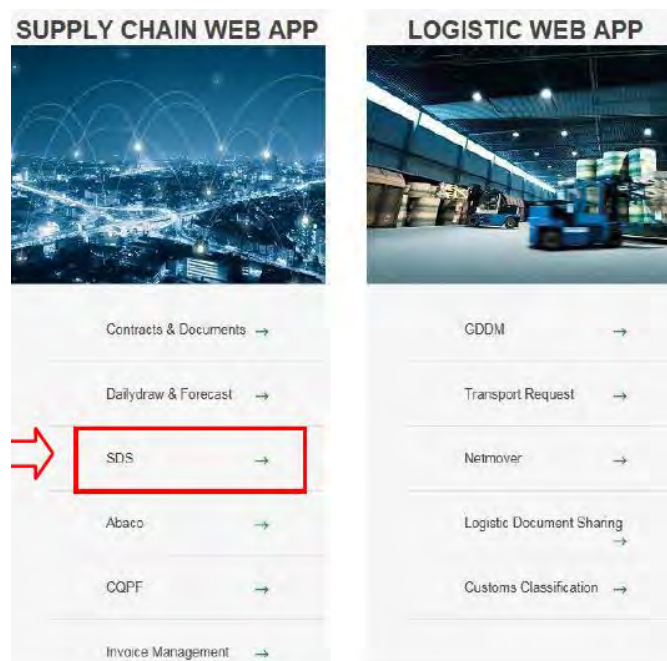
Benetton shares a defect chart with all its vendors to check out the defects and make sure no defected garments are shipped to the customers. Here below are shown the defects chart.

DEFECT CODE	DEFECT DESCRIPTION
00	AOB MAJOR
32	BADLY DONE DARNS(A)
77	BADLY DONE IRONING(A)
62	BADLY DONE SEAMS (A)
14	COLOUR FADING OF DYEING
55	COLOUR FADING OF PRINT
98	COLOUR MACHING MAJOR
22	CORRECT APPLICATION/POSITION OF TRIMS
38	DEFECTED WEAVING MARKS ON FABRIC/THINNER YARNS WEAIVED INTO THE FABRIC <0,5CM(A)
93	DEFECTED WEAVING MARKS ON FABRIC/THINNER YARNS WEAIVED INTO THE FABRIC >0,5 CM
72	DOUBLE SHADES MAJOR
27	DROPPED STITCHES
58	DYEING STAINS<0,5 CM.(A)
40	DYEING STAINS>0,5CM
84	ELASTICITY
23	FUNCTIONABILITY OF TRIMS
86	GARMENT CLEANING
45	GARMENT FABRIC GRAIN DIRECTION
51	GARMENTS WITH SELVEDGE DETAILS.> 0,7 CM.
65	HALF DROPPED STITCHES (THINNESS<=5)
63	HALF DROPPED STITCHES (THINNESS>=12)>2
64	HALF DROPPED STITCHES (THINNESS=7)>1
73	HANDFEEL/LOOKING MAJOR
89	HOLES
74	INCORRECT DYEING TONES MAJOR
79	INCORRECT FUSING/ADHESIVE REINFORCEMENT MAJOR
52	INCORRECT SOABAR LABEL POSITION
91	IRREGULAR COURSE LINE/MISSING WEAVES MAJOR
87	KNITTING DEFECTS MAJOR
88	KNITTING HOLES
96	KNOTS/LUMPS (A)
78	LADDER
90	LINES, NEEDLE LINES (A)
97	LOOM ARRESTS (A)
60	MEASUREMENTS
71	MISSING OR WRONG LABELS
16	MISSING SEAMS
20	MISSING TRIMS
17	MODE OF DELIVERY
67	NEEDLE HOLE (A)

2.7 Benetton Shipment Procedure:

Being one of the global leaders in fashion industry, Benetton ensures sophisticated facilities to mark on time shipment of its goods and keep the supply flow on going. Benetton introduced efficient shipment process that connects suppliers, franchisees, distributors and manufacturers worldwide. Benetton uses Separate online Shipment documents sharing portal (SDS). Here its briefly described one by one.

At first vendors need to get registered with the Benetton SDS portal by using Benetton recognized email and password. User ID (4 digits) and password are provided by Benetton Group Srl. The password expires every 3 months.



Following that, vendors can start working on SDS webapp. They can set preliminary view to check out the status of their shipment schedule.

UNITED COLORS OF BENETTON.	Available View	Shipment	Actions	Tools	Utility
Shipment Document Sharing Lin Peanut supplierbap, factorymgr, users WENZHOU					
Available View-Preliminary					
					logout
Brand	all SY 0 1 2 BENETTON SISLEY				
Supplier	all				
Style					
Supplier					Qty to ship 7680
WENZHOU_20743_06					

In portal color wise work plan, shipment schedule and related information are separated, Each color refers to a specific status of the job orders:

- › **White:** planned (to be confirmed).
- › **Yellow:** confirmed (by supplier).
- › **Orange:** in production (all dates have been confirmed)
- › **Green:** ready to ship (volumes have been loaded on system)
- › **Light blue:** schedule to be shipped.
- › **Dark blue:** shipped.
- › **Purple:** arrived.

UNITED COLORS OF BENETTON		Available View	Shipment	Actions	Tools	Utility
Shipment Document Sharing Ho Cors supplier_bap RICHSTAR SUP RICHSTAR_20728_06 - Found 49 rows - Last read at: 10/12/2012 08:26						
Style		DS Status				
		all				
D.Schedule	Prg.	Cod_Style - desc	Destination	Shipment	Air Charge	DS Status
13-1-7798	001	4CIY573R0 -TROUSERS	BENIND SPA CASTRETTE			2-IN PRODUCTIO
13-1-9868	001	4CU957150 -TROUSERS	BENIND SPA CASTRETTE			2-IN PRODUCTIO
12-1-9869	001	4CU9573E0 -TROUSERS	BENIND SPA CASTRETTE			2-IN PRODUCTIO
13-1-9871	001	4DPS59100 -BERMUDA	BENIND SPA CASTRETTE			2-IN PRODUCTIO
12-3-8404	001	4UH557003 -TROUSERS	BENIND SPA CASTRETTE	N000027952		5-SHIPPED
12-3-8405	001	4UH557003 -TROUSERS	BENIND SPA CASTRETTE	N000027952		5-SHIPPED
12-0-3730	001	4UH5570S3 -TROUSERS	STIRERIA BONOTTO - CIN	123109	COLLECT	6-ARRIVED
12-0-3730	002	4UH5570S3 -TROUSERS	STIRERIA BONOTTO - CIN	124391	COLLECT	6-ARRIVED
12-2-5322	001	4AI6550J5 -TROUSERS	BENIND SPA CASTRETTE	N000025594	COLLECT	6-ARRIVED

In Benetton webapp, now vendor can do edit to input their goods delivery, shipment dates, share planned delivery dates. After getting PO vendor needs to check each job order and edit them to input CDD- Confirmed delivery date. you have to click on –edit” on the green bar at the bottom and the editable fields turn grey.

UNITED COLORS OF BENETTON

Available View Shipment Actions Tools Utility

Shipment Document Sharing |
 Pastro Deborah | users, benindplanmgr, factorymgr |
 SUP 06 - Found 201 rows - Last read at: 05/30/2022 11:12

logout

Style DS Status
 all

D.Schedule	Prg.	Cod_Style - desc	_Prod	Final EP	Dta_Inline_Insp	Dta_Final_Inspect	Dta_u
22-F-1299	001	59UUUQ018 -SHIRT					
22-F-1300	001	59UUUQ018 -SHIRT					
22-F-1487	001	49UUUF018 -TROUSERS					
22-F-1488	001	49UUUF018 -TROUSERS					
22-F-1489	001	49UUUF018 -TROUSERS					
22-F-1583	001	4QRLUE00C -TROUSERS					
22-F-1598	001	4QRLUE00C -TROUSERS					
23-0-1190	001	49BTDFO2Z -TROUSERS					
23-0-1304	001	477UU7CU8 -TROUSERS					
23-0-1307	001	43EZUE00M -TROUSERS					
23-0-1309	001	4EUTDE013 -TROUSERS					

save save configuration

Now, Vendor have to edit only the grey fields, namely:

Proposed DD (PDD): it indicates the data when the goods are ready to be shipped, also known as the delivery date. It has to be in line with Benetton's agreed Requested Delivery Date (RDD). Once uploaded the PDD for the first time, that date will become also the CDD (Confirmed Delivery Date), the date confirmed by vendor.

Factory: who produces the goods, selected between proposed option.

Scroll right and fill in also:

Dta_Mat_House: date of fabric/yarn receipt

Dta_Start_Prod: date of start production (start of sewing/linking process)

Dta_final_inspect: when garments will be ready for final inspection

The other fields, even if they are grey colored, will be updated once the garments are ready to ship, at the end of production.

Before goods are ready to ship, it is necessary to update several information.

2.7.1 WHAT TO DO WHEN GOODS IS READY TO SHIP

Before Shipping Instruction release for the goods to be shipped, the following information (total per job order):

- › Cartons number
- › Gross Weight (GW Kg)
- › Net Weight (NW Kg)
- › Volume (CBM)

Click on –Available View”, –Preliminary Sched” and then Select –edit” to update records and then –save”.

UNITED COLORS OF BENETTON.

Available View

Shipment

Adions

Tools

Utility

Shipment Document Sharing |

Chan Pinky | admin, users, factorymgr |

PDS HAHA EFE_35525_06 - Found 32 rows - Last read at: 06/24/2022 05:37

logout

Style

DS Status

all

D.Schedule	Prg.	Cod_Style - desc	: Mode&Charge	Cartons	GW Kg	NW Kg	Volume	Loc Departure
23-S-0104	001	21INCN02H -JACKET		0	0.00	0.00	0.00	YANGON
22-A-8519	001	2WU0CN01D -JACKET		0	0.00	0.00	0.00	HAIPHONG
22-A-8520	001	2WU0CN01D -JACKET		0	0.00	0.00	0.00	HAIPHONG
22-A-8670	001	2WU0CN01D -JACKET		0	0.00	0.00	0.00	HAIPHONG
22-A-8685	001	2WU0CN01D -JACKET		0	0.00	0.00	0.00	HAIPHONG
22-A-8686	001	2WU0CN01D -JACKET		0	0.00	0.00	0.00	HAIPHONG
22-A-8687	001	2WU0CN01D -JACKET		0	0.00	0.00	0.00	HAIPHONG
22-A-8688	001	2WU0CN01D -JACKET		0	0.00	0.00	0.00	HAIPHONG
22-A-8691	001	2WU0CN01D -JACKET		0	0.00	0.00	0.00	HAIPHONG
22-A-8692	001	2WU0CN01D -JACKET		0	0.00	0.00	0.00	HAIPHONG
22-A-8701	001	2WU0CN01D -JACKET		0	0.00	0.00	0.00	HAIPHONG
22-A-8702	001	2WU0GN00Q -JACKET		0	0.00	0.00	0.00	HAIPHONG

view

save

save configuration

UNITED COLORS OF BENETTON.

Available View

Shipment

Actions

Tools

Utility

Shipment Document Sharing |
Sabrina Lu | supplier_bap | Enson1
SUP ENSON1_20318_06 - Found 69 rows - Last read at: 03/24/2011 05:16

logout

D.Schedule	Prg.	Cod_Style - desc	ETD Supplier	Cartons	GW KG	NW KG	Volume	Loc Departure
11-A-1140	001	6BH4B8044 - UMBRELLA	04/15/2011	110	1236.20	1113.20	2.9232	HONG KONG
11-A-1141	001	6BH4B8044 - UMBRELLA	04/15/2011	109	1248.10	1106.40	2.8967	HONG KONG
11-A-1142	001	6BH4B8044 - UMBRELLA	04/15/2011	111	1268.00	1123.70	2.9498	HONG KONG
11-A-1143	001	6BH4B8044 - UMBRELLA	04/15/2011	108	1239.70	1099.30	2.8701	HONG KONG
11-A-1144	001	6BH4B8044 - UMBRELLA	04/15/2011	31	355.93	315.63	0.8238	HONG KONG
11-A-1145	001	6BH4B8044 - UMBRELLA	04/15/2011	2	13.083	10.483	0.0531	HONG KONG
11-A-1146	001	6BH4B8044 - UMBRELLA	04/15/2011	108	1239.70	1099.30	2.8701	HONG KONG
11-A-1147	001	6BH4B8044 - UMBRELLA	04/15/2011	109	1244.40	1102.70	2.8967	HONG KONG
11-A-1148	001	6BH4B8044 - UMBRELLA	04/15/2011	108	1239.70	1099.30	2.8701	HONG KONG
11-A-1149	001	6BH4B8044 - UMBRELLA	04/15/2011	89	1013.90	898.17	2.365	HONG KONG
11-A-1150	001	6TL6B8048 - UMBRELLA	04/15/2011	93	668.62	547.72	2.471	HONG KONG
11-A-1151	001	6TL6B8048 - UMBRELLA	04/15/2011	1	8.10	6.80	0.027	HONG KONG

view

save

save configuration

2.7.2 Shipping instruction release, using of shipment number

As soon as the job orders are padlocked (21 days before ETD Confirmed for sea shipment), logistics department will issue a –Shipping Instruction Number (SN)” in order to schedule the shipment according to the shipping mode indicated in the field –Mode & Charge”:

- › **Empty field:** by sea at Benetton Group Srl costs.
- › **AIR COLLECT:** by air at Benetton Group Srl costs.
- › **AIR PREPAID:** by air at supplier’s costs.
- › **TRAIN COLLECT:** by train at Benetton Group Srl costs.
- › **TRAIN PREPAID:** by train at supplier’s costs.
- › **SEA/AIR COLLECT:** by sea/air at Benetton Group Srl costs.
- › **SEA/AIR PREPAID:** by sea/air at supplier’s costs.

Once the SN IS issued, the DS Status changes automatically into –9-IN PROD + SN”.

Vendors can get the shipment status report from the webapp also, they can select the required information bar to show them the report, and they can download it to excel file.

Product line	Brand	Season	Delivery Status
all	all	all	all
01-LANA	SY	13X-CARRY OVER 2013	0-PLANNED
02-CAPOSPALLA	0 1 2	13N-SUMMER PROJECT 2013	1-CONFIRMED
03-COTONE		13L-SPRING PROJECT 2013	2-IN PRODUCTION
04-CONFEZIONI		13C-SUMMER INTEGRATION 2013	3-READY TO SHIP
05-CAMICIE		13B-SPRING INTEGRATION 2013	4-SCHEDULE TO SHIP
06-ACCESSORI		139-SPRING FLASH 2013	5-SHIPPED

Destination	Job Order Type	Supplier
all	all	RICHSTAR 20728 06
010-BENIND CASTRETTE ITALY	SAMPLE	
015-BENIND CASTRETTE URGENT	REGULAR	

Shipment	Made In	Direct	Proposed Delivery	From	To
	all	Only BAP JO			
	AE - UNITED ARAB EMIRATES	Stab. Prod.	DS Last Modified		
	AL - ALBANIA		Job Order Isrt		

Container:

QC Susp. ☐ Closed JO ☐ Only Splitted DS ☐ Nro. Prelievo Style

Save the query with this title: **SHIPMENT STATUS**

Column Selection		
☒ Air Charges	☒ Air Request	☒ Air Request Date
☒ Arrival Port	☒ Assorb Qty	☒ BAP PO Amount
☒ BAP PO Amount Unit	☒ BAP PO Currency	☒ BL/AWB
☒ Booking Nr	☒ Brand	☒ Carton Nr
☒ Class_A Qty	☒ CodContainer	☒ Cod_Origin
☒ Cod_Ricondiz	☒ Custom Cleared Date	☒ DS Last Mod.HH:MM
☒ DS Last Modified	☒ Delivery Qty	☒ DeliverySched.Status
☒ Destination	☒ Divisione	☒ ETA Warehouse
☒ ETA Warehouse Actual	☒ ETA Warehouse FW	☒ ETA_Ship
☒ ETA_Ship WK	☒ ETD_Ship	☒ ETD_Ship WK
☒ ETD_Supplier	☒ ETD_Supplier WK	☒ Final DD
☒ Final_Inspect Date	☒ Flag_Delay_Prod	☒ Flag_Suspended

Benetton places great emphasis on speed. Direct shipment strategies mean goods travel straight from these distribution centers to retail outlets worldwide, skipping unnecessary middlemen. For urgent deliveries, airfreight is preferred, this helps them cut lead times dramatically, ensuring customers in distant markets, like the USA, get new collections quickly.

The logistics team stays in constant touch with suppliers, tracking progress and solving issues as they arise. Digital systems like EDI (Electronic Data Interchange) are used to share shipment documents instantly, smoothing the customs process and expediting delivery even further

In short, Benetton's shipment procedure combines modern technology, clear communication, and smart routing, that's how they manage to deliver fashion swiftly and reliably to their stores around the globe.

Chapter 3: Critical assessment of Internship work

During my PGD-KIM course at BRAC University I have learned about industry scenario, Communication skills, analytical skills, and while doing my Internship I have applied them to complete critical assessment. I actively applied this knowledge across various departments.

3.1 Projecting trends and forecasting future styles:

Since I'm working in production development team, I got chance to gain knowledge about trend and fashion forecasting. We work with Benetton designers to generate mood board for our vendors, usually HQ designers, to analyze fashion trends, which types of products and styles are now on demand. They use WGSN to get color and fashion trend updates. Designers make different forecasts based on recent sales and worldwide running trends.

3.2 Capacity planning with Vendors

Throughout the internship time, I have learned how capacity of a vendor planned and booked. Capacity planning is done to figure out how much production a vendor can do for the season time frame. Use of man, machine and available resources are checked while doing capacity planning. It helps to distribute the production quantity among the right vendors and capable one's and helps us to avoid quality issues.

3.3 Production Planning

Production planning is vital for Benetton and vendors both parties. Production planning is about organizing all the pre-work and in-depth supervision to ensure best quality products output. Usually before starting any styles of production, Benetton take a plan from the vendors. When fabric will inhouse, when it will be cut and start input in line, how many pcs production will come out from day one to last day, when finishing and packing will start. All detailed plan dates are collected from vendor. This helps to make pre plan and push vendors accordingly.

3.4 Critical style analysis

Every style is different and thus it's important to analyze the critical path accordingly. To do that, in my internship tenure I have worked with our Garments technicians and quality assurance department to understand the workmanship, styling comments, fitting comments,

measurement points of a garment, Wash, shade approvals. I have also visited vendors factory to see how they do inventory and quality check. I also visited Production line to see how seam, collar, arm whole are joined and how IE department do line balancing. Also learned about how IE team make thread consumption and Yarn booking requirements.

3.5 Sustainability and compliance

I have learned about Benetton sustainability and compliance regulations, also understood how Benetton set up their matric to ensure a transparent business policy. Sustainability means meeting today's requirement without harming our future. Certification for better work, BCI, organic cotton, WRAP, SEDEX are now must for all vendors. Since Benetton is promoting circular fashion, OCS, RCS documentation and ZHDC is also important. Future fashion will be circular, upcycling based. My internship tenure and academic learning helped me to learn about it.

3.6 Quality assurance and management

To ensure satisfied review from the customers end, it's important to produce quality products.

Benetton being global leader, it's a core identity of Benetton to make and measure quality aspects of each style. From fabric inspection, garment making, accessories and trims approval, packing items approval, Washing, finishing, packing, packing, sorting, and testing procedures everywhere total quality management applied in Benetton. Using 5s, Fishbone analysis, 8D analysis quality management process maintained in Benetton.

3.7 Application of Generic and Industry specific courses

This PGD KIM course helped me to learn and understand the about the knit industry of Bangladesh, not only that from my courses, but I have also applied some skills in my practical job life.

Learning HR skills and competencies helped me to know about leadership traits , how to be empathetic and use emotional intelligence.

Learned to think constructively and logically, reasoning the problems that arise, to solve them. Using analytical skills and data centric evaluation helped me to solve daily problems in my working place. It helped me to improve my communication, learning from communication skill course helped me to understand about verbal and non-verbal

communications traits. Also, Industry related courses like IE, merchandising and costing, Business operation skills helped me to learn about the recent developments and technical innovation in our knit industry.

In points Academic and industrial generics course helped me to improve –

- Marketing and presentation skills.
- Product knowledge, Knit fabric/Styles.
- Understanding fashion trends, and how moodboard made,
- Presenting effective pricing and costing sheet to buyer.
- Learn about Circular economy and its future.
- To be confident and be future manager to replace expats and include our countrymen.

3.8 Suggestion for Industry improvement:

This course has enhanced my knowledge of the Knitwear Industry, so combining my Academic and practical knowledge, I would like to suggest below points for industry improvement.

- Source different products and go for critical styles production. High value products can play vital role in achieving higher export volume and increase foreign currency supply.
- Look for newer export countries rather than only Europe and USA, Middle east and Asian countries like South Korea, China, Japan can be big market for Bangladesh Knitwear Industry.
- Promote sustainable and compliant practices among the knitwear industry.
- Improve work environment and train people to be empathic and emotionally intelligent.
- Minimize waste and material loss.
- Use modern inventory and ERP management tools.
- Set KPI among the industry and encourage healthy competition, share rewards.
- Set minimum FOB for products as a combined body to ensure unhealthy benefits to buyers.
- Push buyers to increase the FOB and be partnered to invest in industry, human life improvement.

- Use practical and efficient marketing techniques to catch high value product market.
- Improve R&D process and give compensation to factories to set up design and development teams.
- Use latest technology to improve the industry production ratio and reduce SMV, CPM.
- Improve communication skills of mid management, and authorities who deal with foreign buyers.
- Ensure better working environment, and better practices to avoid violence against women.
- Reduce and recycle knitwear wastage to improve carbon emission index.
- Ensure proper training to mid management and higher authorities to keep them up to date with the changes in fashion world.

3.8 Learning for self-improvement.

Both learning and self-improvement is a continues process of life. Every day is a new day to learn and improve. This PGD course has been very helpful for me to learn and improve myself om various points Still I believe there are room for me to learn more, below some points I made, where I need to improve myself.

- Improve more on communication skill.
- Learn verbal and non-verbal communication.
- Be bold and improve leadership skills.
- Improve people management traits.
- Improve Conflict resolution and negotiation skills,
- Gain more knowledge on latest technologies
- Learn data management tools and use of AI.
- Control emotion and be emotionally intelligent.
- Share knowledge with people to improve management skills.
- Adopt different cultures and respect every language to do effective marketing.
- Participate in different courses to gain knowledge.
- Learn how to overcome fear of failure and take challenges to change.
- Troubleshoot problems and solve it to learn effective management.
- Be open minded to accept criticism.

- Be a goof team player and keep transparency in daily work.
- Gain more knowledge on garments business.
- Learn about Business operation and its sustainability criteria's.

Chapter 4: Conclusion

From being an agrarian country to industrial one, Garments industry of Bangladesh played vital role. A total of 80% of countries' exports depends on this sector. Knitwear industry is now on the crossroads of pivotal change due to the fourth industrial revolution and modern technological advancement. In this era of technical advantage, Knitwear industry, or we can say Bangladesh garments industry cannot just keep focus on only labor cost management. The future calls for smart, strategic sourcing, sustainable and transparent business policy.

In current industry, resilience and resourcefulness alone are no longer enough. Now it's a must for knitwear industry to look for high value products, highly skilled workforce and knowledgeable authorities. The future calls for smart strategies, innovation, and a commitment to sustainable growth that upholds both quality and compliance.

My journey through the PGD-KIM program has equipped me with not just knowledge, but also the confidence and practical abilities needed to drive meaningful change in this sector. I am eager to leverage these skills—to enhance organizational performance, foster ethical business practices, and help shape a brighter, more competitive future for Bangladesh's apparel industry. By focusing on continuous improvement and putting people at the heart of progress, I hope to play a part in building a sustainable legacy that benefits all who depend on this vital sector.

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