

Report On

Product development and sourcing strategy of LS&Co

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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  
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## **Declaration**

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate 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.

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

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

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**Sheikh Touhidul Haque, PhD.**  
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## **Letter of Transmittal**

**Sheikh Touhidul Haque, PhD.**

Assistant Professor

BIGD, Brac University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on Levi Strauss & Co. (LS&Co.)

Dear Sir,

This is my pleasure to share my internship details regarding Levi Strauss & Co. (LS&Co.), which I was appointed by your direction.

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,

---

Sunzida Sultana

24281051

Executive Development Center, BIGD

Brac University

Date: 10 November, 2025

## **Non-Disclosure Agreement**

The undersigned student at the Executive Development Center, Brac Institute of Governance and Development, Brac University is the Second Party to this Agreement, which is made and entered into by and between Levi Strauss & Co. (LS&Co.) and the First Party. The Post Graduate Diploma in Knitwear Industry Management requirements for the Second Party's three-month internship have been partially satisfied by the First Party. The Second Party will have the chance to interact closely with the company's officials and will have access to official information and data. The Second Party will prepare an internship report based on work experience and data and information gathered during the internship. The Second Party will use any and all data and information for academic purposes while protecting the First Party's interests by not disclosing it to anyone

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

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

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**Proshanta Bhowmick**  
Senior merchandiser, Product development and sourcing  
Levi Strauss & Co. (LS&Co.)

## **Acknowledgment**

This is a great opportunity to express my gratitude to the people who guided me, helped me, and contributed their time, efforts & support.

To begin with, my academic supervisor, Sheikh Touhidul Haque, PhD, guided & supported me at every stage. His supportive guidance makes this report complete & meaningful.

As well want to be grateful to my industrial supervisor Proshanta Bhowmick for their wonderful mentoring.

## **Executive Summary**

As an intern at Levi Strauss & Co. (LS&Co.), one of the biggest brands in the world, I chose my day-to-day challenge as an internship topic during my internship period. To get the new trend samples ready in a way that is cost-effective, feasible for production, and satisfying to buyers, I have to talk to people in different departments that are related to each other, like the sample section, wash department, technical department, commercial department, transportation division, and so on.

There are a few main parts to my report. i) Company profile; ii) Analysis of routine work with different departments that are related, like the factory's sample section, wash plant, and technical department, as well as communication with the Buyer's design team, production team, and so on. iii) Evaluation of the internship with PGD-KIM courses. iv) Conclusion

In my report, I tried to show how sampling and marketing work together to make buyers happy with their order confirmations and the problems I had to solve to make it work. And I hope that my suggestion will help my teammates and make it easier for everyone to work together and in a good environment.

**Keywords:** Costing; Sample; Merchandising Blue denim; Teck pack

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# **Chapter 1: About Organization**

## **1.1 Overview of the Industry**

With sales in more than 110 countries, Levi Strauss & Co. (LS&Co.) is one of the world's top branded clothing companies. Levi Strauss started the business in 1853 in San Francisco. Levi Strauss, who was born in Bavaria, moved to San Francisco during the Gold Rush to start a dry goods store. He sold clothes, boots, and other things to small stores in the American West. Jacob Davis, a tailor from Reno, Nevada, works with Levi Strauss to make and patent work clothes that are strong and made of brown cotton duck and true-blue denim. The U.S. Patent and Trademark Office give patent #139,121 to Levi Strauss & Co. and Jacob Davis for their invention on May 20, 1873. This is how the blue jean, which was first called "XX," came to be.[1]

Levi Strauss & Co. is a global company with three geographic divisions: Levi Strauss Americas (LSA), with its headquarters in San Francisco; Levi Strauss Europe, Middle East, and Africa (LSEMA), with its headquarters in Brussels; and Asia Pacific Division (APD), with its headquarters in Singapore. Levi Strauss & Co. (LS&Co.) makes and sells jeans and pants that go with jeans, as well as casual and dress pants, tops, jackets, and other accessories for men, women, and children under the Levi's, Dockers, and Signature by Levi Strauss & Co. brands all over the world. LS&Co. also lets other companies use its trademarks in many countries around the world for a wide range of products, such as accessories, pants, tops, shoes, home goods, and more. Levi's has more than 5,000 trademark registrations and pending applications in about 180 countries.[2]

There are more than 60,000 stores around the world that sell LS&Co. products through a variety of channels. The Company mostly sells its Levi's and Dockers through department stores, chain and specialty stores, and dedicated franchised stores outside of the US. Levi's officially entered the Bangladeshi retail market by opening its first mainline store in Banani, Dhaka.[3]

About 11,400 people work for the Company. Of these, 4,700 are in the Americas, 4,400 are in Europe, and 2,300 are in Asia Pacific. About 100 people work in different roles at Levi's operational activities in Bangladesh. Levi's works with DBL Group, which helps Levi's



through its retail arm, DBL Lifestyles, in Bangladesh.

Levi's gets 3.95 crore pieces of denim from Bangladesh every year, which is worth about Tk 2,520 crore. Ananta Apparels & Ananta Denim Technology, one of Levi's suppliers, does business worth about Tk 294 crore with Levi every year. Levi's does business worth about Tk 58.8 crore with Envoy Textiles, which sells denim fabric. Levi's makes up about 0.04% to 0.05% of Bangladesh's GDP. So, Levi's is a big part of what makes Bangladesh's GDP grow.[3]

## **1.2 Vision and mission**

### **Vision**

As a result of its long-standing legacy and continued commitment to innovation, Levi's aspires to be the embodiment of contemporary vigor and pioneer spirit, as well as to inspire others.[3]

### **Mission**

One of the most important aspects of the company's mission is to ensure that it continues to achieve success in commerce while also preserving Levi's tradition of inventiveness, authenticity, and workmanship. In addition, as part of its commitment to social responsibility, diversity, and environmental stewardship, the company is reinvesting earnings into environmentally responsible practices and communities that are disadvantaged.[3]

## **1.3 Goals and objectives**

### **Goals**

Establishing a strong direct-to-consumer presence will allow you to build brand loyalty and have control over the customer experience. This may be accomplished by eliminating the need for a middleman. Being "the preferred choice for lifestyle apparel among Bangladeshi consumers" by providing a diverse and locally customized inventory (including denim, non-denim, and a variety of fits and styles) as well as engaging retail experiences The adoption of industrial practices that are more environmentally friendly and save water; "zero discharge" is the ultimate objective

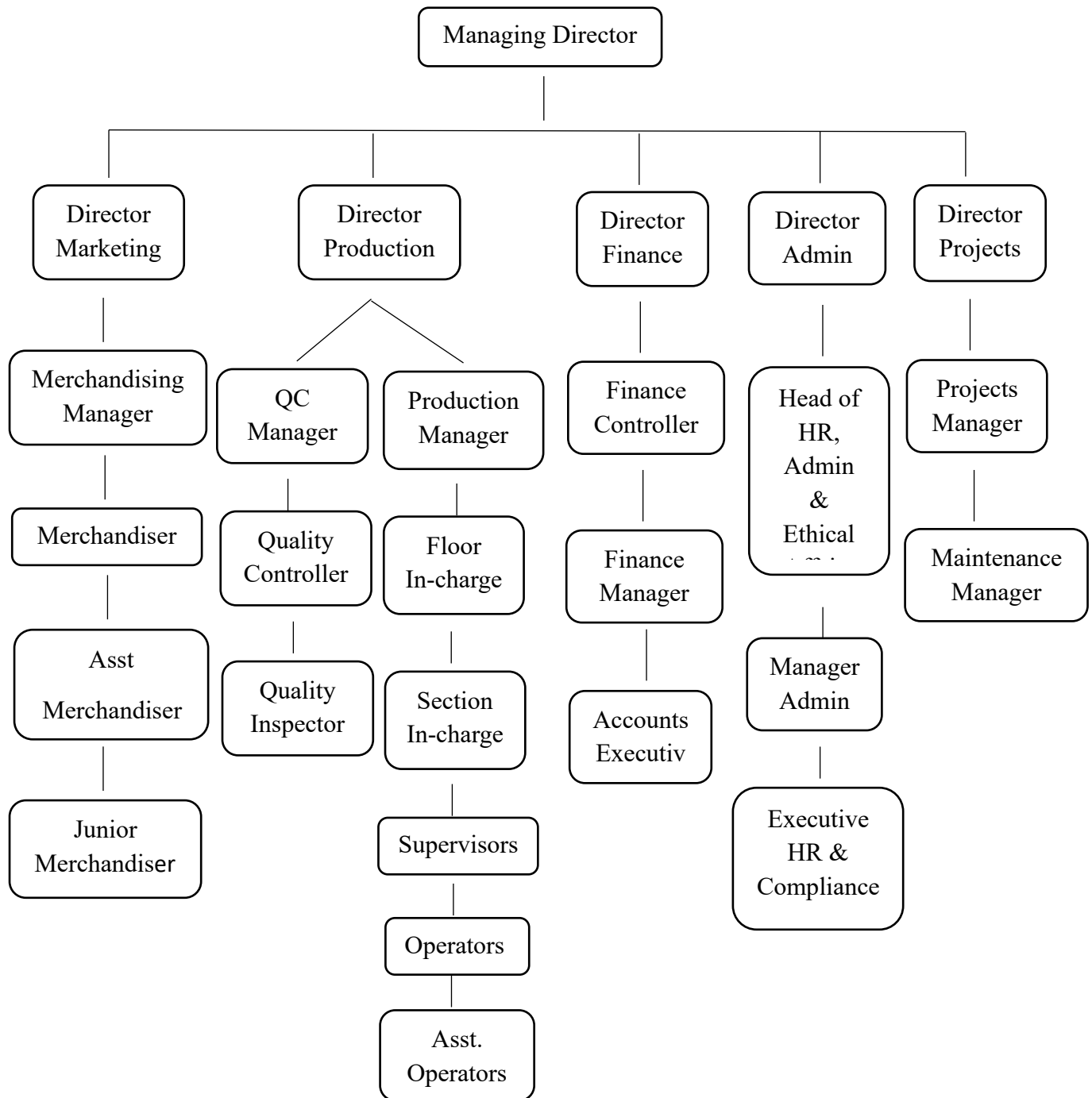
## **Objectives**

- Creating a Direct Brand Image
- Retail Growth in Important Urban Areas
- Developing as the Favorite Lifestyle Clothing Brand
- Adapting Items to Regional Tastes
- Improvements to the Retail Experience and Personalization
- Sustainability Efficiency of Water and Chemicals
- Complying with Urbanization and Consumer Trends

## **1.4 Organizational Structure, Organogram, Branches and Departments**

One of the organizational structures that Levi Strauss & Company use is a matrix structure, which combines both functional and geographical components. The chief executive officer and the board of directors are at the very top of the organization. Following them is an executive leadership group that is in charge of critical areas such as product, marketing, finance, and supply chain respectively. The Americas, Europe, and Asia-Pacific are the three primary worldwide divisions of the corporation, and each of these divisions has a leadership team that is able to change strategies on a local level.

Functional divisions, such as design, sales, and sustainability, are responsible for serving all regions. These divisions encourage local responsiveness while still allowing for global consistency. Levi's is able to maintain its innovative, effective, and growth-oriented culture because to its organizational structure.



## 1.5 Products and Services Produced by Company

Clothing is the primary product that Levi Strauss & Co. offers, particularly jeans and other casual items. Furthermore, in addition to a variety of denim items, they also provide a few additional choices. They also provide additional services for clients, such as mending or altering items and assisting individuals in improving their online shopping experience.:

### Products

- Denim Jeans: Core product for men, women, and children
- Includes various fits: skinny, slim, straight, bootcut, etc.
- Jackets & Outerwear: Iconic denim jackets, trucker jackets, and seasonal outerwear
- Shirts & T-Shirts: Casual and dress shirts, graphic tees, and branded tops
- Shorts & Skirts: Denim and non-denim options for casual wear
- Dresses & Overalls: Mainly in denim for a casual, stylish look
- Accessories: Belts, hats, bags, wallets, and socks
- Footwear: A limited selection of casual shoes and sneakers.[4]

**Value-Added Services:** Levi Strauss & Co. is not just in the business of selling clothing; they also provide a variety of additional services to its clients. One of the things that may be found at some Levi's shops is the Levi's Tailor Shop. Patches, rips, alterations to the size, and embroidery are all options that are available to customers at that location. It is a little bit of fun, and it helps people enjoy their garments better, which in turn helps them maintain them for longer. In addition, Levi's makes an effort to be an environmentally responsible company by doing things like repairing old jeans and allowing customers to turn them in. There is also Levi's Second Hand, a business that offers pants that people have returned but are still in good shape. They also use a substance called Water Less® when they create jeans. It cut down on the amount of water that is utilized. The idea behind "Buy Better, Wear Longer" is to get people to buy clothes that will last longer instead of tossing them away. They also provide a membership program called Red Tab™. You can get discounts, early access to some things, and other cool benefits when you sign up.

There are things that may be obtained that make shopping more enjoyable, such as fashion advice. Using artificial intelligence, they provide you with tools that assist you in selecting the appropriate size, and the website is user-friendly and offers straightforward returns. Levi's is demonstrating that it cares about quality, being distinctive, and the environment by

providing all of these things, which makes buying more enjoyable. To put it another way, Levi's is a very huge brand that makes an effort to be cool and do good things for both its consumers and the environment.

## **Chapter 2: Description of Task Accomplished**

I learnt about the many stages it takes to convert a creative idea into a polished piece of apparel during my internship. I learned a lot from the experience, both as a person and as a professional. This included learning how to cut and sew, as well as how to work with suppliers and keep track of timetables in the merchandising department.

### **Marketing and Merchandising**

In the clothing business, marketing and merchandising are two parts of the same system that are very important for a business to be successful. Merchandising makes sure that the right items get to the right customers at the right time.

Marketing, on the other hand, is all about getting people to want something and making it more valuable.

Every day, I had to start the day in the Merchandising Department with a short team meeting. We talked about current orders, shipment times, and how to deal with buyers at these sessions. As an intern, it was my job to look over purchase orders, tech packs, and instructions from buyers. I also helped make sure that all the information about the products, such the type of cloth, the trims, the wash, the fit, and the delivery schedule, was written down correctly. As part of my job, I kept track of the progress of samples including lab dips, fit samples, and pre-production (PP) samples. I often had to make submission files and make sure they got to buyers on time. One of my most crucial jobs was to help keep the Time and Action (T&A) calendar up to date. This is a very vital tool for keeping track of every phase of an order, from the development stage to the delivery stage. Also, I had to write responses to emails while being watched, and I sometimes went to buyer calls or meetings within the company. This gave me practice with the professional way of talking that is needed to buy clothes anywhere around the world.

While I was working in marketing, I talked to my boss and learned about market research, consumer demand, market strategy, and how to build connections with customers. I was able to help the staff understand how they do their work every day, and I learnt about it too.

I also learned how each region is related to the others. Even a small delay in approving samples or a misunderstanding regarding the quality of the cloth might cause shipment delays or even rejections.

## **Production**

My day in the production area was more like doing things by hand. I stay with the engineers and line supervisors to see how the clothes are made. I saw them put fabric in several layers and then cut it with a marker so it doesn't go to waste. After they cut them, they put them in bundles by size and design so they could sew them together.

As I proceeded along the sewing line, I observed individuals doing different tasks, including putting on a waistline, zipper, and pocket. In short, each worker does the same activity over and over. I noticed various enormous machines, such as the bartack, lockstitch, and overlock. If the setting isn't accurate the stitch isn't proper, it won't be good. They also instructed me how to make a report on things that went wrong, including puckering and incorrect stitches, which I helped them to find.

## **Sampling Department**

During my time as an intern in the Sampling Department at Levi Strauss & Co., I was able to gain a significant amount of knowledge regarding the preliminary stages of the production of garments. Additionally, the department plays a significant role in the process of transforming creative concepts and technical designs into actual garments that can be tested prior to the beginning of mass production. I worked directly with teams in design, merchandising, pattern creation, and production when I was an intern. I assisted the team at various phases of the sample development cycle and worked closely with the teams developing the samples.

I make it a point to review the tech packs that were supplied to me by the design or merchandising teams on the first day with the company. These documents included a comprehensive set of specifications, including dimensions of the garments, instructions on how to create them, and requirements for the fabric and trimmings. I had a talk with my boss, who helped me make sense of these things.

I helped to get the raw materials ready for each example by organizing the fabrics, trims, buttons, zippers, and labels. I also helped organize these things and bring them to the sample tailors so they could start building them. I also learned the basics of pattern development and how changes to the design affected the process of making patterns.

Another important element of my job was to make sure that departments could talk to one other and keep in touch with each other. I told the merchandising team about the wonderful news about the samples, worked with tailors and pattern masters to make fun changes, and made sure that all input was carefully recorded and included in the new examples.

I learnt how vital it is to pay attention to the little things and manage your time wisely when

working in the clothes company. It also helped me understand the whole sample process better and provided me practice producing garments, talking to people in a technical way, and working with others as part of a team. While I worked at the Sampling Department, I could see how the fashion theory I studied in this program applied to the actual world. This helped me become equipped for future employment in fashion design or making things.

## **Washing**

During my internship at the Washing Department, I learned a lot about a very important element of making clothes. This was especially true for blue denim goods! The washing department uses a lot of different chemicals and machinery to get the various appearances, the suppleness and worn-in look that are hallmarks of Levi's style. I helped the people who washed the clothes.

There are several different washes, such as stone wash, enzyme wash, acid wash, and more eco-friendly methods like ozone and laser finishing.

I was really happy to help the team get samples ready for washing tests. This meant picking the proper chemicals, keeping an eye on the machines, adjusting the water temperature, and scheduling the wash cycles. I learned that little changes to wash factors like wash duration, water pressure, and chemical concentrations may have a big influence on a garment's color, texture, and durability. I was happy to help keep track of these changes by carefully keeping precise records of wash formulas and results. These records are necessary for making authorized effects in large quantities.

One of the most exciting things I did at work was aid with quality control testing after washing. These included testing for shrinkage, colorfastness when rubbed and washed, and abrasion resistance to make sure the clothes met Levi's high quality requirements.

I was quite interested in these lab studies and sometimes helped out. They taught me a lot about how washing affects the performance and lifespan of fabrics.

Also, I helped organize the washed samples for buyer and internal approvals, making sure they were labeled appropriately and keeping track of the different wash variations. This gave the design and manufacturing teams the power to pick the best finishes for the exciting new collections that were coming out.



## **HR and Admin**

I learnt a number of various skills at the HR and Admin Department that are necessary for managing employee relations and getting things done every day. I helped with the employment process by reading resumes, setting up interviews between candidates and hiring managers, and managers, and making sure the application database is organized. This experience taught me more about how to choose the right people and how crucial it is to be explicit when hiring someone.

I also assisted with the employment process by preparing job contracts and other forms. This manner, I made sure that new hires got everything they needed to start working right away. This event showed me how important training is for helping staff get along and get things done.

As part of maintaining employee data, I helped keep personnel files up to date and structured, used HR software to keep track of attendance, and maintained track of leave records. As part of this position, I learnt how crucial it is to keep personal staff information confidential and precise. I helped keep personnel files up to date and organized, used HR software to keep track of attendance, and kept track of leave records as part of managing employee data. I learned how important it is to keep personal staff information private and correct as part of this job.

I helped plan company events, training sessions, and meetings by taking care of things like making reservations and getting in touch with people. I was also in charge of office supplies, letters, and general office upkeep to help the department run smoothly.

When I did the job, I learn how to plan things and talk with people and manage many works at same time. I saw how to run office work, how to take new workers, and how to keep the staff happy so they don't get bored. I also learn about HR rules and how it help to make the place good for work.

This was the first time that I had the opportunity to see how a large multinational corporation operates its manufacturing facility. In the clothing industry, I discovered that it is of utmost significance to collaborate with one another, to treat people with kindness, and to be on time. The professionals in marketing demonstrated to me how they communicate with purchasers from various nations and how they must constantly be clear and swift in their communication. The production of Levi's clothing is not an easy task since it requires a great deal of expertise and careful attention to detail in order to maintain a high level of quality.

## **Chapter 3: Critical assessment of Internship work**

### **3.1 Application of Generic and Industry specific courses during the internship**

The PGD-KIM journey was not only great, but it was also very helpful and productive in every way. I really needed it at this point in my career, and it has a lot to do with what I do every day. I could relate to and use what I learned in every course in my job. The course material was well thought out, with a good mix of general and industry-specific topics. It helped me a lot to learn more.

The HR Skills and Competencies course taught me how to take on leadership roles and made it clear what the difference is between a leader and a manager. I found out that it's frequently preferable to collaborate with others to solve challenges than to do it alone. Most importantly, it taught me a lot about how to deal with and settle arguments. This helped me understand how individuals act at work. This job was similar to what I did in HR. It helps me learn how to hire people, what to look for in an employee, and how to obtain better work from someone. I learned how to handle people properly in this class, which I can utilize at work.

In analytical skill classes I learnt how to gather and evaluate data in a way that is helpful, such how to recognize the difference between main and secondary data sources. I learned Excel and statistics throughout the course, which I require for my job every day. This class has made me a better worker.

This communication skills class shows me how vital it is to be able to talk to people successfully in both my personal and professional life. This program taught me how to write courteous emails, how to modify my writing style for different occasions, and how to see the importance of each aspect of a communication. I also learnt how to start discussions and talk about myself with confidence, which are useful skills for everyday life. I can solve a lot of major difficulties at work and at home with good communication. This lesson made me a better person in general.

Business management, This lesson taught me how to operate a business by giving me an overview of different types of businesses and how they and projects work. It taught me some crucial business phrases and helped me figure out what elements of my business I need to concentrate on to expand.

The Garments Industry - Knitwear taught me everything I needed to know about creating garments, from getting the yarn ready to putting the outfits together. I learnt a lot about how

to wash things and how to figure out costs in this class, which I apply directly in product creation. This has helped me improve both my practical abilities and my theoretical understanding.

**Business Engineering** This training is particularly useful for people who work in sales and production. I discovered that a factory's productivity influences how satisfied its consumers are and how to find out how big it is. I have identified additional methods to cut costs for my firm by up to a million dollars a year.

I need to know everything about merchandising, including the procedures, the newest approaches, how to make forecasts, and the words that are used in merchandising. This class helped me remember what I accomplished every day and learn new things from my teacher, which made me do better overall.

I learnt a lot from my teammates, the teams we worked with, and the ways we solved problems throughout my internship. We had to deal with a lot of crucial problems that were related to growth and outcomes. For example, Levi's produced a fabric that contains 97% cotton, 2% elastane, and 1% tycel. This happens every time a new fabric or major design is made. This fabric is really light, and I have a new pattern that is quite significant. After producing samples and finding out they weren't good for production, our team talked to our tech and wash team about how to get the samples good enough for production and display them to the buyer for approval.

But I was able to address the situation since I learnt how to communicate well from this PGD. We didn't have enough time, which was our main difficulty. We had to hustle all the time because we didn't have any additional time for this exam, which made it impossible to stay to the timetable.

We were able to do this because to what we learned in the merchandising and marketing class. So, the customer and I decided to do what was needed to make the styles easier to manufacture.

Another example is that we have developed a new fabric. During the development stage, we only made five samples of each color, and the processing is done very carefully, which means less output. When the models were finished and shipped, our production team started getting complaints about pilling and the discount that the buyer had set. After that, our production team announced an investigation from the production stage because there were no callouts from development. They worked with wash, QA, and the technical team here. I used my knowledge of garments and industrial engineering to figure out what was wrong, but the

problem wasn't clear. After that, we, development, started the investigation, and the result was that the pilling problems were with the fabric; the fabric had all the problems, but as I said before, samples are made with extra care during development. If the sample section and the production section had talked to each other from the start, problems could have been fixed sooner. We need to work together more as a team than as separate departments. All of these problems I saw and dealt with, and my daily life there was easier because I could use both the theoretical and practical knowledge, I learned in my PGD KIM course

### **3.2 Suggestion for industry improvement**

I'm proud to be a part of my organization, but I think some changes could make the workplace more fun and motivate employees even more. I've noticed that a lot of my coworkers are more focused on managing than leading, which isn't a good thing for leadership. Putting leadership first and promoting teamwork would definitely make people work harder. New hires get general company training, but giving them specific training for their jobs or teams would save time during the day and help them feel more confident so they can adapt more quickly to working with their teammates.

### **3.3 Learning for self-improvement**

PGD-KIM has been a big part of improving my personal and professional skills. It has helped me grow as a person and as a professional. You need to be able to communicate to people well for this work, and the program enabled me talk to individuals from other departments, learn about what they do, and try out new methods to solve problems. I also discovered that the textile business is connected to a number of other fields. The training taught me how to communicate to buyers and sellers in a better way. PGD-KIM's extensive instruction in this area was incredibly beneficial because negotiating is a key aspect of my career. The most essential thing is that I found the courses really helpful for my job, and I'm sure they will benefit me in the future as well.

## **Chapter 4: Conclusion**

The Post Graduate Diploma in Knit Industry Management (PGD-KIM) program taught me a lot and helped me become a better student and employee. This advanced study was deliberately designed to fill the essential gap between what you know in theory and what you can do in real life.

This course helps people become better workers by teaching them both intellectual ideas and skills they can use in the actual world.

One of the best things our institution has done is focus on teaching students skills they can apply right immediately on the job. This program helps people be ready for work and do well in their new employment by helping them with the challenges they have when they go from school to work.

This lesson has really helped me grow as a person. It let me realize some of my shortcomings and improve on them, and it provided me a better picture of what I want my profession to be like. The way the PGD-KIM program was set up and the things we learned helped me develop both academic and vital soft skills like communication, collaboration, and critical thinking, which are all extremely necessary in today's job market.

The training was also a big part of my professional experience. There were some hard periods at work, but the training and information I got from the PGD-KIM program helped me deal with them better. I could utilize what I learned in class immediately away, which showed me that the program was valuable and important.

I am really grateful to BIGD (BRAC Institute of Governance and Development) for putting together and offering such an essential curriculum. The PGD-KIM course has not only helped me get better at my career, but it has also given me the confidence and ability to do it better.

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