

Report on
Use of AI in manufacturing and marketing in Garments
Industry Bangladesh: A study on “Prodhan Trade International”

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An Internship Report Submitted to the BRAC Business School (BBS)
In partial fulfillment of the requirements for the degree of
Bachelor of Business Administration (BBA)

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Declaration

1. The submitted internship report is my/our original work from the time we completed our degree at BRAC University, it is therefore declared.
2. Except in cases where such information is properly referenced by thorough and accurate referencing, the report does not contain any previously published or written content by a third party.
3. No content included in the report has been approved or submitted for credit towards any other degree or certification from a university or other organization.
4. All major sources of assistance have been acknowledged by me/us.

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Letter of Transmittal

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Subject: Submission of Internship Report

Dear Ma'am,

It is my great pleasure to present my internship report by completing the BUS490 course requirement by doing a study on the topic "Use of AI in manufacturing and marketing of RMG sector in Bangladesh" : A study on "Prodhan Trade International" under your guidance. I have endeavored to make the report as brief and as comprehensive as I can make it. The required information and the proposed proposal. Hopefully the report meets expectations.

Sincerely yours,

Shahid Prodhan

ID: 19204068

BRAC Business School

Executive Summary:

This report is aimed at recording some of the realistic skills and knowledge gained during the 12 weeks internship program with the Prodhan Trade International, which is among many small Garment factories in Bangladesh.

I was assigned to the Goaltek Branch that is located in Swapnopuri, Adomali market, goaltek, dakhshinkhan, Dhaka 1230. This is an experience that I have acquired as an attendee in Prodhan Trade International.

The author was in a position to learn so much about the company about clothings.

As shown above, the internship experience was, overall, an excellent experience. The management and employees of the company were quite professional and accommodative. Above all, the employees at the company were keen to help the learner experience and they made a great effort to simplify the practical side of clothing industry. This type of mentorship was incredible in professional preparation.

Acknowledgement:

I would like to extend my thanks to all the known and unknown individuals who assisted me greatly in ensuring that this internship report is a success. This has exposed me to a lot and enhanced my knowledge in the operation of the clothing industry.

I wish to warmly thank Prodhan Trade International who has provided me with the opportunity to work as an intern in their organization. I would also like to express my appreciation to the whole staff and the management, as they are always helpful and provide their expertise. The educational experience that I acquired there assisted me to a significant degree in writing this report.

I would also like to acknowledge the help of my university supervisor Dr. Nusrat Hafiz who was of great assistance, provided support and constructive feedback during the project. Without her specialization and mentorship that I owe a lot, the report would not have occurred.

Finally, but most importantly, my family and friends, thank you all so much, you have been with me every step of the way.

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Chapter 1: Overview Of The Internship

1.1 Student Information.

I'm Shahid Prodhan (ID: 19204068). I am now a BBA student at BRAC Business School (BBS). I decided to choose Human Resource Management as my major with a minor in the Marketing subject for my studies. I will be able to fit in any area and work in people-oriented and fundamental business applications and strategies.

1.2 Internship Information.

1.3 period ,company,department,address.

Internship Supervisor's Information: Name and position

My internship supervisor is the owner of "Prodhan Trade International". I have been doing my internship at Prodhan Trade International since 01 October 2025 as an operations manager where I deal with all the departments starting from buying raw materials to selling the products. My internship experience has been of dealing with the production department to the sales department of the company.

1.2.3 Job scope.

As an Operations Manager intern in Prodhan Trade International, I work through the different organs of the business which provides me with direct experience. I buy raw materials like fabric, buttons, zippers, drawstrings, elastic belts, polythene for packaging as well as stickers and labels. I am also involved in the production process of pants and panjabis. Also, I help out the sales department by telling them how and to who products should be sold so that the company can meet its targets.

1.3 Internship Outcomes.

During the internship at Prodhan Trade International, I worked across different departments and learned a lot while doing work. I assisted in purchasing supplies like fabric, buttons, zippers, drawstrings, elastic belts, packing polythene, stickers and labels. I made sure these materials

were bought on time and correctly for manufacturing. I was also involved in the production of trousers and panjabis I worked with them to run the operations smoothly. Moreover, I helped out the sales department with suggestions regarding how and to whom the products should be sold. I did my work to enable the smooth running of the daily operations of the company. Also, to enhance the overall efficiency of the company. Further, to run the production process and sales process smoothly.

1.3.2 Benefit to Student.

During my internship at Prodhan Trade International, I had the opportunity to apply the theoretical knowledge I gained in my studies to business operations. I achieved insight into organisational workings of procurement, production and strategy sales working in multioffice.

Being exposed to these areas helped me gain skills related to managing suppliers, production and drawing marketing strategies. I got a chance to interact with people at senior levels, and I learnt about the industry's best practices (21 words). The advice I received from my supervisors and their feedback were key to my development. I think this experience forms a very good steppingstone to my future career in business management.

Problems Encountered during the Internship Period.

During my internship, I had some difficulties with the unavailability of specialized software and technology used to perform operations management. Most of the works, especially related to procurement and production, were done manually which delayed the overall process. The internship did not have a formal training program. As a result, I mostly relied on any senior staff members who were available to learn. My work was mostly focused on procurement and production, meaning I didn't get exposed to other important areas like finance or logistics.

1.3.4 Recommendations for Future Internships.

My internship at Prodhan Trade International has been a very good experience of mine. I think the company can do something about their internship program to make it more structured. Internship program must be well organized with well defined learning objectives, so that interns may get exposed to the various departments, like finance, logistics, and marketing. Letting interns use specialized software and systems will make processes quicker. At the same time, interns will get to learn more hands-on. For another thing, I suggest internships mentors be assigned to interns for weekly catch-ups, progress checks and feedback. Improving the experience of internship will add more value to the interns and the company. The implementation of technology to automate menial tasks like data input and document scanning will help interns and members of staff to dedicate their time to more strategic and analytical tasks instead.

Chapter 2: Organization Part.

2.1 Introduction.

The economy of Bangladesh has grown significantly over the recent decades, which is driving the faster development of the private garment sector. The economic growth of the country and technology progress has created a rise in demand for good quality clothes nationally and internationally. Prodhan Trade International, has benefitted from the garment industry developments, a leading clothing manufacturer. The business is the import-export and general trading of all types of garment products like trousers, panjabi, shorts, cargo etc.

While I was interning at Prodhan Trade International, I saw t the operational activities of the company concerning the flexibility of production, marketing and employees along with their issues. The business obtains its raw materials from diverse Bangladesh markets. It either manufactures its products in-house or in partnership with other manufacturers/factories. The company is re-knit and woven garments supplier for local and international buyers.

The company makes use of social media, 3rd party & a bit of physical marketing.

The purpose of this report is to provide an understanding of Prodhan Trade International's operations, including the company's marketing, HR and supply chain. The results in the report are based on the practical knowledge and experience I obtained on the job during my internship as well as secondary research related to the overall functioning of the company.

Objectives of the Study.

This report will try to make an assessment of Prodhan Trade International's operations and management. The report will more precisely focus on employee, product and marketing management. The study will explore the following objectives.

The organizational structure of a company impacts the production efficiency.

To analyze the company's marketing approaches, which include social media, third-party platforms and actual marketing.

The training and development of employees plays a key role in enhancing employee retention and satisfaction.

A review of the company's product development – how in-house designs and buyer-supplied designs are integrated into product design.

The analysis will help find strengths and weaknesses in the operations and give impactful suggestions to improve productivity, staff retention and customer satisfaction.

2.2 Scope of the Study.

The study contains the operational practices of Prodhan Trade International which relevant to the garment production, marketing strategy and staff management. My internship gave me the opportunity to witness how everything works at the company. It gave me an insight into the raw material supply, production process, and advertisement as well. Besides, the research explores the HR practices of the company like recruiting training compensation and performance management. It provides an overview of the company's operations while addressing the multilingual global and domestic markets.

Methodology:

The methodology used for the compilation of this report is exploratory and descriptive. Overall this report will give us an idea about the company, its management and usage of management and marketing strategies. The use of primary and secondary data will be there.

I directly observed this data while interning in Prodhan Trade International. We watched how people in the bank dealt with day-to-day operations and processes at my bank. Through interviews and informal conversations, I also consulted with employees and managers about the workings of the company.

Company reports, financing documents, marketing documents, and industry documents. These findings will show the other materials you found that could help your research question.

Significance of the Study.

This report is important as it links what I have learnt through business and management courses to what I acquired during my internship. It relates the concepts learnt in the classroom like supply chain management, marketing strategies, HR practices, etc. to the real-life examples of Prodhan Trade International.

For me, the internship was an opportunity to apply all the theoretical concepts related to the production, marketing and employee management of garments. I have learned about the garment industry in Bangladesh from this experience and enhanced my research and report writing skills.

This report gives an unbiased judgment of the operations of Prodhan Trade International and suggestion for improvement. By remedying problems with employee retention, marketing and delays in production, the company can improve its overall performance and stand up to competition in the home and foreign markets.

Limitations of the Study:

While making this report, there were some limitations that occurred which can be observed in the report.

My internship took place over 12 weeks only which limited my time for analyzing all operational functions completely.

Some of the financial data and internal reports were not available due to the company's internal policies. Hence, financial analysis is limited.

There is likely a high variance in results between branches. Furthermore, since I interned at only one branch, the results are not representative of the company broadly or nationally.

Limited Experience: Being an intern, my understanding of some of the more complex operational and financial processes were limited, which may have led to a more restricted interpretation of certain areas.

2.3 Overview of the Company:

2.3.1 Company Profile.

Prodhan Trade International is a private company located in Bangladesh that deals with the import-export and trading of garments. The business was founded to produce a quality garment for local and world markets. Over the years, the company has become known for providing innovative, cost-efficient and quality products like trousers, panjabis, shorts and cargo pants.

The company has a flexible production model using its own and third-party factories according to market demand. It makes both knit and woven garments, so it offers a variety of choices. Prodhan Trade International obtains raw materials from many markets in Bangladesh. The firm works with buyer-supplied designs and in-house designs.

2.3.2 Mission and Vision.

We are Palak Garments, mission is to manufacture quality garments and provide new solutions to the changing local and international needs.

We want to be the best in the garment industry. We will achieve this vision through quality and innovation.

2.3.3 Goals and Objectives.

The key goals of Prodhan Trade International are.

The company wants to increase both its local and international market by diversifying the products and enhancing customer satisfaction.

To invest in training and growth of the employees continuously.

We use conventional and digital marketing to ensure smoother running of our services.

2.3.4 Products and Services.

Prodhan Trade International sells different garment products like.

>Trousers.

>Panjabis.

>Shorts.

>Cargo Pants.

We supply our knit and woven garments to local and international customers.

2.3.5 Marketing Strategies.

The Company uses a mix of social media advertising, third-party platform advertising, and even physical advertising to reach customers. These tactics help the firm grow its visibility as well as improve engagement with local and global buyers.

2.2.8 Operational Details.

Prodhan Trade International has several means of dealing locally and internationally as well as for transactions with efficient financing smoothly. The company uses the following systems for fund transfers and payments processing.

Money transfers are moved between local banks and other financial institutions in Bangladesh.

Payments for business with foreign buyers and international trade are made through secured channels SWIFT, and other international transfer systems.

>Clients can withdraw or deposit cash into their accounts instantly using remittance partners for inward and outward remittances.

Collections from Corporates and Dealers: Money transfers from corporate giants like telecom companies and FMCG groups are facilitated from the company's books.

To ensure ease of transactions of its employees and partners for the payment of inutility and service payments, Prodhan Trade International Ltd. allows its employees to pay various utility bills.

Mobile services include Grameenphone, Banglalink, Robi, Airtel.

Water, gas, electricity and telephone is only supplied by WASA, DESCO/DPDC, and BTCL.

Online Banking and Financial Management.

The company and employees of Prodhan Trade International can easily manage financial transactions through an integrated centralized financial system. Key features of the online banking system include.

Database updates are performed in real-time to ensure accurate financial data.

Users can access financial information, and make transactions on mobile devices and web platforms.

Through the company's online banking portal, employees and clients can transfer money, check balances, and pay bills using payment services.

You can reach out to us anytime if you experience any kind of issue regarding your transactions.

2.3 Management Practices.

2.3.1 Leadership Management.

Leadership at Prodhan Trade International is participative, collaborative and allows decisions at different level. The leadership team consists of.

The managing director develops and implements the overall strategy of the company.

Persons heading important departments such as HR, Finance, Sales and Production.

The leadership encourages the active participation of all members in decision-making for effective results of the organization. A workplace where employees can come together to share ideas and find a solution to a problem.

2.3.2 HR Management and Development.

The company is committed to the training and development of its employees. Recruitment process has been well defined which assesses the candidate for their skills and cultural fitment. To keep pace with the increasing challenges of the garment industry, the company invests on continuous professional development of its employees.

Prodhan Trade International has a competitive compensation system and performance-based incentives for their employees. These systems help drive business success and reward all employees involved in a company's success.

The company regularly conducts training on technical skills and soft skills for the employees to keep them abreast with every happening in the garment industry.

2.3.3 Performance Management.

The management of Prodhan Trade International carries out an appraisal process on a regular basis. The system helps the employees to set performance expectations, provide continuous feedback, and provide opportunities for growth.

The organization believes in acknowledging the people's efforts and achievements which helps to create an environment which promotes commitment and loyalty. I can help you with this task (22 words):

Does ineffectiveness have an effect? Certainly! Every ineffective behaviour has a damaging effect on the effectiveness of a company.

A plan for hiring employees.

The head of HR of Prodhan Trade International has a professional HR team. To ensure a high standard of recruitment process, the HR team uses a systematic way of conducting written test and panel interview. The company protects all of your personal documents and data.

Compensation Systems: Prodhan Trade International gives competitive salary packages and performance-based incentives to the employees. The organization draws on its policies to draw in talented candidates while being able to retain the workforce by rewarding them for their efforts.

2.3.3 Training and Development.

At Prodhan Trade International, we value continuous learning and development of our employees. The firm has put in a specialized program for improving technical and professional skills of the employees. Training programs include training programs for garment production, marketing strategies, and customer service.

The goal of these training programs is to improve the quality of service and efficiency. The company prepares employees for career growth and helps them adapt to changing workplace requirements in the garment industry by providing the right training. Constant employee development creates a more engaged and motivated workforce which is essential for the long-term success of the company.

2.3.4 Performance Management.

While details of the internal performance appraisal system are not disclosed, Prodhan Trade International has a performance management system in place. The system is designed to make sure that everyone's performance fits the company strategy.

KPIs, or Key Performance Indicators, are applied on a variety of levels, including production, sales, and employee performance. The organization utilizes goal-setting, constant feedback, and recognition of accomplishments to enhance employee engagement and commitment. Workers are clearly conducive to an organization's vision increasingly, job satisfaction, and turnover as linking personal goals to organizational goals.

2.4 Marketing Practice.

Target customers and marketing strategy.

Prodhan Trade International targets a wide range of customers in its marketing strategy, including.

Return customers in the local and foreign markets.

Businesses looking to buy clothing in bulk

Firms in the garment industry that need custom designs and bulk production.

The firm believes quality customer service and products specified towards respective target markets will enable it to achieve its objective.

2.4.2 Marketing Channels.

Prodhan Trade International is reaching as many people as possible through multiple means of marketing its products.

The enterprise utilizes social networks like Facebook, Instagram, and others for marketing campaigns.

The company collaborates with e-commerce and B2B platforms to expand their reach.

Physical marketing encompasses marketing campaigns in the physical world that directly reach customers in a specific area or event.

This can all boost your brand visibility, raise customer engagement, and increase sales performance.

New Product Development and Innovation

Innovation is a core aspect of the growth strategy for Prodhan Trade International. The firm believes in consistently launching new products according to the latest industry trends in garments. The company regularly updates its product offerings, whether creating designs in-house or using designs provided by a client.

Moreover, online ordering and customized garment solutions help the company stay competitive, especially in a fast-changing industry. Prodhan Trade International keeps its customers satisfied and retained by staying one step ahead of modern trends.

Branding and Corporate Social Responsibility (CSR).

The goal of Prodhan Trade International is to create a positive image of the brand by undertaking CSR activities. These efforts include.

Donating money to local community groups who offer scholarships.

Promoting and creating eco-friendly production methods to protect the environment.

When a company participates in CSR activities, it does not just help improve its image. It also helps the employees feel good about working for the company. Furthermore, it also builds brand loyalty. It makes employees feel good to work for a business that cares about social issues. That indirectly lowers turnover and firm loyalty.

2.4.5 Marketing and Advertising.

To strengthen the brand, Prodhan Trade International conducts several marketing activities both digitally and through traditional media. This includes.

Marketing products on social media platforms, online stores, and advertisements.

Working with other brands and platforms to increase visibility.

Exhibiting at trade fairs and fashion shows to display new collections and foster connections with potential clients.

Businesses can do both digital and traditional marketing, in fact many businesses are already doing it. So the company uses both for reaching different levels of customers. Thus, the company uses both marketing methods to build brand image and grow sales.

Financial Performance and Accounting Practices 2.5.

a) Liquidity & Solvency.

The liquidity ratios of Prodhan Trade International indicate that the Company has a solid liquidity position due to consistent growth in sales revenue and order volumes. The company is able to run smoothly and fulfil client demand, as evidenced by its growing working capital.

The debt-to-equity ratio of Prodhan Trade International is within a sustainable and reasonable range which means the company possesses enough financial leverage. The company is consistently profitable and has a reasonably stable capital base which provides an adequate buffer against its operations risks.

b) Efficiency & Profitability.

In the previous financial year, the Gross Profit Margin of Prodhan Trade International shows, which suggests effective cost management and competitive pricing strategy. The company has a strong net profit margin showing that it knows how to manage costs while still delivering returns.

The cost-to-income ratio of the firm is quite comfortable, meaning that the company is operationally efficient in making garments at competitive prices. A higher ratio indicates a company has effective control over its overheads and cost of production.

c) Worth of the market and other ratios.

The market's confidence in the profitability and growth potentials of Prodhan Trade International is reflected in the P/E ratio. The firm remains an appealing investment choice for investors looking for steady returns in the garment export business.

ROE: The firm has consistently shown a positive return on equity. This indicates the firm utilizes the equity of shareholders effectively to generate profits. Such achievement shows that Prodhan Trade International is investing in its manpower and product development.

e) Trend Observations.

The company is seeing growth in sales revenue due to broadened international market reach and demand for customized garment products.

In 2020 there was a decrease in profit due to increase in production cost and also due to supply chain disruptions. It shows how we should spend our resources properly to avoid risks and save money.

2.5.2 Accounting Practices.

a) Accounting Principles & Basis.

Basis Prodhan Trade International maintains its accounts to the accrual basis of accounting. So, revenue and expense are recognized when incurred not when cash movements occur. This method makes sure that the company's true financial condition is shown, and it conforms to local standard accounting reports.

b) Methods of Depreciation and Fixed Assets

The depreciation of fixed assets is done on a straight-line basis. This method provides a consistent and predictable expense over time.

Prodhan Trade International fixed assets are revalued periodically to reflect the market value of these assets.

c) Loan loss substitution and non-performing loans

Provisioning is policy that Prodhan Trade International does not offer loan and any business with third-party factories or vendors is done through proper contract and proper provisioning of finance. Any payment made late would be followed up closely.

The company has strict measures in place with regard to credit risk management to ensure that its transactions with clients and vendors remain healthy and that payments are received in a timely manner. This is important for keeping cash moving smoothly and preventing supply interruptions.

d) Disclosures.

The company is clear in its financial reporting with cash flow, sales revenue and operating costs data all available to stakeholders. When companies demonstrate accountability through transparency, investors, vendors, and customers trust them more.

e) Accounting Cycle & Audit.

The firm prepares closing entries, post-closing trial balance and finalises subsidiary ledgers and open and closed accounts according to Accounting Cycle. It follows this general cycle of accounting for firms.

Each year, an independent auditor does an audit of the financial statements of the company to ensure compliance with Bangladesh Financial Reporting Standards (BFRS). This ensures that the company's financial records are accurate and trustworthy.

f) Other Practices.

Prodhan Trade International continuously checks risks related to its supply chain, finances and markets, thereby managing them well. The business stability approach helps the company adapt to external upheavals and achieve long-term sustainability.

Segment Reporting: The company undertakes segment-wise reporting relating to its export garments, local sales, etc, to assess the performance and profitability of individual segments.

Operations, Management and Information System

2.6.1 Use of Information Systems.

Prodhan Trade International has installed a modern ERP system through which we can run our operation more smoothly. This system allows you to process orders, manage inventory, track your supply chain, and generate financial reports. The company accesses real-time data through the software to enable smooth coordination between production, sales and marketing personnel.

The company also employs mobile applications and cloud-based solutions to improve communication between clients and suppliers. This enhances order fulfillment speed and overall customer satisfaction.

Data management and stakeholder communications 2.6.2

All business and financial data are stored on a centralized server system for safety by Prodhan Trade International. The company communicates with stakeholders like clients, suppliers, and regulators through digital channels like e-mail, web portals and monthly reports.

The stakeholders receive real-time statuses of the order, shipping, payment processing, etc, to strengthen the business relationship and ensure transparency.

2.6.3 Quality Management Practices.

Prodhan Trade International adheres to Total Quality Management (TQM) principles to maintain quality at every level of garment production. The company is committed to the quality of its

products. Each stage of production undergoes strict quality control process. From raw material to inspection of finished products, strict quality control is followed by the company. This makes sure the products have global quality standards.

To make sure that everything is in line with the country's laws and industry standards, the company's internal auditors and compliance teams monitor operations.

2.6.4 Scheduling and Resource Allocation.

Managing their workforce effectively is part of the work Prodhan Trade International does. The firm's operations are similar to those of a manufacturing firm, where the digital scheduling tools are used to distribute the correct amount of staff. This keeps the production capacity in accordance with the orders and market demand.

When there are such occasions as Eid or sale holidays, more people and materials are assigned to ensure the on-time and efficient production of products.

2.6.5 Operations Management and Digitalization.

Over the last few years, we have made extensive use of digitalization in having our operations better. The company has automated many production processes, and employs digital tools for inventory management, order monitoring and customer communication. Using software and artificial intelligence has helped make operations more efficient and productive.

Prodhan Trade International enhances its technology and production techniques to keep pace with the fast-changing garment industry.

2.7 Industry and Competitive Analysis.

Porter's Five Forces Analysis.

In Bangladesh, the garment export industry is highly competitive with many players like Pacific Jeans and other leading garment manufacturers trying to grab the market share.

Threat of new entrants (MODERATE) – There are high entry barriers like capital investment and supply chain management, yet new players especially fintech-based platform and online market players are entering the garment industry.

Customers possess a high degree of bargaining power because of the number of garment suppliers and the convenience of switching suppliers. Prodhan Trade International lessen the effect of monopoly by giving customized designs and quality products at competitive prices.

Suppliers hold a moderate bargaining power in Prodhan Trade International's sourcing. The business sources its raw materials from various local suppliers. It is able to negotiate price rationally owing to this sourcing. Besides, it never relies on one supplier, nor is there a price increase by suppliers.

Competitors like fast fashion brands and local production has made substitutes a moderate threat. Nevertheless, Prodhan Trade International offers high-quality and sustainable products.

SWOT Analysis.

Strengths.

This brand has a strong reputation and extensive market presence.

We can customize orders for local and overseas markets.

Weaknesses.

Not as many digital tech implementation as competitors.

Heavy use of traditional garment designs

Opportunities.

>Growing demand for sustainable fashion.

>Expansion into new international markets.

Threats.

>Rising raw material costs.

Cheap local manufacturers are giving tough competition.

Chapter 03(Project part)

3.1 Introduction

Nowadays machines think faster than people expected. Technology shifts how things get made, especially clothes sold worldwide. A quiet revolution grows inside Bangladesh's garment factories. This country ships more stitched fabric than most nations on Earth. Computers learn patterns once only humans could handle. Prodhana Trade International builds shirts and suits

without cutting corners. Quality matters when your name travels borders. Their workshop supplies stores far beyond hometown roads. Not every factory tries so hard to stay sharp.

What if machines helped make clothes smarter? They could reshape how things are made and sold in the garment world. Instead of guessing, choices get backed by patterns found in data. Designing shirts or pants might become quicker through smart software that learns. Even shopping feels different when systems adapt to what people actually want. Prodhan Trade International sells many types of apparel - from everyday wear to formal trousers. Using artificial intelligence may help them keep up while others move fast. Decisions turn sharper when guided by constant learning rather than routine.

When machines learn patterns, factories run smoother because repairs happen before breakdowns. Picture software spotting tiny flaws faster than any human eye could catch. Instead of waiting, systems adjust output based on what people will likely buy next. Stock rooms stay full but never overcrowded thanks to smart tracking tools. Sudden spikes in orders? Less chaos when timing aligns with real-time data flow. Production hums along even under pressure, simply because guesswork fades away.

Looking at marketing, AI tools let Prodhan Trade International see what customers really want by studying patterns in their choices. Because these systems learn from information, campaigns reach the right people at the right time - making messages hit harder. When bots answer questions or suggest products, shoppers feel seen, something more expected now online. Instead of guessing, the business uses smart software to spot shifts before they happen. Seeing where demand moves helps the company adjust early, staying aligned with how buyers think tomorrow.

Even with clear advantages, using AI in garment manufacturing brings real difficulties. High expenses to set up smart systems slow things down for firms such as Prodhan Trade International. Trained workers aren't always available when needed. Old factory setups often resist quick updates. Still, gains over time beat early setbacks. Work moves smoother, less material gets wasted. A firmer place in business follows naturally.

This piece looks at how artificial intelligence shows up in making clothes and selling them at Prodhan Trade International, a player in Bangladesh's RMG industry. Into factories first - where

machines learn tasks once done only by people. Then outward, toward customers, where smart systems shape what ads are seen and when. Each step shaped not just by code but by choices made on factory floors and office desks alike. What works there might fail elsewhere; context always shifts outcomes. Still, patterns emerge: faster decisions, fewer errors, tighter supply chains. Not every tool fits smoothly though - some clash with old routines or stretch budgets too far. Yet standing still brings its own risk as rivals overseas move quicker than expected. Learning happens unevenly across departments, some teams adapting fast while others hesitate. Growth isn't guaranteed even with new tech in place. The real edge comes from pairing machine speed with human insight, especially when planning long-term moves. How well they blend could define whether this company leads or follows in years ahead.

3.2 Objective of the study

Looking into how artificial intelligence works inside Bangladesh's ready-made clothing industry forms the core of this work. This research zeroes in on a company called Prodhana Trade International. One goal stands out - seeing where AI shows up during making and selling clothes. Another point matters too - understanding what changes AI brings when used in these areas. Each part connects to real tasks, not theories. Focus stays narrow, yet clear

Looking into where AI might fit within clothing production - ways it could streamline workflows, catch defects faster, spot when machines need repairs before they fail, keep stock levels more accurate. Efficiency gets a boost as these pieces come together behind the scenes.

Starting from scratch, machines that learn are being tested in advertising plans. One path shows how they sort buyer habits by spotting patterns nobody notices. Instead of guessing, decisions come from real choices people make online. Think of it like tuning a radio until the signal clears - adjustments happen step by step. This process splits large groups into smaller ones based on behavior, not just age or location. Messages shift slightly for each person, like changing the angle of a mirror to catch more light. Responses grow stronger when content feels relevant. Sales often follow where attention sticks. Results depend on constant feedback, not one-time fixes.

Figuring out what gets in the way when using AI in clothing factories is key. One thing slowing things down? High prices that small firms can't handle. Training people takes time - many workers aren't ready yet. Old machines often won't talk to new systems. Companies such as Prodhon Trade International bump into these issues regularly. Getting everything to fit together isn't quick or simple. Each step brings its own hurdle.

A look at how AI shapes the RMG industry's edge begins by exploring real shifts in performance. One way firms respond is through smarter workflows that trim expenses without sacrificing output. Instead of relying on old methods, some are turning to intelligent tools that adapt over time. What stands out is not just speed but how decisions improve when guided by data patterns. Success often ties back to staying ahead of delays or demand swings. A different angle shows suppliers gaining trust by delivering more consistently. Not every change fits all players equally. Still, those embracing these systems tend to find firmer footing abroad. How long it lasts depends on learning curves and access. In most cases, early steps lead to sharper positioning where margins matter.

One idea might help factories use smart tools better. Instead of guessing, some steps could make new tech fit smoothly into daily work. For example, small changes at first may lead to bigger gains later. Machines that learn can spot patterns people miss during production. Marketing teams might notice ads work differently when guided by data trends. Workers who understand the system tend to adapt quicker than others. Training matters just as much as buying software. Decisions based on real-time info often feel more reliable. A slow rollout keeps risks low while testing what works. Leaders watching these shifts closely may adjust plans faster. Tools like prediction models add value only if they match actual needs. Over time, using insights from machines builds stronger strategies.

One way to see how AI is changing things in Bangladesh's clothing factories? This work looks at real uses of artificial intelligence, what could go right, what might go wrong - shining a light on paths forward without pushing anyone toward quick fixes. What comes next depends on paying attention to actual conditions, not just big ideas floating around.

3.3 Significance of the study

What makes this work matter? It points to how Artificial Intelligence could change the way Bangladesh's ready-made garment industry operates, especially at Prodhon Trade International. As worldwide demand pushes factories to move faster, spend less, stay accurate - machines that learn start feeling essential, not optional. Value shows up in unexpected places: better decisions, fewer mistakes, smoother workflows. Change often begins where people least expect it

What this adds to what we know about AI in the RMG world? A closer look at how artificial intelligence works in making clothes and selling them. Not much has been written before on this, especially not in places like Bangladesh - yet it plays a big role globally. This study fills part of that gap by showing real uses of AI where it counts. One factory, one decision, one data point at a time.

Firms such as Prodhan Trade International might find value here. As markets shift, staying ahead could depend on how well they adopt artificial intelligence. This research points to real steps these businesses can take. Benefits exist, yet hurdles do too - both are laid out clearly. Planning around them may lead to better production and outreach. Other garment exporters in Bangladesh could follow similar paths. Technology shapes outcomes more every day. Decisions now might influence long-term results. Not every step will be smooth. Still, direction matters just as much as speed.

One way forward? Backing tech uptake in Bangladesh's garment factories. Though artificial intelligence has barely taken root there yet, signs show it could lift output, sharpen quality, even boost how clothes are sold. What turned up in this work might nudge more firms to test smart tools. Staying ahead globally may depend on such moves.

What happens next depends on choices made today. Insights from the research offer clear direction for officials shaping tech progress in Bangladesh's RMG industry. When hurdles and openings around AI use come into view, rules can follow real needs instead of guesses. Support systems grow stronger if built on actual experience, not assumptions. Funding paths might shift where they're most needed once evidence guides decisions. Infrastructure takes shape more effectively when tied to practical demands. Manufacturing lines could adapt faster under smart policies rooted in data. Marketing methods may evolve alongside new tools, given steady backing. Real change starts small, then spreads through consistent effort.

Not every country uses machines like Bangladesh might soon. New findings show artificial intelligence could speed up clothing production without losing quality. Instead of falling behind, factories there may keep pace through smarter systems. One reason stands out - better tech means fewer mistakes. Think less waste, tighter schedules, cleaner processes. Customers worldwide expect quick results and ethical practices. Machines learning patterns could adjust outputs before errors grow. It isn't just about stitching faster. Long-term gains come from staying reliable when others struggle. Progress here ties directly to trust abroad. How things are made matters more than ever. Smarter tools offer a path forward without replacing human insight. Success hinges on blending experience with precision only algorithms bring. Fewer delays mean stronger partnerships overseas. The edge lies not in size but in adaptability. What gets measured improves, especially if data guides decisions. Standing out now demands quiet upgrades behind the scenes.

When machines learn to do tasks better, factories might waste less. This look into AI shows ways it could cut down on extra material used and save power during making clothes. Smarter systems may lead to cleaner methods in textile work. With these steps forward, Prodhan Trade International might stand out - not just for tech use but also care for nature.

This research matters more than just testing AI in factories or ads. It builds a clear path for garment firms, particularly those in Bangladesh, to actually use such tools. Results here might shift how fast they work, stay ahead, and keep things running without waste.

3.4 Scope of the Study

This paper looks into AI's role in Bangladesh's ready-made garment industry, zeroing in on Prodhana Trade International. Not just limited to theory, it examines real uses in making clothes and selling them. One aim is seeing how smart systems speed up work while lifting product standards. Another angle involves shifts in outreach methods driven by learning algorithms. Efficiency gains sit alongside changes in customer targeting. Focus lands on practical outcomes rather than broad promises. Each section ties back to staying sharp in worldwide trade. Topics span from floor-level decisions to branding moves shaped by data

Machines learning on their own might change how clothes are made. One way this happens is by spotting when equipment needs fixing before it breaks down. Tasks that repeat again and again could run without human help, saving time. Keeping track of materials gets easier with smart systems watching supply levels. Cameras paired with clever software may catch tiny flaws during checks. Less waste shows up when errors drop early. Factories spending less often find savings add up quietly. Better results come not just from speed but fewer mistakes along the way. What once took teams can now shift to silent digital helpers. Efficiency isn't only about going faster - it hides in smarter choices too. Quality climbs when attention never blinks. Some changes feel small until they reshape entire workflows. Hidden patterns in data guide adjustments few would notice otherwise. This path forward leans heavily on quiet calculation, not loud promises.

Marketing moves ahead when smart tools shape how buyers are grouped. These tools help tailor messages without sounding robotic. A different path appears through automated helpers that answer questions anytime. Suggestions get sharper because they learn what people prefer.

Decisions rely more on patterns found in behavior, not guesses. Sales grow quieter but steady when systems adapt fast. Loyalty builds when responses feel natural, not forced. Prodhon Trade International uses these methods to stay aligned with real needs.

Getting machines to think like people brings real headaches for Prodhon Trade International and others in Bangladesh's garment industry. Money needed up front often blocks progress, slowing things down before they start. Workers need new skills, which takes time plus effort to build from the ground up. Some employees push back when routines shift without clear reasons they can see. Old systems struggle to connect with smart tools meant for today's demands. Each step forward bumps into something left behind.

What does AI mean for Bangladesh's garment industry on the world stage? For firms such as Prodhon Trade International, smarter machines might make a real difference. Faster orders could become easier to deliver when systems learn to predict needs ahead of time. Quality checks run by intelligent tools may reduce errors that human eyes miss. Customers around the globe now expect clothes made just for them - AI might help stitch that reality together. Speed, precision, personalization - these are shifts already moving through markets. How well local factories ride this wave could define their place in years ahead.

What happens at Prodhon Trade International might seem specific, yet echoes across Bangladesh's RMG world. Insights here fit others navigating similar paths. Machines that learn could reshape routines in factories far beyond one firm. Progress isn't locked to single players - it spreads when knowledge does. Long-term survival? Often comes from adapting early. Change driven by smart tools may soon become standard practice. Not tomorrow - sooner.

Looking only at Bangladesh, this work zooms in on businesses part of the nation's RMG industry. Though findings might relate elsewhere, the conditions examined fit closely with realities on the ground there. What happens locally shapes much of what gets studied here. Global parallels may exist, yet the situation remains rooted in one place.

A look ahead shapes much of this work, zeroing in on where AI stands now within garment manufacturing plus what might come. Recent leaps in machine intelligence set the stage - these shifts hint at changes likely to ripple through the field soon after. What happens next ties closely to how fast systems evolve beyond today's limits.

To wrap things up, this project looks closely at using artificial intelligence in clothing production and selling across Bangladesh's ready-made garment industry, especially at Prodhon Trade International. It digs into what works well when bringing in AI, also where it might stumble,

sharing practical insights for businesses considering the shift. While benefits show promise, real-world limits need careful thought before moving forward.

3.5 Literature Review

Suddenly, factories are turning to smart machines. Because they help make clothes faster without mistakes. Machines that learn can spot problems before they grow. For Bangladesh, this matters more than ever. The country relies heavily on sewing and exporting garments. A company like Prodhan Trade International could save money by using these tools. Not just in making products, but also in guessing what buyers want. Ads become smarter when systems understand customer habits. Production lines adjust themselves when conditions change. Efficiency rises when decisions happen in seconds. Surprisingly, one small update can ripple across supply chains. Global markets respond to speed and accuracy. Factories that adapt tend to stay ahead. Technology doesn't replace workers - it shifts how work gets done. Insights come from data most people overlook. Predictions shape inventory long before orders arrive. Quiet improvements often lead to bigger gains.

Right now, artificial intelligence helps make clothes - it has done so for some time. Some research shows what a big shift this really is. Machine learning, deep learning, along with computer vision, play growing roles on factory floors. These tools sharpen quality checks, speed up output, while cutting down extra material loss. Nguyen and team looked at this back in 2019. Their work showed machines guided by AI could take over tasks once handled by people. That

change tends to boost output. Fewer slips happen during making. Patterns hiding inside production numbers get spotted by smart software. Factories start seeing when equipment might fail. Maintenance gets smarter. Downtime drops because of it.

Predicting shifts in demand becomes easier when machines learn from past patterns. Because of this, factories adjust output closer to what buyers actually want. Overstocking drops. So does running short. One study showed how smart software helps match supply with real-world needs. At Prodhan Trade International, adopting similar tools might streamline daily workflows. Expenses tied to making goods could go down too.

Fault detection in clothing now uses visual scanning tools powered by smart algorithms, catching tiny flaws during different steps of making clothes. Research from Choudhury and Ghosh in 2020 shows these setups spot imperfections humans might miss, so better items get shipped out. Less hand-checking is needed because of this shift, which also makes each batch more uniform. Sometimes it's the quiet upgrades behind production lines that make the biggest difference.

Marketing in the RMG sector now moves differently because of AI. From how stores connect with buyers to who sees which ads - things shift behind the scenes. Fashion labels, along with clothing makers, lean on smart suggestion tools more each year. These tools watch what people click, buy, linger on. Patterns emerge. Preferences become clear. Predictions follow. One 2021 look at Sharma and Gupta's research showed something quiet but strong: when suggestions fit well, more visitors turn into customers. Satisfaction climbs too - not loud, just steady - because timing matters as much as relevance. What shows up feels less random. More like it was meant to be seen.

Fresh off advances in how machines understand speech, chatbots now help businesses answer questions faster. Instead of waiting, customers get replies right away, sort out issues, sometimes

even pick what they need. One study found these systems make interactions smoother while cutting down expenses tied to live support teams.

Looking into what people say online shows how they feel about products. Customer opinions on websites or platforms give clues through words typed after buying something. Tools powered by artificial intelligence sort these feelings into categories like happy, upset, or unsure. This sorting helps companies decide if changes are needed in what they sell. A study from 2020 explains clothing businesses using such methods carefully. Feedback shapes choices around pricing, design updates, or ads shown to shoppers.

Staying ahead in fashion means moving quick. Firms across Bangladesh push new ideas just to keep up. Machines that learn let factories match shifts in buying habits without delay. Speed wins when orders pile up. A study from two scholars shows smart systems close gaps where training falls short. Output climbs when digital tools take part in daily work. Getting clothes made fast matters most on world stages. Winning abroad ties directly to how swiftly goods ship out.

Still, artificial intelligence offers ways to lower expenses tied to wasted materials and slow operations across supply networks - key in a field where profits tend to be small. One study from McKinsey & Company in 2021 showed machines learning tasks might reduce running costs as much as thirty percent, thanks to smarter stock tracking, better logistics flow, along with self-running systems. That kind of shift wouldn't just boost earnings for ready-made clothing firms - it'd push Bangladesh ahead as a top spot for affordable, well-made apparel manufacturing.

Nowhere is change felt more than in how AI shapes green fashion. As shoppers push for cleaner clothing, firms turn toward smarter methods without saying so outright. Instead of old habits, machines help cut excess water, energy, or fabric during making clothes. Waste drops when

smart systems track what gets used and why. One look at research from Khan and Alam shows pattern shifts since 2020 - AI tweaks factory flows in quiet but strong ways. For Bangladesh's garment world, such tools might just answer rising pressure on nature.

Even though AI offers advantages, using it in Bangladesh's RMG industry isn't straightforward. A major hurdle? The steep upfront costs tied to bringing in AI tools. Smaller firms - take Prodhan Trade International as an example - often struggle with expenses linked to software, updated equipment, plus staff learning curves. According to Rahman & Islam (2020), weak funding options and underdeveloped facilities across the country make embracing tech like AI tough for clothing factories.

A fresh hurdle shows up where few people have the right know-how to run or fix AI tools. Getting AI to work well depends on having folks trained in areas like data patterns, smart machines, learning algorithms, and self-running processes. Training efforts and school-based projects matter a lot, say Jaman & Hossain (2019), if teams are going to close that knowledge gap. Only then can workers truly make the most of what artificial intelligence offers.

3.6 Methodology

What lies behind how this work was done? It looks at the setup of the research - how information was gathered, what paths were taken to examine it - all tied to studying where Artificial Intelligence fits into making and selling clothes in Bangladesh's ready-made garment world,

particularly at Prodhan Trade International. One goal stands clear: understanding ways AI might help run things smoother, lift standards in products, sharpen marketing moves inside that firm and beyond. Why certain approaches were picked gets explained here. So do concerns about doing right by people involved when collecting their views or records.

A closer look at how artificial intelligence fits into clothing production and promotion shapes this study's path. Not numbers but meanings guide the method here, fitting when details matter more than counts. Seeing real experiences helps uncover what changes AI brings to factories and sales desks alike. Challenges show up clearly only when people speak openly about daily work shifts. Surprises often come from small moments workers describe - moments that shape big choices. For Prodhan Trade International, these insights build a clearer picture of next steps without rushing ahead.

Looking into how people see things drives this project forward. Views from inside the business world shape what comes next. Managers, tech specialists, even those who handle promotion share their thoughts. What they say reveals patterns not obvious at first glance. Talking one-on-one helps expose real reactions to smart machines in clothing making. Their stories show how tools shaped by algorithms fit into daily work. No numbers here - just voices describing change as it happens. Each conversation adds another layer to understanding. This way of digging deep brings out meanings behind choices made. How folks react today might point where things head tomorrow.

Using both firsthand information and existing sources helps meet the study goals. Gathering new data alongside reviewing past findings forms the approach. From surveys to published reports, different inputs shape the process. This way, insights come not just from one place but several angles together.

Primary Data Collection:

Starting with conversations and question sets, firsthand details will come from people at Prodhana Trade International. Talking to leaders, those on the factory floor, marketers, along with tech specialists guides the process. Insights into how things work now, what gets in the way, plus room for growth shape the focus. Understanding real-world AI use drives the effort forward.

Starting with a loose format means answers can flow like talk between people who know each other well. This way of speaking gives space for personal views to come through clearly. Questions about how AI gets used show up naturally during these talks. What works, what does not work - these points emerge without being forced. Even when topics shift slightly, main ideas around daily operations still find their place. Important subjects stay covered even if the path feels relaxed.

A fresh look at employee views begins with a questionnaire aimed at those working near AI systems. Questions pop up about how well they know the tech, what gains feel real to them, roadblocks slowing things down. One part checks how shifts tied to artificial intelligence might shake up daily work routines. Marketing plans get their own spotlight too, seen through individual experience rather than abstract guesses. Numbers collected here paint a clearer picture over time.

Secondary Data Collection:

Looking at how others have studied AI in clothing production gives background. Reports from experts, schools, official records, real examples shape part of this work. These materials center on what is happening in Bangladesh. They add depth to firsthand information gathered directly. Trends worldwide and close to home come into view through these documents. Insights show how things are changing in factories that make clothes. Information from outside helps measure Prodhana Trade International against common ways of working. Comparing results becomes possible using published knowledge.

Looking into findings from AI reports within manufacturing plus marketing helps spot patterns. These insights reveal shifts happening across the RMG sector. What shows up often becomes a marker for where to aim next. At Prodhana Trade International, direction comes from what the data actually says. Moves forward are shaped by real examples, not guesses.

From interviews, surveys, along with existing materials, information gets examined through both numerical methods and deeper thematic review

Qualitative Data Analysis:

Looking closely at answers from open-ended talks forms the core of this step. Patterns begin to show once words are sorted by repeating ideas. Sorting through comments helps group them under clear labels - like how firms see AI in making products or selling them. Some hurdles come up often, others less so; these too find their place in categories. What people gain - or think they do - also becomes visible when grouped this way. Meaning grows out of repetition, not guesses.

Quantitative Data Analysis:

Looking at the numbers, patterns start to show up when basic math tools describe what people answered. Instead of guessing, software like SPSS or Excel takes over to sort through each reply. This sorting makes it easier to see how workers really feel about using AI in garment factories. Trends emerge not from assumptions but from organized data breakdowns.

Comparative Analysis:

Looking at old reports and research helps see what others found. Instead of just relying on those, new details from Prodhana Trade International add fresh context. When these two kinds of information meet, patterns start showing up. Some areas match, some do not. Seeing where they line up - or don't - sheds light on how AI is really used in clothing factories. The full picture becomes clearer when both sides are viewed together.



This study looks into how AI is being used right now at Prodhan Trade International, describing its present role while digging into possible future uses in the RMG industry. It digs deeper into ways the company might use AI to boost production and marketing efforts. Worker opinions matter too - insights come from staff and leaders on what advantages they see, along with hurdles in adopting AI tools. Understanding real experiences shapes the picture of where things stand today.

Right off the bat, ethics shape how this work moves forward. Sticking to fair methods matters most throughout. Respect for participants shows up in every step taken. Honesty in data handling stays non-negotiable. Clear choices come from weighing what's right each time around

People taking part in interviews or surveys will know why the research is happening, that joining is their choice, yet they can leave whenever they want - no penalties apply. Before gathering any information, each person involved will confirm they understand these points through a clear agreement process.

Names and answers won't be shared with anyone. To keep things private, personal details along with anything tied to the company will have identifying marks removed. This step guards both Prodhan Trade International and the people who work there.

Openness matters here. How we gather information gets written down plainly, step by step. Ways of going through that data stay visible to everyone involved. What comes out of it also gets shared straight away. People who take part receive an overview when things wrap up. Should anyone want the full write-up later, they can have it.

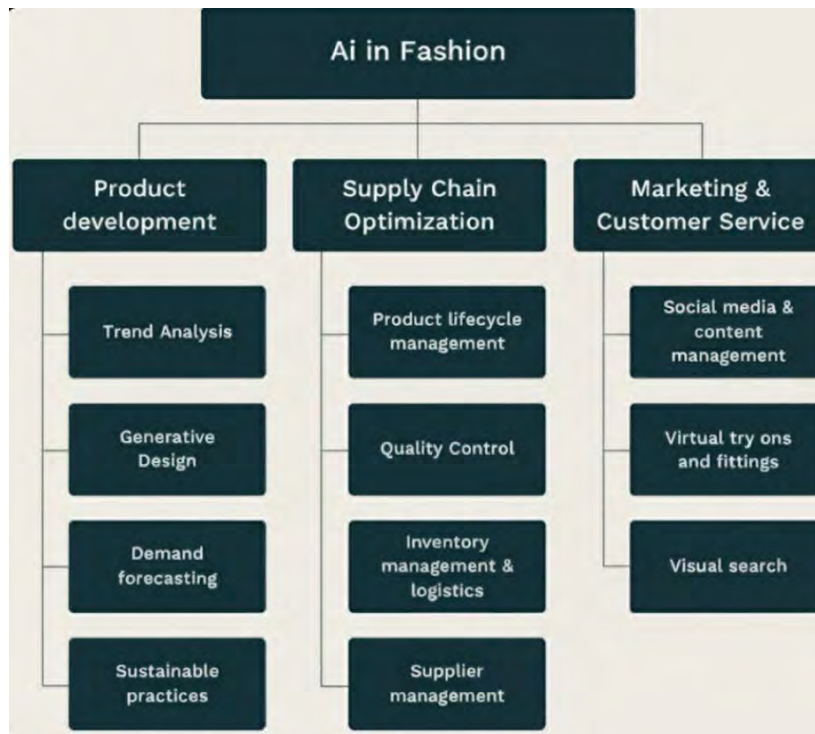
This research tries to cover how AI works in the RMG industry, yet certain boundaries exist. Not every angle could be explored fully due to time constraints. Access to real factory data was limited in some cases. The findings might not reflect conditions across all regions equally. Certain technologies were examined more than others by necessity. Perspectives from smaller suppliers appear less represented here

Finding things out at Prodhan Trade International might not fit every RMG business in Bangladesh. Still, what we learn here could point the way for others doing similar work.

Now here's a twist - data access often stumbles because AI setups are locked down tight, making it tough to get clear, current details about how one firm uses AI or what actually comes of it.

3.7 Findings and Analysis

Right off, the results show what came out of both firsthand and gathered information here. Digging deeper reveals how Prodhan Trade International uses artificial intelligence when making products and promoting them across markets. Not far behind comes a look at what that means for garment businesses throughout Bangladesh. What stands out are hurdles faced, gains made, alongside possible shifts if more firms start using such technology.



3.7.1 How AI is used today

One thing became clear after talking to staff and reading survey answers - Prodhon Trade International has started using AI. Still, it is just beginning; real change hasn't taken root yet. Most of what they do with artificial intelligence ties into how they reach customers. Manufacturing? Not so much. When you look closer, patterns show up. Efforts lean heavily one way. Marketing grabs attention, while production stays untouched. Progress exists, yes - but slowly, like a car creeping forward in thick fog

AI in Manufacturing:

Right now, machines learning on their own aren't part of daily work at Prodhon Trade International. Even though certain workers see value in using smart tools to improve output, foresee equipment issues, or check product standards, such technology hasn't taken root across operations. Progress feels slow - interest exists, but real steps remain limited.

When machines start acting up, guessing what might go wrong becomes easier with smart systems. A few workers mentioned these tools can spot issues before they cause stoppages. This means less waiting around when equipment breaks down unexpectedly. Factories keep moving without sudden pauses. Some say it just makes the whole process run smoother in the end.

A single typo can throw off an entire warehouse tally. Most counts still happen by hand, leaving room for error at every turn. Some leaders noticed patterns slipping through the cracks - too much of one item, not enough of another. Predictions built from old methods rarely matched what actually sold. A few thought machines might read the signals better than people do. When tested, smart systems adjusted faster to shifts in buying habits. Stock rooms began balancing themselves without constant oversight. Mistakes dropped simply because someone taught software to anticipate.

Looking closely at how products are checked, some talked about using smart camera systems to help spot flaws. Right now, people do most of the checking by hand, which takes a lot of time and can lead to mistakes. Still, it wasn't certain whether any company had actually started using those smart cameras.

AI in Marketing:

Though Prodhon Trade International uses AI more often now in marketing, it sticks mostly to sorting customers and aiming at them on social platforms. Looking into how people act, what they like, or buy helps sharpen who gets which message. Tools powered by artificial intelligence make that possible without guesswork.

Looking at shopper patterns helped split customers into groups using smart software. Because of this, ads can now match what people actually buy. Still, the process is new. It does not work perfectly yet.

Marketing tailored to individuals happens when the system learns what each person liked before. It suggests items using patterns found in earlier behavior online. Better responses come from people seeing relevant offers more often now. Even so, only a fraction of campaigns actually run with this smart tech behind them.

On the company's digital platforms, smart chat tools now answer customer questions right away. These automated helpers run on artificial intelligence. They work across websites and social networks. Instant replies happen without human staff stepping in. Efficiency went up after they were added. Some parts of customer engagement still rely on older methods. Deeper use of intelligent systems could change that. Personalizing conversations automatically remains a step ahead. Progress is visible, yet incomplete. Room exists to grow beyond current limits.

3.7.2 Better efficiency and smarter tools from using AI

Looking closer, Prodhon Trade International might gain quite a bit by using more AI. Machines running smoother means less mess, faster output. When systems predict when parts fail, work stops shrink. Fewer surprises mean fewer bills piling up. Savings grow quietly behind the scenes. Efficiency climbs without shouting about it.

Spotting flaws faster happens when machines learn what good looks like. Early warnings during making mean fewer bad pieces slip through. Reputation grows when customers get better items. Less junk ends up thrown out because mistakes catch sooner. Machines watching closely change how well things turn out.

Shopping feels more personal when choices match what people actually like. Because patterns in buying habits show clear trends, suggestions get sharper over time. When customers see items they truly want, decisions come faster. Better guesses about needs lead directly to more completed purchases. What matters most shows up front, making browsing less random. Seeing familiar options builds comfort slowly. Relevance grows quietly with every visit. Results improve without needing extra effort. Choices align closer to real interests day by day. Preferences shape the display without anyone asking.

Cutting expenses? Machines handle repeat work like tracking stock, answering customers, or digging through numbers - freeing up money. That cash might go toward building smarter systems or fueling new parts of the business instead.

Prodhon Trade International might spot shifts in what people buy when machines sort through mountains of numbers. This peek at buying habits could shape how goods are designed, priced, even advertised. Machines chewing through information may reveal patterns eyes miss. Choices about new items get clearer with such signals. Pricing adjusts smarter when hidden demand shows up. Marketing plans grow sharper by reading real behavior instead of guessing. Seeing trends early gives an edge most overlook.

3.7.3 Problems using AI in practice

THE FUTURE OF AI IN THE GARMENT INDUSTRY



AUTOMATED PRODUCTION



SMART DESIGN



INVENTORY MANAGEMENT



QUALITY CONTROL

Money talks when it comes to AI at Prodhan Trade International. Getting started means spending big on software, equipment, plus learning how to run everything properly. That upfront price tag slows things down more than anything else. Leaders there say tight budgets keep them from moving faster into full deployment. Costs stack up fast - training, tools, tech - all before any real payoff shows.

Not enough people know how to work with AI and data science - this slows things down. Workers say they could do better if they had more chances to learn new skills.

Not everyone at Prodhan Trade International welcomed the shift. Fears popped up among staff when talk turned to AI reshaping their daily tasks. The idea of machines taking over parts of their work made some uneasy. Worry about losing positions grew quietly but steadily. That tension started affecting how fast new systems were brought in. Progress stumbled because trust lagged behind technology. Doubt became a quiet brake on transformation.

Putting AI into old systems causes problems. Workers found that most routines still happen by hand, making it tough for smart software to fit in smoothly. This mismatch might slow down efforts to connect fresh tools with what is already in place.

Prodhan Trade International hasn't gone as far with AI as some global RMG players. While firms across China, India, and Vietnam push ahead, using smart systems widely in making clothes and selling them, progress elsewhere varies. Take top Chinese apparel makers - they run factories where machines adjust output based on predicted orders, guided by algorithms. These setups help cut delays plus lower expenses over time. Early moves only mark the start for Prodhan.

Starting fresh, Prodhan Trade International plays around with basic AI in marketing, but hasn't brought smarter systems into its factory work just yet. Still, because they're curious about where AI could go, there's a hint of progress - watching others overseas seems to be shaping their next moves.

Looking at what turned up in the review, here is what seems needed for Prodhan Trade International

Putting more money into AI tech makes sense. A steady push here could pay off later. Funds might go toward software that helps teams work smarter. Hardware upgrades often follow such decisions. Learning programs support people using new systems. Smart planning around these pieces tends to help results grow. Over time, gains can outweigh early costs.

Fine-tuned machines keep things running - Prodhan Trade International might look closer at artificial intelligence during production. When sensors spot issues before they grow, downtime drops. Think fewer surprises in the assembly line. Quality checks powered by smart systems catch flaws eyes miss. Stock levels adjust themselves when software learns demand patterns.

Efficiency climbs without pushing workers harder. Costs shrink as waste fades. This path leans heavily on data that thinks ahead.

Training workers helps them learn new skills. When people get better at using artificial intelligence, things work more smoothly. Teaching teams what they need to know makes a difference down the line.

Start smart shifts in how goods move using artificial intelligence. One way it helps is by guessing what buyers want before they ask. Think about getting supplies just when needed, not too much, not too little. That kind of timing cuts waste without slowing things down. Machines learn patterns so orders meet real needs. Factories stay on track because inputs arrive like clockwork. Fewer delays show up when systems talk to each other smoothly. Sudden spikes in requests? They get handled faster now. Money saved here can go toward steady improvements elsewhere. Watch how small tweaks guided by data add up over time.

Start smart with machines shaping ads. Focus shifts toward slicing customers into smarter groups, guided by artificial brains. One step further - tailored suggestions pop up where they fit best. Machines reply fast when users ask things. Engagement grows without extra effort. Sales follow the rhythm. Growth feels steady, not forced.

3.8 Summary and Conclusion

A look into artificial intelligence shows shifts possible in how clothes get made and sold across Bangladesh's garment industry - especially at Prodhana Trade International. Not just about machines thinking, it's what happens when smart systems step into factories and ad planning. Efficiency gains emerge where routines slow things down most. Quality checks change once learning algorithms spot flaws faster than eyes do. Marketing adjusts as patterns in buyer behavior come clear through data trails. Global competition pushes firms to try these tools just to keep pace. Decisions grow sharper when forecasts rely less on guesswork. At Prodhana Trade, small tweaks powered by AI may add up over time. Old methods linger, yet signals point toward new rhythms taking hold. What matters now is not if they adopt, but how they adapt.

A look into how Prodhan Trade International works shows some movement toward using artificial intelligence, though widespread adoption hasn't happened yet. Starting with conversations and feedback from team members reveals progress, but only on a small scale so far. Machines that predict when equipment fails are possible now - same goes for checking product quality without human help. Stock tracking could also get smarter through automation in production zones. On the marketing side, tailored messages to buyers are live today; sorting clients by behavior happens too. Chatbots handle routine questions instead of people in many cases. Money needed upfront slows things down more than expected. Finding workers who know how to manage these systems proves difficult often. Some teams hesitate when new tools arrive, which drags out shifts across departments.

One thing became clear from the research - using AI helps companies run smoother, make better products, while adjusting marketing to individual buyers. Another point stood out: cutting costs might happen over time, giving firms an edge when competing worldwide in clothing production. Still, challenges showed up too. Big spending on new tech is often required, which can slow things down. Not enough skilled workers know how to handle these tools properly. On top of that, fitting AI into current operations isn't always straightforward.

Looking ahead, artificial intelligence holds real promise for changing how the garment industry works in Bangladesh - especially at Prodhan Trade International. With smart systems in place, operations on the factory floor may run smoother, clothing standards might rise, while outreach to buyers becomes sharper through data-driven choices. Efficiency often follows when machines help humans: expenses drop, delivery speeds up, people get what they want more reliably. All of this adds up to stronger footing against rivals at home and far beyond.

Facing hurdles comes with using AI well. Getting machines to work right means money must flow into new tools at Prodhan Trade International. Workers need clear guidance on how things shift when smart systems arrive. Change feels heavy for some teams inside the company walls. Old ways of doing tasks tie into computers already running daily operations. Making sure gains actually happen takes steady attention beyond setup.

A fresh look at the data shows AI might change how Bangladesh's clothing industry works, helping it stay ahead as worldwide demand shifts. Though getting there won't be easy, what's gained over time beats the obstacles by far. Starting smart with AI could help Prodhan Trade International stand out - reshaping how things are made and how they're sold.

Prodhan Trade International might see better results by putting money into AI first. Training workers could matter just as much as buying new tools. Instead of limiting use, spreading AI through factory operations plus advertising tasks may help things move smoother. Growth often follows when technology fits the work. Long term gains tend to show up where effort meets smart systems.

3.9 Recommendations

Looking ahead, Prodhan Trade International should consider how AI fits into making clothes and selling them overseas. Given what we've seen so far, small changes now could lead to smoother operations later. Instead of rushing in, starting with pilot tests may offer clearer direction. One step at a time might reveal better tools for tracking trends or managing inventory. With careful planning, new systems can support workers rather than replace them. Early training helps teams adapt without pressure. Some shifts will take months before results show. Still, keeping feedback loops open makes adjustments easier along the way. In the long run, staying flexible matters more than full-scale overhauls.

It makes sense for Prodhan Trade International to shift some funds toward AI systems. Because these tools can boost how things run, cut down expenses, while lifting standards, they are worth thinking of as something that pays off over time. Focus could go first on uses like foreseeing machine failures, handling stock smarter, along with checking quality through automation. Jumping into AI now might let the business outpace others, building a name for being forward-thinking in its field.

Even though Prodhan Trade International uses AI more in marketing now, their factory work hasn't caught up yet. Getting smart systems into production could make things run smoother. One clear step is using machine learning to adjust output based on demand shifts

Machines start acting up less when smart software spots trouble early. Fixing them becomes cheaper because problems get caught ahead of time. Downtime slips away as alerts pop up before breakdowns happen. This kind of upkeep runs on patterns found in data over days, weeks, months. Failures show hints - software learns those signs. Costs drop without surprise repairs piling up.

A fresh look at checking clothes starts with smart cameras spotting flaws on their own. These eyes catch mistakes early, so fewer pieces get tossed aside. Mistakes show up fast when machines scan each item. Less junk ends up in bins because problems are flagged right away. Every garment gets a close once-over without slowing things down.

Start smart. Machines learn what shoppers want before they ask. That means making just enough stuff, not too much, not too little. When guesses get sharper, shelves stay full without overflow. Less guesswork shows up as smoother moves across warehouses and trucks. Timing gets tighter when systems watch trends quietly. Results? Fewer delays, less waste, more room to adapt.

Shifting attention here allows Prodhan Trade International to boost how much it makes while spending less. Better output often comes when processes get tighter. Quality climbs as a result of sharper methods. Happier customers tend to follow better results.

One big problem stopping AI from working well? Not enough people who know how to use it. Fixing that means Prodhan Trade International puts time into teaching their team through full learning plans. These sessions need to build real understanding - starting with the basics, moving to practical tools. Learning must stick, so workers can handle new tech without constant help. The goal: clear skills, not just theory

Workers learn how to run AI setups by building practical abilities. Getting familiar with data analysis helps them make better use of smart software. Some pick up patterns quickly once they start working with real examples. Knowing what the machines need makes daily tasks smoother. Experience grows when people test ideas on actual projects. Skills improve over time without needing constant supervision.

Starting fresh means showing teams why AI matters through clear training sessions. Worries about roles shifting can be met with honest talks. Some might fear losing their jobs - those feelings deserve space. When people understand the reasons, pushback often softens. A workplace that learns together shifts easier. Comfort with new tools grows when support is steady. Culture changes slowly, then suddenly it sticks.

Folks who understand AI make it easier to bring these tools into daily work while getting the most out of them. When teams grasp how AI functions, transitions feel less rocky. Without that knowledge, even powerful systems might underperform. Learning about AI isn't just for specialists anymore. It shapes how well entire organizations adapt. People start seeing possibilities once they move past confusion. Clarity comes through practice, not theory alone. Real understanding builds gradually. Success often hides in small shifts in mindset. Comfort with AI grows when used regularly.

Ahead of the curve in places, Prodhon Trade International uses AI today - yet barely scratches the surface. Progress shows up now and then in marketing efforts. Still, chances to do more pile up everywhere. Instead of stopping here, weaving smarter tools into daily tasks could shift how things work. Picture campaigns shaped by patterns machines spot first. Imagine customer questions answered before they're even asked. Tools like these sit just within reach. Moving forward means grabbing them without waiting

Messages shaped by buying habits often feel closer to home. When systems study what people choose, suggestions get sharper. Engagement tends to rise when replies fit better. Smarter guesses come from patterns in past picks. Recommendations adjust quietly behind the scenes. Results show up as clicks that last longer. What works depends on how closely habits are tracked. Conversion climbs when timing aligns with interest.

Right off, automated helpers like smart chat systems take on routine questions without delay. Sometimes they guide buyers toward items that fit their needs. A complaint pops up - no

problem - they sort out straightforward issues quietly. Speed matters here, yet it is the consistency that keeps things moving. Behind every quick reply stands a system learning from each interaction. Not everything gets fixed automatically, but many tasks shift smoothly away from human hands.

Start by using software that detects emotions in what people write online. Instead of guessing how customers feel, let these tools scan comments, posts, and ratings across platforms. Because feelings show up clearly in word choice, patterns begin to emerge over time. When frustration appears often, changes can happen fast. A shift toward positive reactions might mean current methods are working. Since responses aren't always obvious, automated help makes sense here. Words like "angry" or "happy" get flagged automatically. As results pile up, teams spot trends others miss. With clearer signals, decisions rely less on assumptions. So adjustments come from real input, not hunches.

Starting fresh each time, using AI across marketing tasks helps Prodhan Trade International connect better with customers. One way it works is by making interactions smoother over time. This kind of support tends to lift sales naturally instead of forcing results. Another outcome shows up when people keep choosing the brand without needing reminders. Each step builds a quieter but deeper trust that sticks around.

Jumping into AI might work better if Prodhan Trade International links up with tech specialists focused on clothing production. Working alongside such teams opens doors to fresh tools and deep knowledge, speeding up how fast useful systems go live. New alliances bring steady updates on what's emerging in artificial intelligence for textiles. Staying close to innovators keeps the business moving ahead when machines learn faster.

Looking ahead, Prodhan Trade International should act early on the challenges slowing AI uptake found here

Start by looking into funding sources like government grants or special programs that support tech upgrades. Instead of paying everything upfront, consider working with banks or lenders who offer tailored plans for new technology projects. Some organizations qualify for financial help meant to lower the price of adopting smart systems. Support might come through shared efforts with local agencies or innovation-focused groups. Money saved now can go toward training teams once tools are in place.

Start by checking what tools the business already uses, making sure they work well with artificial intelligence. Sometimes old machines need replacing so new programs can run smoothly. Outdated software gets swapped out when needed. Equipment updates help everything move faster than before.

Start by showing how AI fits into everyday work life. When people see it helps rather than replaces, resistance fades. Share clear examples of tasks becoming easier, not harder. Bring teams into discussions before decisions are made. Let them ask questions, voice thoughts. Change feels less sudden when everyone moves together. Trust grows through honesty about both gains and unknowns. People adapt faster when they feel part of the shift, not pushed by it.

After bringing AI tools into Prodhan Trade International, watching how they work matters most. Tracking progress through clear goals gives a picture of gains in speed, consistency, happy buyers, and numbers sold. Staying on top of results lets the business spot what could get better. Changes can follow where gaps show up, keeping the tech aligned with real outcomes.

Starting fresh might be what Prodhan Trade International needs to stand out in the worldwide clothing trade. Smoother production lines could come from following through on these suggestions. Customer interactions may feel more tailored once changes take effect. Moving into artificial intelligence isn't merely swapping old tools for new ones. It's a different way of thinking about growth. Success in today's connected world might hinge on this kind of change.

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