

Industrial Report On
Bitopi Group
Merchandising Operation & Marketing Approaches of Bitopi
Group

Submitted By
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ID:24281080

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

Executive Development Center, BIGD
BRAC University
November 2025

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Declaration

It is hereby declared that

1. The internship report has been prepared solely for academic purpose at Brac University.
2. The report is based on my practical experience observations, and learning on Bitopi Group during the internship period at Brac University.
3. All the information, analysis, and opinion presented in this report are true to the best of my knowledge.
4. This report has not submitted previously to any other institution or authority for academy professional purpose.
5. I have acknowledged all source use for study purpose.

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Letter of Transmittal

Md. Muslim Uddin

Senior Trainer, PGD-KIM, BIGD, BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission on Bitopi group

Dear Sir,

With great pleasure, I am submitting my Internship Report on “Bitopi Group”, prepared as a partial requirement for the Postgraduate Diploma in Knitwear Industry Management under the Executive Development Program at BRAC University. In preparing this report, I made every effort to collect accurate and relevant information to address the objectives of the study. I would like to express my sincere gratitude for your continuous guidance, support, and encouragement throughout the internship period. It has truly been a privilege to work under your supervision, and I have followed the structure and standards you provided to the best of my ability.

Thank you once again for your invaluable direction and cooperation.

I respectfully request you to accept my Internship Report.

Shahed Al Rashid

Student ID: 24281080

Executive Development Center,

BIGD Brac University

Date: September 27, 2025

Non-Disclosure Agreement

This agreement is made and entered into by and between Bitopi Group. and the undersigned student at EDC, BIGD, BRAC University.

- ☐ The Receiving Party may access confidential business information during the internship.
- ☐ All information seen, received, or learned must be kept strictly confidential.
- ☐ No information may be shared, copied, or disclosed without written approval.
- ☐ Information may only be used for academic/report purposes.
- ☐ This Agreement remains effective during the internship and for 2 years afterward.

Student's Full Name & Signature:

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Acknowledgement

I would like to begin by expressing my profound gratitude to Almighty Allah for granting me the strength, perseverance, and clarity of mind necessary to complete my internship and this report. I am sincerely thankful to all individuals who, in various ways, have contributed to the successful completion of this work.

This report represents an essential component of the Executive Development Program, Postgraduate Diploma in Knitwear Industry Management at BRAC University. Its completion would not have been possible without the guidance and support of several esteemed individuals.

I wish to extend my deepest appreciation to my academic supervisor, **Md. Muslim Uddin (BIGD, BRAC University)**, whose continuous guidance, insightful feedback, and scholarly advice have been invaluable throughout the preparation of this report. I am also greatly indebted to **Mr. Shyamal Kanti Ghosh, Manager, Marketing & Merchandising, Bitopi Group**, for his consistent support, professional insights, and constructive directions during my internship tenure.

I am sincerely grateful to **Bitopi Group** for granting me the opportunity to undertake my internship within the organization and for enabling me to acquire practical knowledge in the areas of Merchandising, Marketing, Textile operations, and other relevant functions. I would also like to acknowledge the cooperation of all officials and colleagues whose assistance, shared expertise, and encouragement significantly enriched my learning experience.

Executive summary

This report provides an overview of **Bitopi Group**, one of Bangladesh's leading diversified conglomerates with a strong presence in the ready-made garments (RMG) and textile sector. Established in 1968, the group has expanded into garments, textiles, agriculture, fisheries, and advertising.

The purpose of this report is to document the learning and practical experience gained during my internship as part of the Postgraduate Diploma in Knitwear Industry Management at BRAC University. The study highlights key merchandising functions, including collection development, range planning, fabric and trims sourcing, supplier coordination, and order execution.

During the internship, I worked directly with the **Primark (Kids Department)** merchandising team, assisting in sample development from concept to production and coordinating trims procurement. I also became familiar with the department's Standard Operating Procedures (SOPs) and observed real-world challenges related to process efficiency, workflow, and corporate standards.

Although certain limitations, such as restricted access to strategic data and time constraints, influenced the depth of analysis, this report provides valuable insights into Bitopi Group's merchandising operations and serves as a foundation for future study in apparel merchandising and supply chain management.

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Acronyms

BGMEA = Bangladesh Garment Manufacturers and Exporters Association
DPD = Design & Product Development
RMG = Ready Made Garments
LEED = Leadership in Energy and Environmental Design
GSM = Grams per Square Meter (g/m²)
OZ = Ounces to Grams
TP = Tech pack
T&A = Time and action plan
EPZ = Export Processing Zone
HOD = Head of Department
ERP = Enterprise Resource Planning
SOP = Standard Operating Procedure
KPI = Key Performance Indicator
CSR = Corporate Social Responsibility
COC = Code of Conduct
BIS = Bitopi Information System
PO = Purchase Order
MRS = Material Requirement Sheet
PPM / PP Meeting = Pre-Production Meeting
CAD = Computer-Aided Design
QA = Quality Assurance
QC = Quality Control
AQL = Acceptable Quality Level
FPT = Fabric Performance Test
LEED = Leadership in Energy and Environmental Design
GOTS = Global Organic Textile Standard
OEKO-TEX = International Association for Research & Testing in Textile Ecology
Higg FEM = Higg Facility Environmental Module
RCS = Recycled Claim Standard
GRS = Global Recycle Standard

CHAPTER: 01

Company Overview

1.1 Company Profile

Bitopi Group started in 1968 with Bitopi Advertising Limited under the resolute leadership and vision of Reza Ali. In 1984, the Company made its foray into the new and young arena of readymade garments with Misami Garments Ltd, Est. in 1984. The Company gradually expanded into factories in the Comilla EPZ, Adamjee EPZ, and Manikganj; the original building and group HQ in Shewrapara, Mirpur stands to this day.

A continuously self-aware Company, Bitopi Group has since expanded outside of Apparel Manufacturing and Advertising to Event Management, and the Fisheries & Agro sectors, employing a workforce 14,000 strong employee.

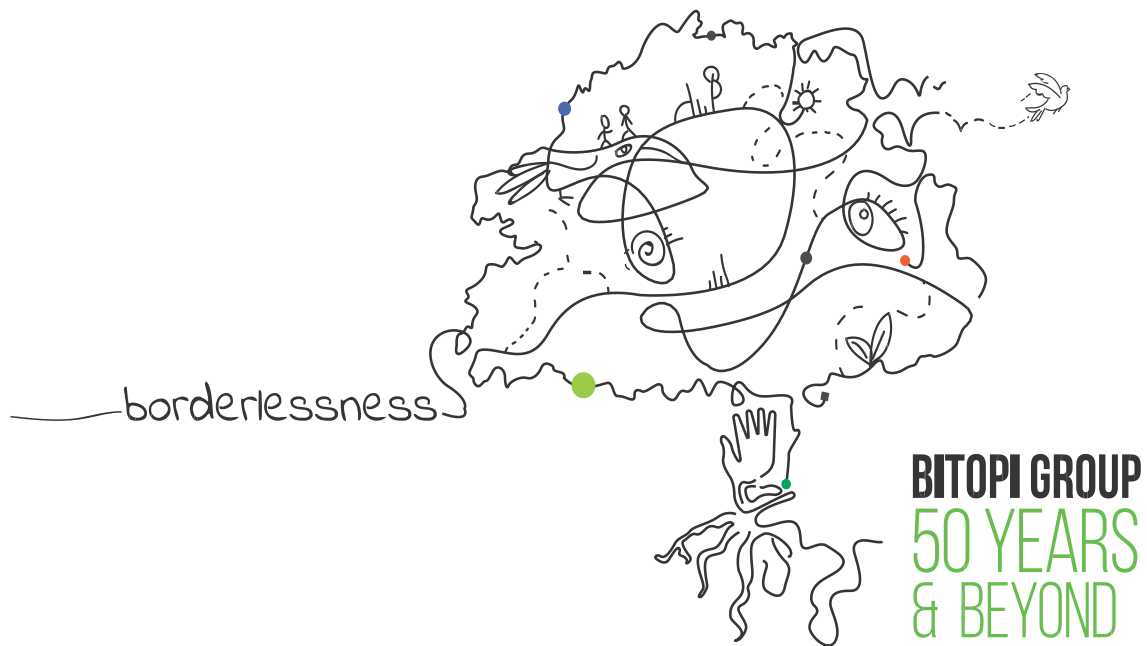


Figure: 1.1 Journey of Bitopi Group

1.2 Vision & Philosophy

The vision is derived from its name “Bitopi”. Bitopi is a Bengali word, which means a large tree. Their vision is to nurture and grow every business that they are engaged in, in an organic sustainable manner, and to give back to society by not only creating better opportunities for people who are engaged with them but to improve the standard of operations and create centres of excellence.

1.3 Mission

Bitopi believes in bringing world class standards to its work environment, in every business that is engaged in and is dedicated to put Bangladesh on the world map as a destination of excellence and quality.

1.4 Business Functions of Bitopi Group

Bitopi Group’s journey started with advertising, in 1968. Advertising Limited was the first full-service advertising agency that began its foray in this country the resolute leadership and vision of Mr. Reza Ali.

A visionary, Reza saw the opportunity in the Apparel manufacturing sector and diversified his into the RMG sector. In 1984, MISAMI Garments Limited started its journey, as one of the earliest in the country.

He embarked in Agro Business in 2008, starting Remi Farms. The property is in Trishal, Mymensingh and is an impressive 138 acres area, with 90 ponds. All kinds of local fish are harvested, and the farm will diversify further into goat, local vegetables it farming. All the production is for the benefit of the local market consumption.



Figure: 1.2 Business Functions Bitopi Group

1.5 Strategic Objectives of Bitopi Group (Apparel Division)

Misami Garments Limited: Misami Garments Ltd is the first Apparel start-up of the group. Misami was founded in the year 1984 and it is located in Mirpur. Misami specializes in woven bottoms. The group headquarters are now situated at Misami building in Mirpur with the state of the art design and product development studio in the premises.



Figure: 1.3 Misami Bitopi Group

Tarasima Apparels Ltd: Established in 2005. It is located in Manikganj. TAL has LEED Platinum certification and it is the highest rated green factory as far as existing structures are concerned. TAL specializes in Denim and Non-Denim bottoms while it also has the latest wet processing and dry processing capabilities.



Figure 1:1.4 Tarasima Apparels Ltd.

In Operation: Since 2004

Area: 500,000 sqft.

Product: Bottoms (Denim & Non-Denim)

Capacity: 1.2 million pcs/month
(approximate)

Features: Lean Manufacturing System

No of Employees: 8,425

No of Lines: 72

LEED Score:

- Sustainable Sites - 24/26
- Water Efficiency - 10/10
- Energy & Atmosphere - 25/35
- Material & Resources - 9/14
- Indoor Environmental Quality - 13/15
- Innovation - 6/6
- Regional Priority Credits - 4/4

Total: 93/110 (LEED Platinum Highest Rated In Its Category)

Remi Holdings Ltd: Established in 2012. It is Located in Adamjee EPZ, Naryanganj. It is the highest rated LEED platinum green factory in the country, with zero wastage in production. Remi is a point of pride for Bangladesh as the No 1 green factory that represents Bangladesh in front of the whole world.



Figure: 1.5 Remi Holdings Ltd

In Operation: 2015

Area: 250,000 sqft.

Product: Bottoms

Capacity: 450,000 pieces / month
(approximate)

Features: Lean Manufacturing system, Pre-designed Green Building

No of Employees -3,091

No of Lines - 32

LEED Score:

- Sustainable Sites - 24/26
- Water Efficiency - 10/10
- Energy & Atmosphere - 29/35
- Material & Resources - 9/14
- Indoor Environmental Quality - 14/15
- Innovation - 6/6
- Regional Priority Credits - 4/4

Total: 97/110 (World's No. 1 green factories)

Baridhi Garments Ltd: Located in Comilla EPZ. It specializes in "seam sealing" outdoor jackets, padded, and quilted. Synthetic fabrics, and non-wash.



Figure: 1.6 Baridhi Garments Ltd

In Operation: Since 2015

Area: 125,000 sqft.

Product: Jackets, Outerwear, Swimsuit

Capacity: 225,000 pieces /month
(approximate)

Functions: Lean Manufacturing System

No of Employees - 2,830

No of lines – 29

Croydon Kowloon Designs Ltd.: Croydon Kowloon Designs Limited is the latest venture of the Bitopi Group. The plant has been specially built to address the growing needs of high tech outdoor and technical products.



Figure: 1.7 Croydon Kowloon Designs Ltd

Production Capacity - 7.2 million pcs/year

No of Employees- 4200

No of lines – 39

Product: Outerwear Manufacturing Unit & Denim Sewing Unit

1.6 Product Range:

- Denim
- Non-Denim
- Outerwear & Technical products



Jacket



Skirt



Chino



Shirt



Jeans



Jumpsuit



Padded Puffer
Jacket



Ski Jacket

Figure: 1.8 Product Range

1.7 Customers:



Figure: 1.9 Customers Logo

1.8 Certifications & Achievements:



Figure: 1.10 Certifications & Achievements

Chapter-02

Description About Task Accomplishment

2.1 HR Department of Bitopi Group

The Human Resources Department of Bitopi Group functions as a strategic partner that ensures the organization has the right people, systems, and policies to achieve its business goals. As Bitopi operates across garments, textiles, printing, agriculture, and advertising, the HR department plays a central role in managing a **large, diverse, and labor-intensive workforce** while maintaining compliance with national and international standards.

The HR division focuses on attracting talent, developing employee capabilities, ensuring compliance, maintaining employee well-being, and upholding Bitopi's culture of responsibility, sustainability, and ethical business practices.

2.1.1 Corporate HR Structure (Head Office)

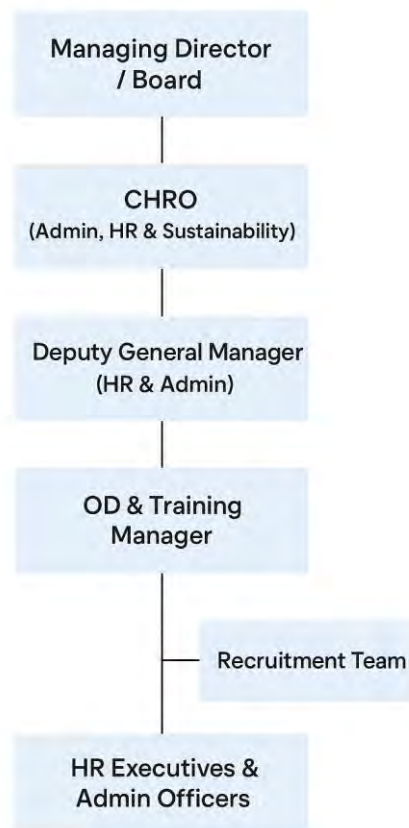


Figure: 2.1 HR Department Organogram

2.1.2 HR Processes in Bitopi Group

A. Recruitment Process

Based on Bitopi Group's formal Recruitment Policy & Procedure:

- Manpower Requisition from department head.
- Job Posting via CV Hub/career platforms.
- CV Screening by HR.
- Shortlisting based on job specifications.
- Written Test/Technical Test (for relevant roles).
- Interview by HR + Department Head.
- Salary Negotiation & Final Approval.
- Appointment Letter & Joining Formalities.

Recruitment emphasizes skill, compliance awareness, and cultural fit.

B. Onboarding

- Welcome briefing on company history, policies, code of conduct.
- Orientation on HR processes, attendance system, safety rules, and compliance standards.
- Initial assignment with supervisor and a probation-period review.

C. Performance Management

Bitopi follows a structured performance appraisal system:

- KPI-based evaluation (productivity, quality, behavior).
- Annual appraisal cycle and mid-year review.
- Supervisor feedback and HR moderation for fairness.
- Performance-linked increments and promotion recommendations.

D. Training & Development

- Conducted by OD & Training Department.
- Training Needs Analysis (TNA) done with supervisors.
- Common training topics:
 - o Compliance & Code of Conduct
 - o Fire safety, chemical safety
 - o Leadership skills for supervisors
 - o Productivity & efficiency training
 - o Behavioral & soft skills

Factory workers receive regular compliance, safety, and skill-development training.

E. Succession Planning

- Focused on developing supervisors, line chiefs, and mid-level managers.
- OD team identifies high-performing employees and prepares them for future roles through targeted training.

2.2 Design & Product Development

Bitopi's in-house design studio has brought design, development and production all under one roof. The studio is managed by veterans both from the local industry and overseas, which has shaped a team with a global outlook prepared to anticipate constantly changing trends. The team of designers are mandated to travel to fashion capitals around the world to study latest trends and to find inspiration. While the bulk of the work is done in-house, some of their design are occasionally outsourced abroad.



Figure: 2.2 Design Studio

2.2.1 Organogram of DPD

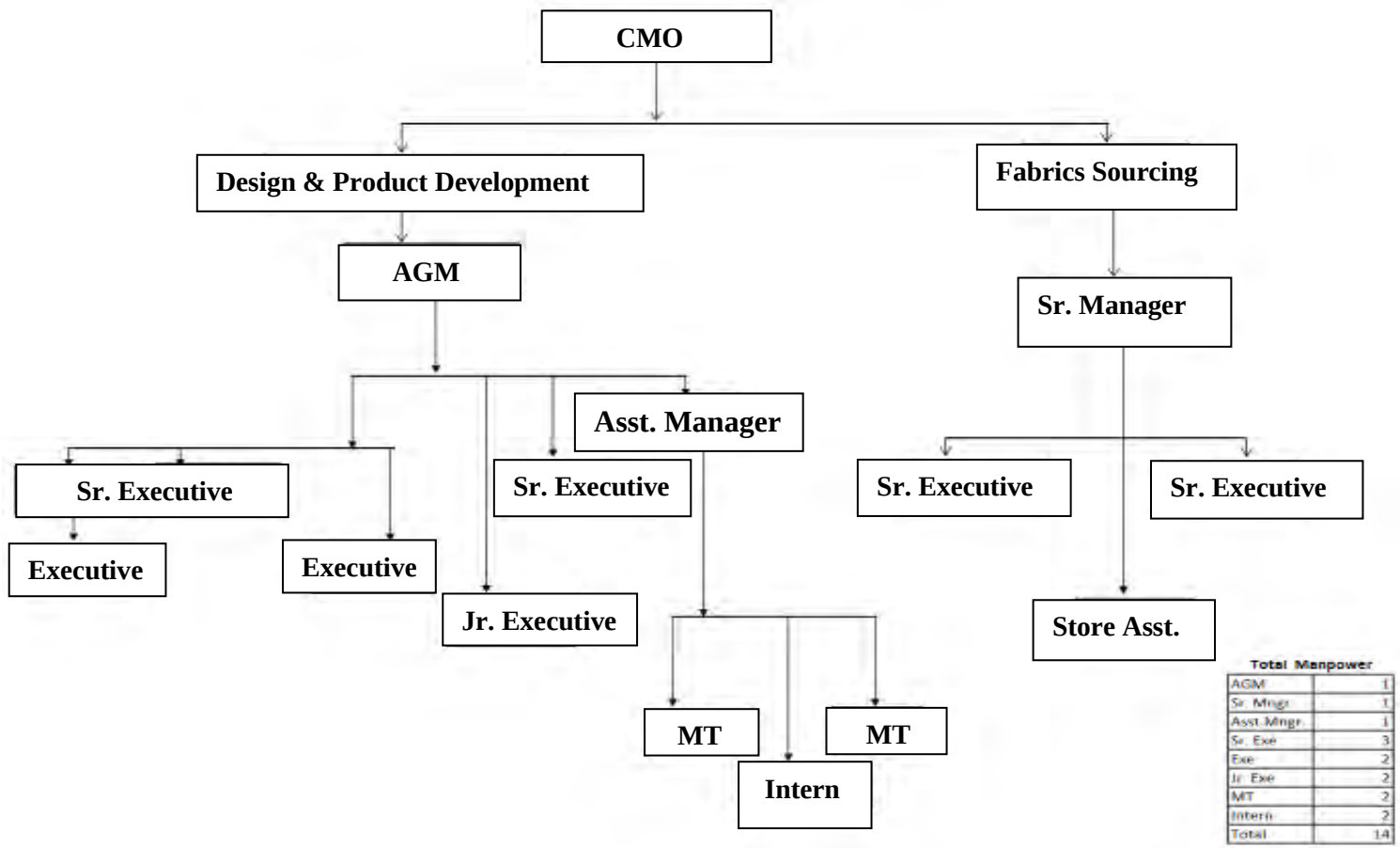


Figure: 2.3 DPD Organogram

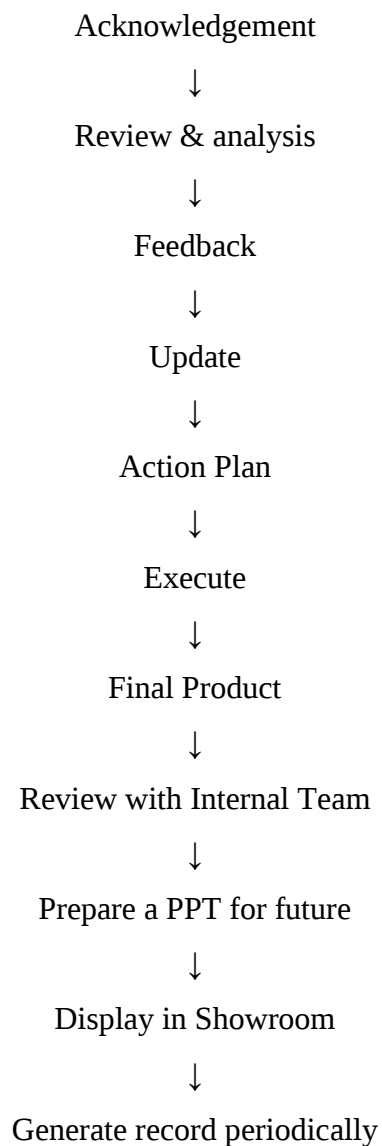
2.2.2 Fundamental of Product Development

Product Development refers to the complete process of transforming an idea into a market-ready product. It involves research, planning, design, testing, and execution to meet customer needs and business goals. The core fundamentals include:

- Acknowledge the customer within a period of time
- Review & Analyze TP: Critical points, Information, cost impact, production feasibility, Time line.
- Feedback to Customer (If any) and get updated version from customer.
- Make a T&A plan that includes: pattern, material booking, embellishment development, receiving booked material, embellishment arrangement, sewing, finishing, reviewing the final sample, dispatching, and informing the customer about the parcel.

- Integrate all relevant dates and information into the tracker, as necessary.
- Samples are reviewed with merchandisers, and any pertinent information is handed over.
- Create a presentation with all the necessary data, store it, and share it to the internal team for marketing purposes.
- Keep one sample on display.
- In order to keep track of the number of developments per customer, update data in a tracker that contains all significant dates and customer information & Generate reports.

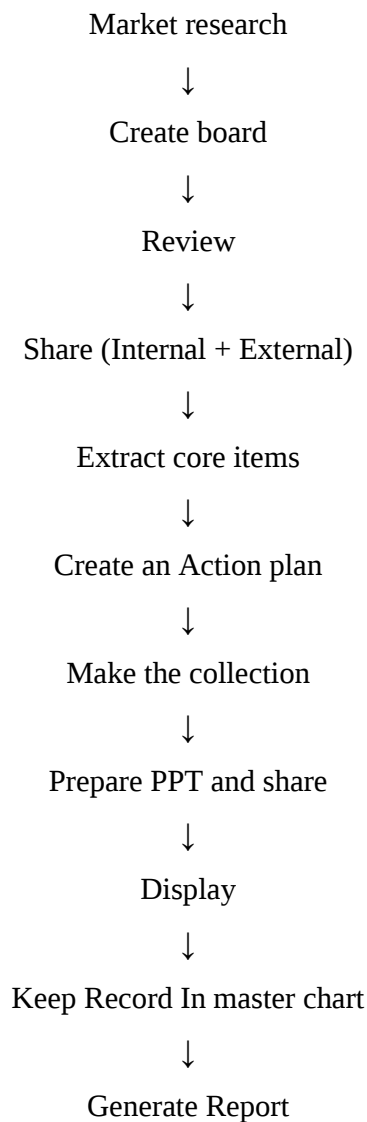
Process Map: Fundamental of Product Development



2.2.3 Design & Collection Development

The process begins with extensive market research using WGSN, store visits, marketplace analysis, customer trend packs, and social media insights. Based on these findings, trend boards are created by organizing key elements such as colors, materials, forms, and main items. To ensure alignment with market demands, customer preferences, and factory capabilities, the concepts are reviewed collaboratively with the DPD team and the Head of Department. Trend or mood boards are shared with customers periodically for feedback and direction. From the finalized trend pack, the core items are extracted to develop a focused product range for the showroom and for specific customer needs.

Process Map: Design & Collection Development



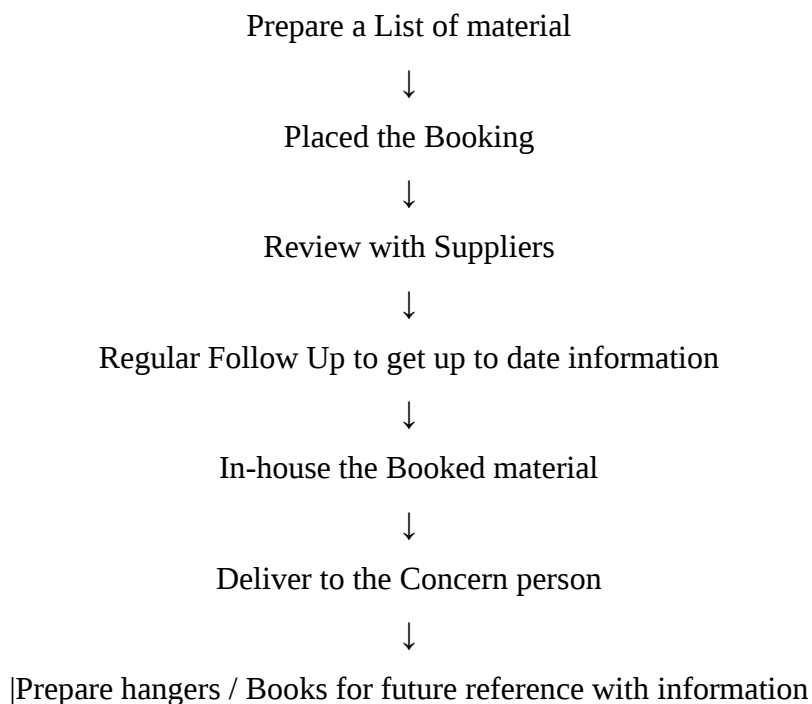
2.2.4 Material Sourcing

Fabric and Component Sourcing From supplier and Local Market for Development.

Fabric and component sourcing involves collecting required fabrics, trims, and accessories from suppliers and the local market to support product development. The goal is to find suitable, available, and cost-effective materials that meet the buyer's quality and design requirements.

- Get the designers' and developers' seasonal direction and trend pack.
- Collectively go over the list and decide which materials are required.
- Visit the factory and market nearby (As much as possible)
- Verify the factory's inventory
- Pick up new products from the available source and gather the necessary information
- Share fabric swatch to the design and development team so they may review it and work on it.
- Provide the fabric to the store.

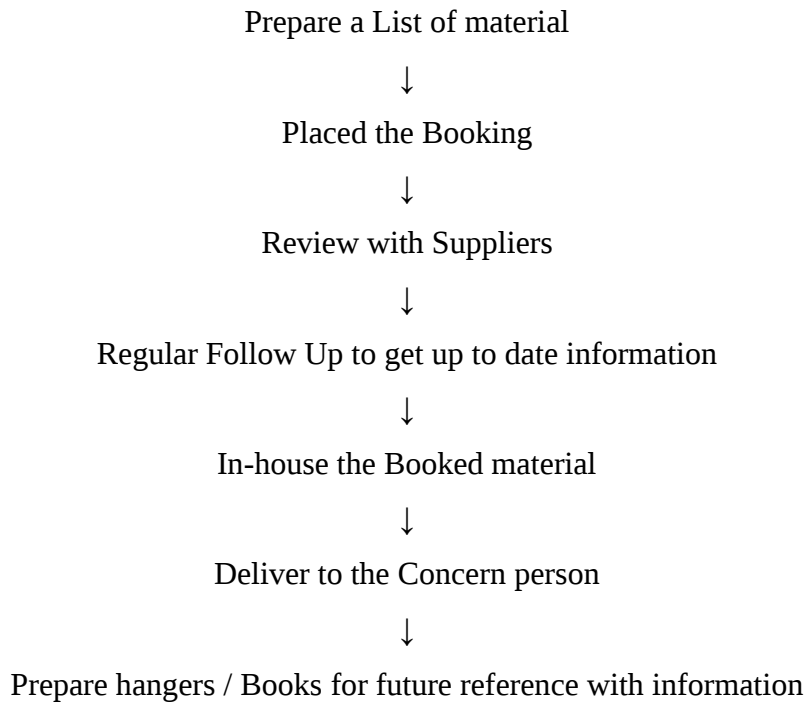
Process Map: Material Sourcing



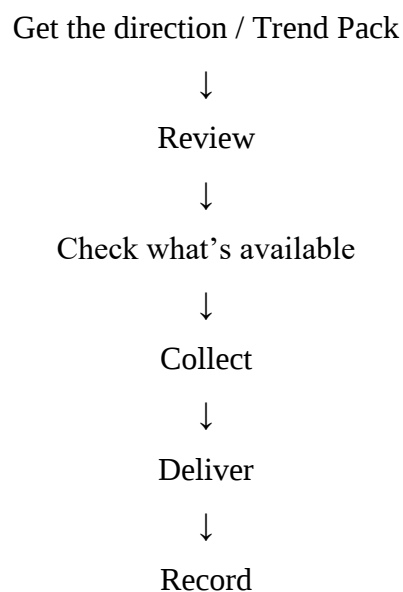
2.2.5 Showroom Management

Managing the showroom involves organizing and displaying products effectively, updating collections, coordinating buyer visits, and maintaining samples and documentation to create a professional, appealing space that supports sales decisions.

Process Map: Collect new products to display



Process Map: Fabric Library & Embellishments



Kingpins Show

The Kingpins Concept is Simple, the community that supports the denim industry is based on connections, creativity, enthusiasm, and heritage. Thus, in an effort to link the denim industry, they started the jeans supply chain event in New York in 2004. They quickly discovered, however, that the denim community was far wider than they had initially imagined, and they spread our idea all over the world. I was lucky enough to work for kingpin show, some of my developments are selected to showcase in Amsterdam.



Figure: 2.4 Kingpins Show Amsterdam

2.2.6 Development for Kingpins Show:

DEVELOPMENT SKETCH

INSPIRATION

FINAL PRODUCT

STYLE NAME	- EPS24OCT2022 // DS-S5-4-020
FABRIC CODE	- XS8AG044LA // 82/65" // 9.9 OZ.
COMPOSITION	77% COTTON 23% POLY
WASH PROCESS	- Bleach + Softener

DEVELOPMENT SKETCH

INSPIRATION

FINAL PRODUCT

STYLE NAME	- EPS24OCT2022 // DS-S5-4-027
FABRIC CODE	- SLR10196 BDB-11760 // 65" // 14.5 OZ.
COMPOSITION	- 35%PRE C R C 64%PC 10%PL 1%ES
WASH PROCESS	- Bleach + Paint Brush

DEVELOPMENT SKETCH

INSPIRATION

FINAL PRODUCT

STYLE NAME	- EPS24OCT2022 // DS-S5-4-028 VEST OF A
FABRIC CODE	- WWP17118 // 64.00M
COMPOSITION	- 95% COT 5% PES
WASH PROCESS	- Bleach + Softener + Grinding

Figure: 2.5 Products for Kingpins Show Amsterdam

2.3 Sample Section

The sample area of Bitopi is well-known and produces a variety of items. The DPD team directly participates in the sample section and submits sample requests via the system with HOD clearance. Most of the workers in the sample area are trained and experienced for their jobs. A team of skilled workers from several fields, including CAD, cutting, sewing, fittings, mechanical, and quality assurance, others. Collaborate to develop the final product.

2.3.1 Process of Sample Making

1. **Receive Tech Pack:** Merchandiser collects the buyer's tech pack containing all required details—reference sample, measurements, print/embroidery instructions, wash guidelines, etc.
2. **Pattern Making:** The pattern maker develops the sample pattern based on the tech pack.
3. **Fabric Cutting:** Fabric is cut according to the approved pattern.
4. **Print/Embroidery (If Require):** Any print or embroidery is applied as instructed in the tech pack.
5. **Sewing:** The garment is sewn following the measurement chart and construction details.
6. **Finishing:** The sample is ironed/pressed and prepared for inspection.
7. **QC Check:** Quality controller inspects the sample according to the tech pack requirements.
8. **Send for Approval:** The completed sample is sent to the buyer. Upon approval, the merchandiser proceeds to the next production steps.

2.3.2 Organogram of Sample Section

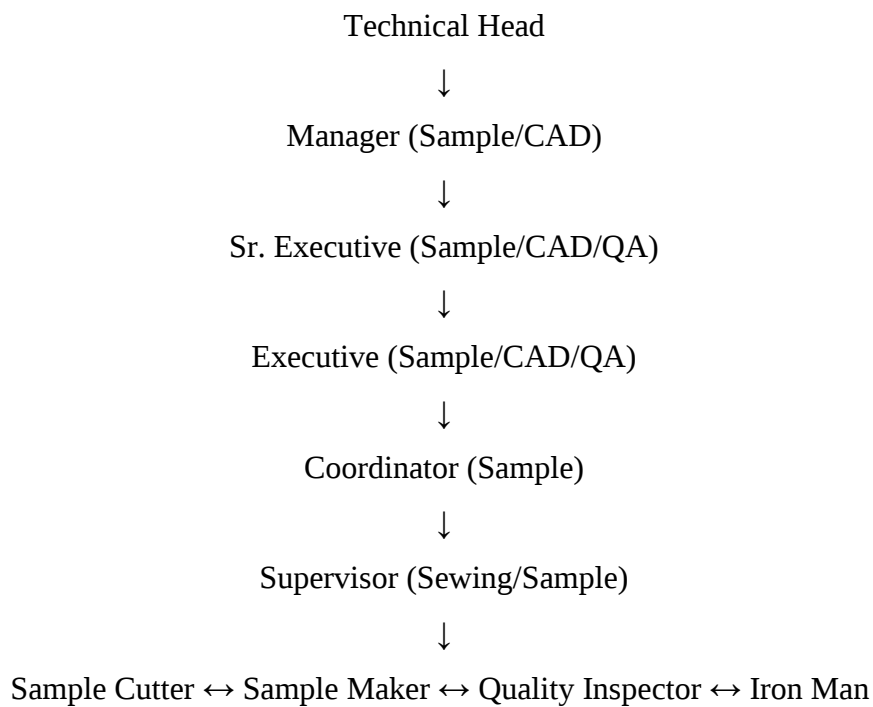
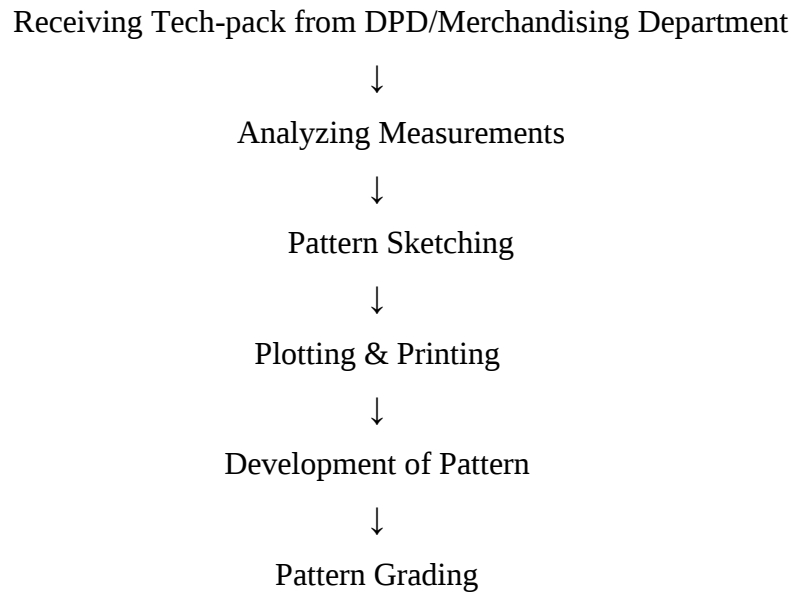


Figure: 2.6 Sample section

2.4 Pattern & CAD Section

A pattern is a hard paper template that represents each individual component of a garment according to the design. The term comes from the French word *patron*, meaning a model or guide. In garments, a pattern serves as a template used to create different parts of a product. When these components share similar characteristics or shapes, they are said to follow a common underlying pattern.

2.4.1 Pattern Making Flow Chart:



2.5 Merchandising Section

2.5.1 Merchandising:

Merchandising is a key business activity that involves all marketing and production coordination tasks necessary to ensure that a merchandise meets buyer expectations in terms of design, quality, quantity, and timely delivery. Relatively these words are connected: MERCHANDISE, MERCHANT & MERCHANDISER. Merchandise are the products that the buyers purchase, Merchant is the person who owns or operate the business that produces or sells the products & lastly Merchandisers are the persons who are responsible to execute the orders.

2.5.2 Merchandiser

A merchandiser is a person who plays a key role in executing and coordinating all merchandising activities within an organization. This role involves close collaboration with the design team to ensure that each product or product line is presented effectively in terms of aesthetics, quality, and market appeal. The merchandiser is responsible for developing color ways, preparing detailed product specifications, and conducting market research to identify the most effective strategies for promoting and selling the product. To perform these responsibilities successfully, a merchandiser must possess strong communication and negotiation skills, along with solid visual judgment and analytical abilities. Creativity and

innovative thinking are also essential, as they enable the merchandiser to adapt to market trends and contribute to the overall success of the product.

2.5.3 Responsibilities of merchandisers:

- Managing internal and external communication
- Coordinating the sampling process
- Preparing cost estimates and quotations
- Securing lab dip approvals
- Approving fabrics and trims
- Arranging booking and in-house delivery of accessories and trims
- Preparing internal order sheets
- Issuing purchase orders
- Guiding and supporting the production team
- Advising the quality team on required quality standards
- Acting as a liaison between production and quality departments
- Providing shipping instructions and monitoring shipment progress
- Assisting the documentation team
- Overseeing inspections
- Tracking and ensuring timely shipment completion

2.5.4. Process Flow chart of Merchandising:

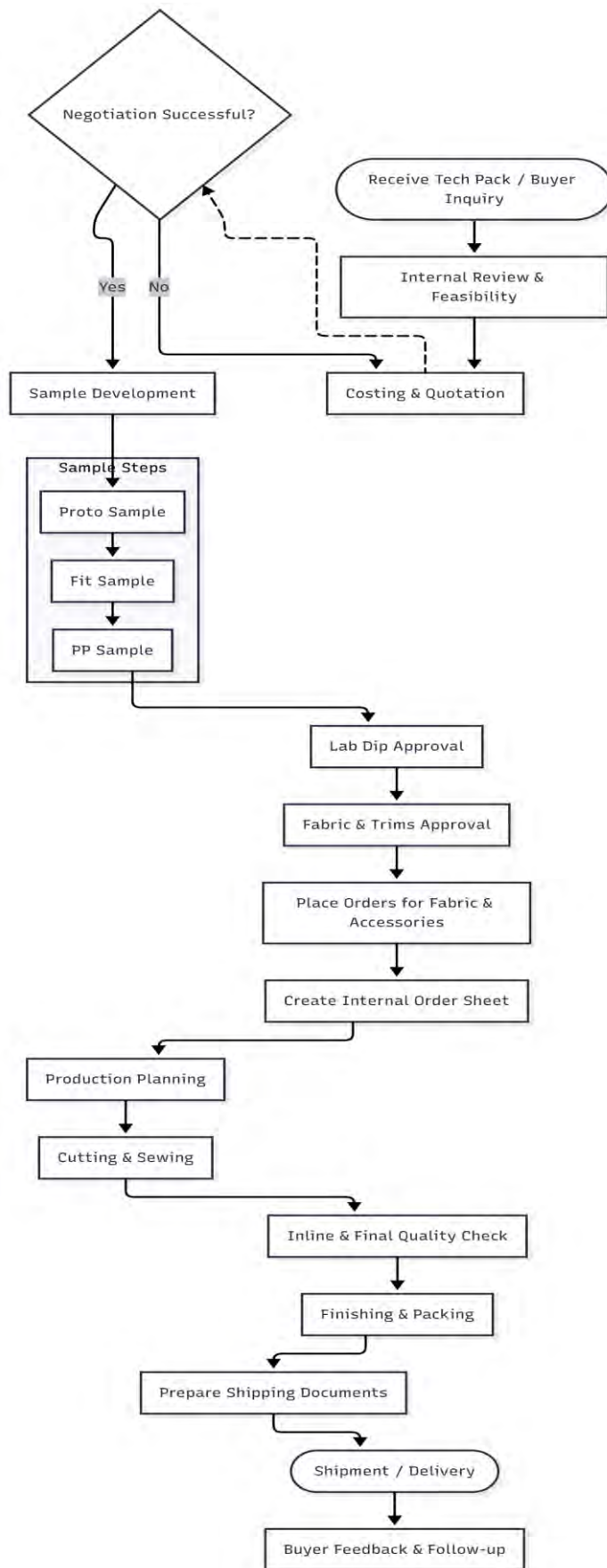


Figure 2:2.7 Merchandising Process Flowchart

2.5.5 Merchandising Process of Bitopi Group

Buyer Communication and Order Inquiry

The process begins with when the buyer (e.g., Primark, H&M, Zara) sends an order inquiry which they want with product details such as fabric type, design, color, and quantity.

The merchandising team communicates with the buyer for the clarification of all the requirements, deadlines, and compliance standards.

Tech Pack / Specification Sheet Review

The buyer usually provides a Tech Pack that includes Measurement charts, Fabric composition, Construction details, Artwork, prints, and trims information

The merchandiser reviews the tech pack with the sampling and production teams to evaluate feasibility and cost. Often there are some buyers which don't provide tech pack. They execute order through workbooks, such as PRIMARK. PRIMARK sends us inspiration & required measurement. Based on these we develop the products.

Sample Development

Bitopi Group has a dedicated central Sample section where different types of samples are developed:

- **Proto Sample** → initial design verification
- **Fit Sample** → fit and measurement accuracy
- **Size Set Sample** → size grading check
- **Pre-Production (PP) Sample** → approval before bulk production

Samples are sent to the buyer for approval at each stage.

Costing and Price Negotiation

Merchandisers prepare a costing sheet which includes:

- Fabric & trims cost
- Washing, printing, embroidery, and finishing cost
- CM (Cost of Making)
- Overhead and profit margin

After negotiation, the buyer and Bitopi finalize the price and lead time.

Order Confirmation and Purchase Order (PO)

Once the buyer agrees & approves the price, they issue a **Purchase Order (PO)** confirming Style number, Quantity, Delivery date, Destination port. The merchandiser cross-checks the PO with internal departments.

Fabric and Trims Booking

After receiving the PO Merchandisers create Material Requirement Sheets (MRS) & they send Booking Sheets to nominated suppliers & ensures raw materials (fabric, accessories, trims) are booked on time according to the Time and Action (T&A) plan.

Lab Dip, Strike-off, and Trim Card Approval

Bitopi's Color Lab and Print Department prepare Lab dips for color matching, Strike-offs for print or embroidery approval & Trim cards for accessories and embellishments. All are sent to the buyer for approval before production by the merchandiser.

Pre-Production (PP) Sample & Meeting

Once all materials are in-house and approved the PP Sample made from bulk fabric and trims is sent to the buyer for final approval. After approval Pre-Production (PP) Meeting is held with Production, QA, and Planning teams. No bulk production can start without PP approval.

Bulk Production

After approval & PP meeting CAD & CUTTING section ensures marker making, spreading, and cutting as per size ratio. Then the production team assembles the garments on production lines under supervision. In Finishing which includes washing, ironing, trimming, tagging, and packing. Merchandisers monitor production progress and resolve issues daily.

Quality Control and Inspection

Bitopi Group follows **AQL (Acceptable Quality Level)** standards for inspections:

- **Inline Inspection:** During sewing.
- **Mid-line Inspection:** After 60–70% production.
- **Final Inspection:** Before shipment.

Quality inspectors and sometimes buyer QCs perform checks to ensure standard compliance.

Shipment Planning and Documentation

Once the goods pass the inspection the **Commercial Department** books shipment space (sea or air). Merchandiser prepares and checks the below documents:

- o Commercial Invoice
- o Packing List
- o Bill of Lading / Air Waybill
- o Certificate of Origin
- o GSP / Form-A if applicable

Shipment and Delivery

Once the goods are shipped to the buyer's designated port on the confirmed date. The **Shipping Department** monitors vessel schedules to ensure on-time delivery.

Payment and Order Closing

Payment is received via **Letter of Credit (L/C)** or **TT (Telegraphic Transfer)**. Then Merchandiser verifies the payment clearance and closes the order. The feedback is collected for future order improvement.

Record Keeping & Future Orders

All documents like samples, approvals, inspection reports, and shipping records are archived.

Positive performance often leads to repeat orders from the buyer

2.5.6 MERCHANDISING SECTION ORGANOGRAM

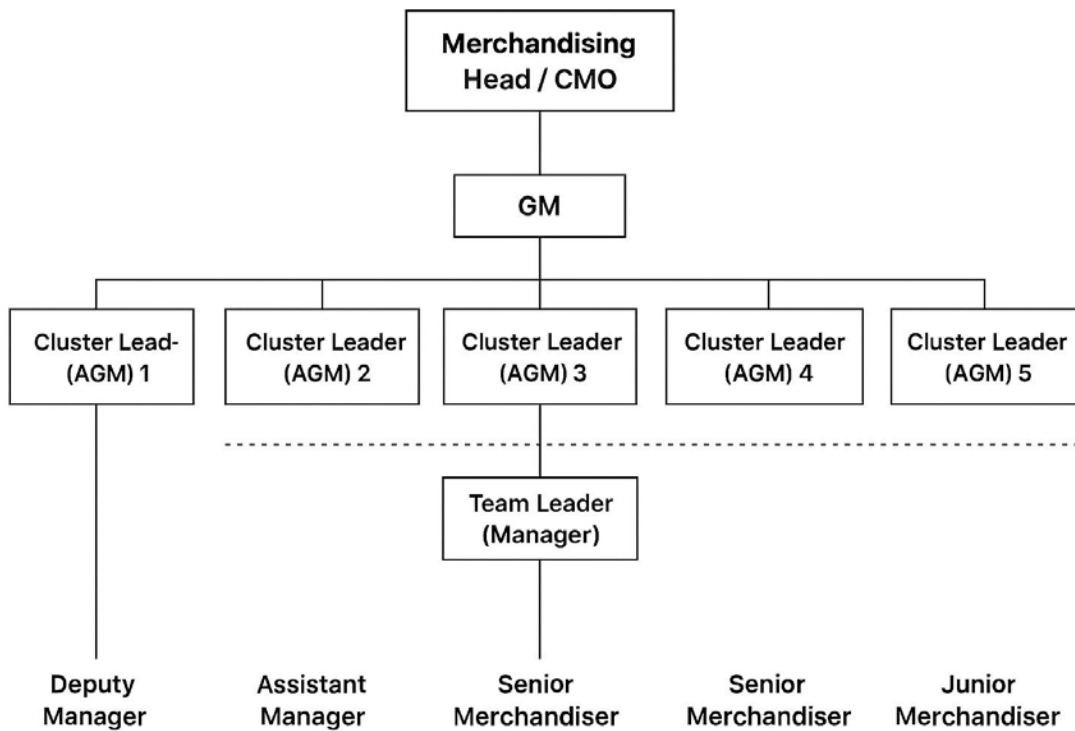


Figure 3:2.8 Merchandising Organogram.

2.5.7 PRIMARK SAMPLE STAGES

- Development sample
- Fit sample
- Size set sample
- BLACK SEAL sample
- GOLD SEAL sample

After gold seal approval the buyer allows us to ship the goods.



Figure 4: 2.9 Knit Garments produced at Bitopi Group

2.5.10 TRIMS BOOKING

- Thread Booking
- Gum tape Booking
- Button Booking
- Poly Booking
- Carton Booking

Chapter :03

Critical Assessment of Internship Work

3.1 Overview

The internship period at Bitopi Group has provided a valuable opportunity to gain practical knowledge & experience in merchandising department handling the buyer PRIMARK D5 (Kids Department). The work environment, responsibilities and exposure to the procedures allowed me to understand that how the theoretical knowledge from my academic courses can be applied in the real scenarios. The task performed, skills applied, challenges faced and the overall learning outcomes of my internship experience are critically assessed in this chapter.

3.2 Application of Generic and Industry Specific Courses During Internship

In the internship period at Bitopi Group, I had the opportunity to apply both the generic and industry specific knowledge gained from the PGD program. These courses helped me to dive in the knitwear garments easily. During the internship period I could connect the courses theories with real life merchandising operations, particularly while handling PRIMARK D5 (Kids Department) orders. Besides I was also privileged to attend some training session at Bitopi Group like Training on Microsoft Teams, Training on BIS (BITOPI INFORMATION SYSTEM).

3.2.1 Application of Generic Courses

Generic courses covered such as Communication Skills, Management Principles, Business Etiquette, Computer Applications, and Professional Ethics which played a vital role in my day to day tasks & responsibilities.

- **Communication Skills:**

Effective communication is very much essential in the industry. While coordinating with different departments stores, sampling, production, quality, suppliers, as well as communication with the buyers, the communication skill's importance can be noticed. The ability to write clear messages on email professional communication helped me to maintain smooth correspondence with the PRIMARK team & others.

- **Management Principles:**

Time management, task prioritization, and decision-making these things strongly built up in me throughout the course which helped me a lot during my internship. Understanding organizational hierarchy also helped me navigate workflow and reporting structures efficiently.

- **Computer Applications:**

For maintaining sample tracking sheets, consumption data, and trim booking records the knowledge of Excel and data management tools was very useful.

- **Professional Ethics & Etiquette:**

Courses like HR practices taught me professionalism, discipline, and responsibility in the workplace which ensures adherence to company policies and buyer confidentiality.

3.2.2 Application of Industry-Specific Courses

The industry-specific courses such as Garment Merchandising, Fabric & Trims Knowledge, Apparel Production Process, Quality Assurance, and Knitwear Technology were directly relatable & applicable during my internship.

- **Garment Merchandising:**

A merchandising course in the garment industry helps students apply practical skills such as developing products based on market trends, sourcing fabrics and trims, planning and coordinating production, and managing costing and pricing. It trains them to maintain quality standards, communicate effectively with buyers, suppliers, and production teams, and handle documentation like tech packs and purchase orders. The course also builds the ability to analyze markets, track orders, and ensure timely delivery, making graduates capable of managing the entire garment manufacturing and merchandising process efficiently.

- **Fabric & Trims Knowledge:**

Understanding garment raw materials such as different types of knit fabrics & their construction, GSM, trim requirements helped me identify correct materials and make sure on time booking & inhouse.

- **Apparel Production Process:**

Product knowledge helped me to understand the overall workflow. From design development to final shipment and it also helped me to anticipate production challenges.

- **Quality Assurance:**

Sample quality & fittings are checked against buyer standards at each approval stage (Development → Fit → Size Set → Black Seal → Gold Seal).

- **Knitwear Technology:**

Although my primary focus was woven merchandising, the knitwear industry management course enhanced my ability to handle **combo orders** (woven + knit) more efficiently. It also helped me to calculate the fabric consumption almost accurately without depending solely on CAD consumption.

3.3 Suggestion for Industry Improvement (Based on Internship)

During my internship period at **Bitopi Group**, I observed several things like strengths within the organization which includes a structured workflow, teamwork, and commitment to the buyer satisfaction. However, throughout my day to day task & daily involvement in the merchandising departmental process and coordination with other supporting departments, identified some areas where some improvements could further enhance efficiency and productivity. The following suggestions are based on my practical experience during the internship:

3.3.1 Enhanced Digitalization and ERP Utilization

Although Bitopi Group uses an ERP system, some departments still rely on manual documentation and communication through spreadsheets and emails. A more integrated use of the ERP system across all sections specially in trims booking, information sharing along all departments, inventory report and approvals. It would minimize data misinformation, reduce human error, and improve real-time visibility of order progress.

3.3.2 Improved Inter-Departmental Communication

Effective communication between merchandising, production, and quality departments is very important for timely order proceeding, sample delivery and bulk production. They can introduce weekly cross-departmental meetings, critical paths or digital dashboards which could help identify delays early and maintain better coordination.

3.3.3 Skill Development & Training

Regular training programs for merchandisers specially on buyer communication, product development, and sustainability requirements would be helpful to improve technical and managerial skills. Continuous workshops on fabric innovation, cost analysis, and compliance updates can keep the employees stay aligned with the current global trends.

3.4 Learning for Self-Improvement

The internship at Bitopi Group was a great learning experience which helped me to grow both professionally and personally. Working in the merchandising department & handling the PRIMARK D5 (Kids Department) account helped me to gain industrial experience in orders execution and applying theoretical knowledge in the practical life. Throughout in this period I have identified some key areas for my self-improvement and development. Like-

3.4.1 Technical Skills Development

This course is important to gain a deeper understanding of the sample development process, fabric and trims sourcing, and buyer approval procedures. However, I have realized the need to further objectives to strengthen my technical expertise in:

- Garment costing and consumption accuracy
- Garments Testing
- Inspection
- Vessel Booking
- Supplier payment procedures

Improving these areas will help me become a more efficient and detail-oriented merchandiser in the future.

3.4.2 Communication and Coordination Skills

In the internship period I realized the importance of clear, timely & effective communication among departments and with buyers. This course helped how to perform professional emailing, attend follow-up meetings, and report progress effectively. In the

future I aim to further enhance my negotiation, presentation, and buyer correspondence skills to build up stronger professional relationships.

3.4.3 Time Management and Multitasking

Managing multiple styles of sample under strict deadlines helped me to learn how to prioritize tasks and stay organized. This course helped how to plan daily activities maintaining to do plans and meet buyer timelines effectively. In the future improvement I am planning to develop a more structured time management approach using digital tools and scheduling methods to handle pressure more efficiently.

3.4.4 Analytical and Problem-Solving Ability

During the internship period unexpected issues often shows up. Like delays in trims arrival or sample rejections. This requires quick decision making and analytical thinking. This experience helped me build confidence in solving problems independently. To enhance this skill, I intend to study root cause analysis and supply chain management principles more deeply.

3.4.5 Professional Attitude and Continuous Learning

Working in a corporate environment improved my sense of responsibility, discipline, and teamwork. This course visualized the importance of maintaining a positive attitude, meeting deadlines, and adapting to organizational culture. Moving forward, I plan to stay updated on global fashion trends, sustainability practices, and technological innovations in apparel merchandising.

Chapter: 4

Conclusion

My internship at Bitopi Group as a Merchandising Intern has been a truly rewarding learning experience. Throughout this period, I gained a deeper understanding of the overall merchandising process — from product development and sampling to order follow-up and coordination with buyers and suppliers. I also developed practical skills in communication, negotiation, time management, and teamwork, all of which are essential in the fast-paced apparel industry.

Working under experienced mentors and being part of a dynamic merchandising team allowed me to apply theoretical knowledge to real-world situations and understand the importance of accuracy, responsibility, and professionalism in every task. This internship has strengthened my interest in the merchandising field and provided me with a solid foundation for building a successful career in the garment sector.

I am sincerely grateful to Bitopi Group and my supervisors for their continuous guidance, support, and encouragement throughout this journey.

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