

Report On
Merchandising Practices of Epyllion Group

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

Executive Development Center, BIGD
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Marjan Hossain,
Senior Research Associate,
BIGD, Brac University
66 Mohakhali, Dhaka-1212

Subject: Internship Report

Dear Madam,

It is a privilege to present my Internship Report, prepared under your guidance. I have made every effort to compile the necessary information and proposed recommendations in a concise yet thorough manner.

I sincerely hope the report meets your expectations.

Warm regards,

Md. Amir Hamza
ID-24281007
Executive Development Center, BIGD
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Date: November 10, 2025

Non-Disclosure Agreement

This agreement is made between Epyllion Group and Md. Amir Hamza to facilitate the intern's access to confidential company information necessary for executing the assigned task with Marketing & Merchandising

Epyllion & Md. Amir Hamza hereby agree as follows

1. "Confidential Information" refers to any important data or materials belonging to the Company that are clearly designated as confidential.
2. For any information shared in physical or tangible form to qualify as Confidential Information, it must bear a label such as "Proprietary and Confidential" or an equivalent designation.
3. Information shall not be considered confidential if: (i) it was already in the Intern's possession prior to disclosure, (ii) it enters the public domain through no fault or misconduct of the Intern, or (iii) it is obtained lawfully from another source without similar confidentiality obligations and without violating this Agreement.
4. Unless otherwise permitted under this Agreement, the Intern shall refrain from sharing any Confidential Information with third parties and shall use such information solely for the purpose of preparing the report.
5. The Intern may share Confidential Information only under the following circumstances: (i) with fellow interns who have signed a non-disclosure agreement with the Company, (ii) when legally compelled by a government authority or applicable law, and (iii) with the academic supervisor overseeing the report.
- 6.

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Acknowledgement

I am sincerely thankful to **Epyllion Group** and **BRAC University** for granting me the invaluable opportunity to join their team as an intern. My heartfelt appreciation also goes to the entire PGD-KIM team at BRAC University for their unwavering support throughout this journey.

I am truly grateful to **Ms. Marjan Hossain**, my academic supervisor, for taking charge of overseeing my internship report. Her clear and insightful guidance made the preparation process smooth and manageable. I also deeply appreciate the time and support she generously offered whenever I needed assistance.

I would like to express my heartfelt appreciation to **Mr. Mohammed Jonayed Ahmed Jewel**, my Head of Department, and **Mr. Shaikh Wasif Ahmed**, my Reporting Officer. They have been exceptional mentors and inspiring leaders throughout my PGD journey. Their unwavering support, insightful guidance, and willingness to share their rich experience in the RMG sector greatly contributed to the successful completion of my internship report. Under their leadership, I also gained valuable exposure to professional work culture, learned how to adapt to diverse workplace environments, and developed skills in collaborating with colleagues and engaging with senior management.

I am grateful to the Marketing & Merchandising, Management Information System, and Business Planning departments for their valuable assistance and for providing the necessary data and support throughout the project.

Executive Summary

Epyllion Group began its journey in 1994 as a manufacturer and exporter of knitwear in the Readymade Garments (RMG) sector. Over the years, it has grown into one of the largest conglomerates in the industry, with a robust backward linkage that encompasses knit garments, textiles, wet processing, and garment accessories. Epyllion Textile Limited specializes in transforming raw fabrics into finished products, which are then exported to various international markets. The company operates factories in Gazipur, Dhaka, and Narayanganj, with its corporate headquarters located on Gulshan Link Road in Dhaka.

Throughout my internship, my main workstation was the factory head office, although I occasionally visited the production to gain insight into the production processes. I had the chance to engage with a wide range of departments, including Commercial, Accounts and Finance, Knitting, Dyeing, Finishing, Accessories, RMG units, and the Buying Office. My primary duties involved handling orders and overseeing their seamless progression from initiation to final shipment.

The objective of this paper is to explore the production process, sustainable business practices, and the product and industry life cycle of Epyllion Group and the broader RMG sector. While I have made every effort to conduct this research thoroughly, certain limitations may still exist. The value of this study lies in its potential to address an existing research gap and to highlight areas where further investigation may be warranted. I kindly request that any unintentional errors be viewed with understanding.

Keywords: Garments Industry, RMG Epyllion, Epyllion Textile, Merchandising, Buyers.

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Chapter 1

About Organization

Epyllion Group

Epyllion Group stands as one of the premier Readymade Garments (RMG) companies in the country, specializing exclusively in export-oriented knitwear. With its own integrated textile unit and accessories hub, the group is dedicated to meeting the evolving global demand for knit and casual apparel in the 21st century. Every investment made by Epyllion reflects the use of cutting-edge technology, ensuring efficiency and innovation across operations.

In response to shifting global trade dynamics—such as the elimination of quota systems and GSP benefits, along with the availability of skilled craftsmanship in Bangladesh—the company has developed a comprehensive one-stop solution that includes knitting, dyeing, fabric processing, and garment production.

The workforce behind Epyllion’s daily operations is composed of highly skilled, professional, and experienced individuals. The synergy between a well-structured management and technical team, combined with modern, balanced technology, has positioned Epyllion as a benchmark in the industry.

Beyond delivering world-class products, Epyllion Group is firmly committed to maintaining quality standards, competitive pricing, and strong social responsibility.

Table 1 General Information at a glance

Company Name	Epyllion Group
Type	100% Export oriented knit garment factory
Name of the Owner	Mr. Reaz Uddin Al Mamoon
Year of Foundation	1994
Corporate Address	Office NINAKABBO 227/A, Tejgaon-Gulshan Link Road Postal Code: 1208 Dhaka, Bangladesh. Level: 12-13
Contact No.	88029840223
E-mail	info@epylliongroup.com
Website	www.epylliongroup.com

Source: Epyllion website

Business Size/Capacity:

Epyllion boasts a cutting-edge, vertically integrated garment manufacturing setup that provides buyers with a seamless one-stop solution

Table 2 Last five years' capacity growth of Epyllion Group

Year	Growth
2019-2020	12%
2020-2021	8%
2021-2022	2%
2022-2023	4%
2023-2024	10%

Table 3 Buying Partners of Epyllion Group

Buyer Name	Origin	Export Destination
C & A	Netherland	Europe, Mexico, China
M & S	United Kingdom	United Kingdom, India
Varner Group	Norway	Sweden
H & M	Sweden	Europe, Mexico, Turkey, Japan, Australia, Philippine, Thailand, UAE, China
Celio	France	France, Hong Kong, India
G-STAR RAW	Netherland	USA, Hong kong, Canada, Australia, Japan
ORIGINAL MARINES	Italy	USA, Italy, Lebanon, Dubai, Africa
RIVER ISLAND	United Kingdom	United Kingdom
s. Oliver	Germany	Germany
TARGET	Australia	Australia
Carhartt	USA	USA, United Kingdom and Canada
TOMMY HILFIGER	USA	North America, Europe, Latin America, Asia Pacific region

Table 4 Export Growth of last five fiscal year

Year	Growth
2019-2020	10%
2020-2021	25%
2021-2022	6%
2022-2023	11%
2023-2024	12%

1.1 Overview of the Industry

Bangladesh, now recognized as the world's second-largest exporter of ready-made garments (RMG), has transformed its global image—from being dismissed as a “bottomless basket” to being celebrated as a “basket full of wonders.” Despite limited resources, the country has sustained an impressive average annual GDP growth rate of 5.84%, accompanied by significant strides in social and human development. Central to this progress is the RMG industry, which has played a pivotal role in rebuilding the nation and its economy following the liberation war. Today, it stands as Bangladesh's leading export sector, contributing approximately 81% of the country's total export earnings.

Bangladesh Garments Manufacturers and Exporters Association (BGMEA) set a goal in Apparel Summit 2014 for increasing annual export of readymade garments to US\$50 billion by 2021 on the 50th anniversary of the People's Republic of Bangladesh. Though there are many barriers to reach that goal but it is possible if this sector gets proper guidance from Govt. & BGMEA.

RMG industry strength

- Globally competitive pricing in the apparel sector
- Products meet international quality standards
- A dynamic, youthful workforce—70% under age 40 known for fast learning, dedication, and strong entrepreneurial drive
- Access to duty-free markets (GSP) across most developed nation

Table 5 Growth of RMG sectors

Year	No. of Garment Factories	Employment in Million workers	Export of RMG in Million USD
1984-1985	384	0.12	116.2
1991-1992	1163	0.58	1182.57
2000-2001	3480	1.8	4859.83
2010-2011	5150	3.6	17914.46
2023-2024	5000	5	30614.76

We are towards the target. For sustainable movement towards the goal, we need skilled manpower, proper planning, leader for proper guidance & controlling on our competitor.

1.2 Vision & Mission

Vision

“Our vision is to become a window through which all our interacting parties can see and feel their prospect and dream about their success. Epyllion will become a lifestyle towards its employees, suppliers, buyers and above all shall become a role model of a green corporate house which will be regarded as an icon brand in the country.”

Mission

“Epyllion will be known as an entity whose main driven force is its human resources. With such a motivated, high skilled and professional workforce, Epyllion has started marching towards its glory of success which is not the profit but to enjoy the joy of life.”

1.3 Goals & Objectives

At Epyllion Group, our unwavering pursuit of excellence is reflected in the quality of the products we create and the markets and customers we serve. Quality is not just a goal—it's a shared value that defines our relationships and our output. Our Core Philosophy & Ethical Views:

- ✓ The Power of Human Spirit
- ✓ Commitment to Ethical Business Practices
- ✓ Responsibility Toward Environmental Protection

Epyllion Group is widely recognized for placing human resources at the heart of its success. Our people are the driving force behind every achievement, and their contributions shape the foundation of our growth.

The collective spirit of our Board Members and Executives transforms ambitious plans into achievable realities. A culture of collaboration and mentorship flows across all units, ensuring that every employee feels inspired, engaged, and aligned with the broader vision of the organization.

Through the dedication and synergy of our skilled and passionate workforce, Epyllion continues to uphold its vision and mission. We strive to be a source of inspiration and fulfillment for all who are connected to us—a place where aspirations take shape and dreams come true.

With a team that is both professionally adept and deeply motivated, Epyllion Group is not merely chasing success—it is embracing the joy and purpose that come with it. At our core, it is the human spirit that propels us forward.

1.4 Organizational structure, Organogram, Branches and Departments

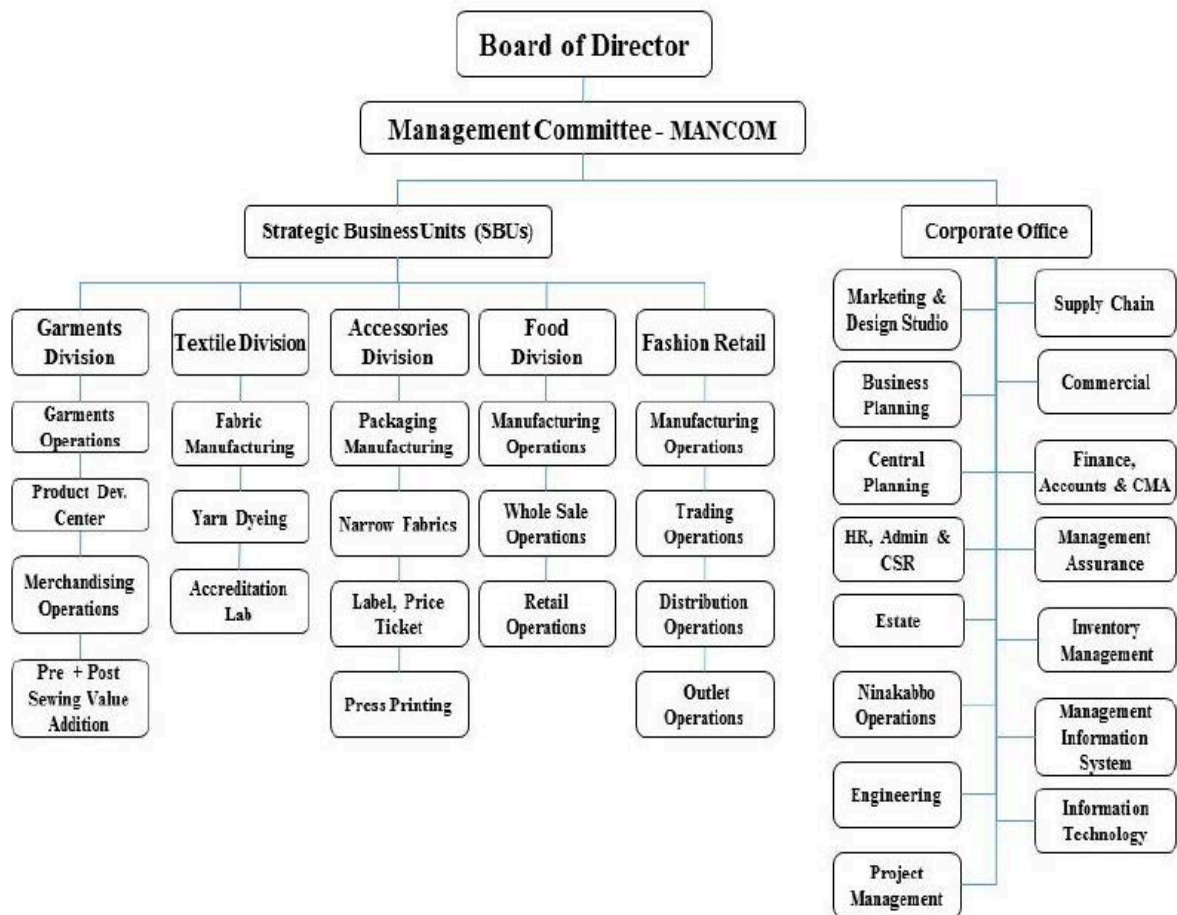
“Board & Management

The group’s management structure is divided into two key bodies: the Executive Board Members and the Management Committee (MANCOM).

The Executive Board consists of the Chairman, Managing Director, and Directors, while the MANCOM is composed of seven senior executives.

The Executive Board focuses on high-level policy formulation and decision-making. Meanwhile, MANCOM is tasked with developing strategic plans and overseeing their execution across the organization.

Organization Chart:



Factories of Epyllion Group

“Garments Divisions:

- ✓ Dekko Knitwear’s Ltd. – 14 Lines

✓ Epyllion Knitwear's Ltd. (EKWL) – 25 Lines

✓ Dazzling Dresses Ltd. – 20 Lines

✓ Epyllion Styles Ltd. – 60 Lines

✓ Epyllion Styles Ltd. Extension – 15 Lines

Backward Linkage:

Textile Division:

✓ Epyllion Knitex Ltd. (EKL)

✓ Epyllion Fabrics Ltd. (EFL)

Testing Laboratory:

✓ Epyllion Testing Lab Ltd. (ETLL)

Washing Unit:

✓ Epyllion Washing Ltd. (EWL)

Accessory Unit:

✓ Epyllion Ltd. (EPL) – Accessory Hub

✓ Epyllion Ltd. (EPL) – C&F

Real State -

✓ Nina Holdings Ltd. (NHL)

Food & Beverage Unit-

✓ Epyllion Food & Beverage Limited [EFBL]”

1.5 Products/services produced by the Industry

Table 1 Epyllion produce 100% knit following products

Products	Share %
Tee Shirt	26%
Polo Shirt	16%
Sweat Shirt	18%
Cardigan	16%
Legging	3%
Jogger	10%
Bottom	8%
Tank Top	3%

Table 2 Production unit wise Current Capacity

Production Unit	Capacity
Knitting	31 Ton/Day
Dyeing	36 Ton/Day
Yarn Dyeing	102 Ton/Month
Finishing	31 Ton/Day
Cutting	49 million pcs/Month
Printing	11 million pcs/Month
Embroidery	5111 million stitch/Month

Sewing	48 million pcs/Month
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Some best practices which made the Epyllion

- ✓ “Implementation of integrated business planning
- ✓ Establishment of key HR policies promoting equal employment opportunities
- ✓ Development of a structured talent management framework, including training and a dedicated development team
- ✓ Employee performance evaluation based on Key Performance Indicators (KPIs)

Chapter 2: Description about Task Accomplishment

During my internship at Epyllion Group, I was closely in observation with 5 different departments, where I got close view into their functions, interconnections, and individual responsibilities. By doing this, My industrial knowledge has significantly improved a lot. In some of the departments, I practically implemented my learnings from the courses. This has also improved my knowledge.

Under the guidance of my industrial supervisor, I had spent almost same amount of days in each of the departments so that I could get a clear view of that department perfectly with details. The schedule is outlined below:

Table 1: Schedule of Tasks

Department	Start Date	End Date	Duration
Human Resources	03-Aug	19-Aug	13
Supply Chain	20-Aug	07-Sep	13
Commercial and Logistics	08-Sep	24-Sep	13
Production	25-Sep	13-Oct	13
Marketing and Merchandising	14-Oct	30-Oct	13

This schedule of task helped me to understand how each of the departments work in a garments organization & how they are performing their jobs individually to run the organization perfectly.

2.1 Human Resources Department [3rd August – 19th August]

2.1.1 General Role of Human Resources (HR)

I worked for two weeks in the Human Resources department. The Human Resources (HR) department plays a vital role in any organization. It is responsible for managing the most important asset of a company — its people. HR ensures organizational productivity by strategically combining human capabilities with automated processes. It oversees functions such as recruitment, development, employee relations, workplace safety, and policy formation, which collectively shape company culture and contribute significantly to business success.

Beyond administrative duties, HR serves as the nerve center of the company — ensuring employee satisfaction, boosting morale, and promoting a positive and inclusive work environment. HR's responsibilities also extend to fostering open communication, nurturing employee well-being, and aligning workforce goals with the company's overall strategy.

What I observed:

- Core Functions of HR
- Recruitment & Placement procedure of Epyllion Group
- Training & Development program held by HR
- Health, Safety, and Discipline maintained by HR
- Policy Development & Culture implementation by HR

2.1.2 HR at Epyllion Group: Core Functions

The Human Resources team at **Epyllion Group**, positions employees as the company's most valuable asset. Their HR department is focused on cultivating a dynamic workforce through structured procedures and initiatives aimed at professional growth, morale enhancement, and compliance with ethical standards.

Core HR functions at Epyllion include:

- Employee relations and welfare programs
- Talent acquisition and workforce planning
- Health and safety compliance
- Organizational culture and policy formulation
- Learning and development initiatives

Their commitment to ethical practices and sustainability reflects in HR-led initiatives that support workforce inclusion, safety, and continued upskilling.

2.1.3 Recruitment & Placement

Recruitment is a critical function of the HR department. At **Epyllion Group**, HR collaborates with industrial engineering or operations teams to assess labor demands, ensuring that the right people are placed in the right roles based on both skill and capacity requirements.

Key practices include:

- Conducting job analysis to identify specific role requirements

- Developing assessments tailored to departmental needs
- Matching candidates to suitable positions based on performance, aptitude, and cultural fit
- Maintaining a structured hiring process that evaluates both technical and behavioral competencies

This strategic placement not only ensures higher productivity but also helps reduce turnover and training costs.

2.1.4 Training & Development

Training and professional development are key areas of investment for modern HR departments. At Epyllion Group, significant emphasis is placed on upskilling employees at every level.

Their approach includes:

- Orientation programs for new recruits
- Periodic training for existing staff to align with technological advancements and modern standards
- Department-specific training to increase task efficiency
- Leadership development programs for future managers

This approach reinforces the belief that educating and empowering employees benefits both individuals and the broader industry.

2.1.5 Health, Safety, and Discipline

Health and safety are fundamental pillars of HR responsibilities. At **Epyllion Group**, HR ensures that the workplace remains safe and that employees are informed and trained to handle risks.

Notable practices include:

- Regular safety training sessions and fire drills
- Maintenance of safety guidelines and equipment
- Strict enforcement of zero-tolerance policies for violations
- Periodic health checkups or wellness programs
- Creating a safe space for workers to report hazards or grievances

These steps foster trust and a sense of security, leading to greater employee satisfaction and lower accident rates.

2.1.6 Policy Development & Culture

HR also plays a vital role in shaping and sustaining corporate culture. This includes policy development in response to changes in laws, market dynamics, or internal needs. Both organizations focus on building a culture of accountability, collaboration, and diversity.

Key contributions of HR in this area:

- Crafting employee handbooks and codes of conduct
- Promoting diversity, equity, and inclusion (DEI) practices
- Facilitating communication between management and workers
- Leading management changes initiatives

- Organizing events that foster teamwork and engagement (e.g., holiday events, team-building activities)

At Epyllion Group, HR organizes leisure events to build camaraderie and trust among employees. These seemingly small actions contribute to a workplace where dialogue is open and morale stays high.

My learnings from HRD

- Learned about employee recruitment process.
- Learned about how they set the company policy.
- Learned what types of steps they follow to develop an employee.
- Learned how they work to run an organization

2.2 Overview of Supply Chain Management (SCM)

Supply Chain Management (SCM) is the strategic coordination of procurement, operations, logistics, and marketing channels aimed at transforming raw materials into finished products and ensuring timely delivery to end customers. It involves synchronizing supply and demand, optimizing material flow, and creating value at every stage — from sourcing to final distribution.

An efficient SCM system is crucial for operational success, especially in fast-paced industries like textiles and fashion, where delivery timelines, cost control, and flexibility are key.

What I observed:

- Modern and Integrated SCM at Epyllion Group
- Inventory and Order Management by SCM
- Supplier Network and Adaptability of SCM
- Transparency and Cooperation of SCM

- Responding to Market Demands by SCM
-

2.2.1 Modern and Integrated SCM at Epyllion Group

The SCM at **Epyllion Group** is a prime example of a cutting-edge, fully integrated system. It brings together multiple departments and disciplines in a cohesive framework that supports both operational efficiency and strategic flexibility.

- **Integration:** All supply chain functions — from procurement to logistics — are interconnected to ensure smooth coordination and fast decision-making.
- **Technology:** The company leverages global logistics and digital tools to forecast demand, monitor inventory, and manage supplier performance.
- **Strategic Alignment:** SCM aligns closely with production and sales goals, ensuring that the right materials are available at the right time.

This modern and holistic approach enables the company to adapt to changing conditions while ensuring continuity and efficiency.

2.2.2 Inventory and Order Management

Epyllion Group balances two core strategies for inventory control:

- **For regular repeat customers:** It maintains a year-round inventory of raw materials, allowing for quicker order fulfillment and customer satisfaction.
- **For trend-driven fashion clients:** It follows a just-in-time (JIT) approach — sourcing materials only when needed to avoid excess inventory and free up working capital.

This dual-strategy model ensures both reliability and cash flow optimization. It reduces waste, storage costs, and financial risk while supporting different types of buyers effectively.

2.2.3 Supplier Network and Adaptability

A major strength of **Epyllion Group**'s SCM lies in its robust and diverse supplier network, which includes both local and international partners.

- **Multiple sources per component:** This prevents delays and offers cost flexibility.
- **Regional alternatives:** In response to global disruptions (e.g., Russia-Ukraine war), the company was able to shift sourcing from Europe and China to India.
- **Contingency planning:** If one supplier or distributor fails, alternatives are ready to step in without disrupting the material flow.

This high level of adaptability ensures that production continues uninterrupted, even in times of global uncertainty or supply shocks.

2.2.4 Transparency and Cooperation

One of the key enablers of successful SCM is transparency and collaboration across the supply chain.

- Epyllion Group's SCM emphasizes open communication, shared goals, and clear tracking mechanisms among all supply chain stakeholders — suppliers, internal departments, and logistics providers.
- This transparency enhances trust, reduces lead times, and minimizes the risk of error or misalignment.

Greater visibility also allows for proactive issue resolution, smoother planning, and improved supplier accountability.

2.2.5 Responding to Market Demands

Epyllion Group's SCM is designed to quickly respond to changing customer preferences and global conditions.

- When some customers demanded non-Chinese cotton due to safety concerns, SCM responded swiftly by sourcing cotton from other countries.
- The flexible model allows the company to adapt sourcing, production schedules, and delivery timelines as market needs evolve.

This responsiveness not only retains customers but also enhances the company's brand image as a responsible and agile partner.

2.2.6 Competitive Advantage

Thanks to its innovative SCM, **Epyllion Group** enjoys a significant competitive edge in the textile industry.

- **Cost Efficiency:** A large supplier network enables competitive pricing.
- **Quality Assurance:** Close coordination and control ensure consistent product standards.
- **Supply Continuity:** Raw materials and inputs flow uninterrupted, reducing downtime.
- **Speed to Market:** Adaptability helps the company stay ahead of trends and respond to demand surges swiftly.

Their SCM model is not just efficient — it's strategically forward-thinking. It offers a blueprint that other players in the textile industry could adopt for enhanced resilience and performance.

2.2.7 Conclusion & Industry Impact

The **Supply Chain Management (SCM)** system at **Epyllion Group** stands out as a modern, flexible, and highly responsive model that effectively addresses both operational efficiency and strategic agility. It shows how an integrated and forward-thinking approach to supply chain design can overcome global disruptions, meet evolving customer demands, and support sustainable growth.

By balancing just-in-time methodologies with inventory buffering for regular clients, the company ensures both speed and stability in order fulfillment. Its diverse supplier network, which includes local and international partners, offers resilience against market shocks such as geopolitical conflicts or shifting consumer preferences — as seen in the case of shifting away from Chinese cotton. The ability to quickly reroute supply chains and source alternative materials places Epyllion Group in a strong competitive position.

More than just a functional department, SCM at Epyllion Group plays a strategic role — enabling the company to stay agile, cost-effective, and customer-centric in a fast-paced industry.

My learnings from SCM:

- **How they work with foreign suppliers.**
- **How they maintain T&A to in-house raw materials.**
- **How they combinedly work with Planning & merchandising departments for smooth inhouse of raw materials.**
- **How do they do the pricing of raw materials.**

2.3 Overview of Commercial and Logistics Functions

In any business — especially in manufacturing and exports — Commercial and Logistics functions are critical pillars that ensure goods move efficiently and payments are made and received on time. While commercial operations are primarily concerned with managing the legal, financial, and regulatory aspects of procurement and sales, logistics focuses on the actual physical movement of goods, both inbound (raw materials) and outbound (finished products).

Together, they form the backbone of supply continuity and financial flow in the value chain, ensuring seamless coordination between suppliers, production, and end customers.

What I observed:

- Role of the Commercial Department
- Role of the Logistics Department
- Collaboration Between Commercial and Logistics
- Efficiency and Effectiveness of work by the department.

2.3.1 Role of the Commercial Department at Epyllion Group

At Epyllion Group, the Commercial Department is responsible for handling all paperwork and compliance activities related to both inbound and outbound transactions. This includes:

- Preparing and managing documents for procurement, shipments, and payments
- Ensuring that all certificates and documents meet the needs of both the factory and international buyers
- Overseeing the financial process until dues are cleared or payments are received
- Collaborating with logistics and other departments to ensure synchronized operations

Commercial teams also play a critical role in securing export documentation, booking shipping space, ensuring compliance with trade regulations, and keeping track of buyer-specific requirements. Their work **ensures legal, financial, and procedural clarity**, allowing the production and supply chain to function without interruption.

2.3.2. Role of the Logistics Department at Epyllion Group

The Logistics Department at Epyllion Group is tasked with managing the movement of goods — including:

- **Inbound logistics:** Bringing raw materials from ports to production facilities
- **Outbound logistics:** Delivering finished goods from factories to ports for export

A major advantage is that **Epyllion Group** maintains its own fleet of trucks and pickups, giving the company:

- Greater control over scheduling and routing
- Flexibility to adjust shipments based on real-time production updates
- Enhanced security and reliability
- Better coordination with shipment deadlines

In-house transportation helps minimize delays, cut third-party dependency, and ensure that the shipment schedule can be adapted dynamically according to actual production output.

2.3.3 Collaboration Between Commercial and Logistics

The synergy between the Commercial and Logistics departments is a key strength at Epyllion Group. These two teams work in close coordination to:

- Ensure all inbound and outbound shipments are documented and tracked properly
- Match payment cycles with shipment schedules, avoiding financial or operational bottlenecks
- Maintain smooth customs clearances and regulatory compliance
- Guarantee timely flow of goods and cash across the supply chain

By aligning their workflows, both departments support a hassle-free, uninterrupted production process, enabling the company to maintain tight lead times and uphold commitments to buyers.

2.3.4. Efficiency and Effectiveness

Epyllion Group demonstrates exceptional efficiency in its Commercial and Logistics operations. Key examples of this include:

- Meticulous planning of container bookings, vessel schedules, and port operations
- Proactive coordination with merchandising, supply chain, and production departments
- Flexibility in logistics planning based on real-time updates from the production floor
- Streamlined document handling and payment tracking to avoid shipment delays

This integrated approach ensures a free flow of money and materials, which is crucial in a time-sensitive, volume-driven industry like textiles and garments.

My learnings from Commercial & logistics departments:

- Owning logistics infrastructure (like trucks) greatly enhances agility and control.
- Tight collaboration between commercial and logistics avoids delays, financial penalties, or missed deadlines.
- Planning across departments — including merchandising, SCM, and production — is essential for operational success.
- Investing in systems and processes for documentation, payment tracking, and shipment scheduling improves reliability and reduces risk.
- Employee well-being, especially in fast-paced roles like merchandising (closely tied to logistics and commercial), should be taken seriously. Overworking can lead to burnout and affect performance over time. Awareness and work-life balance initiatives are crucial.

2.4. Overview of the Production Department

The Production Department is the operational heart of any textile and apparel business. At Epyllion Group, this department is responsible for the complete execution of orders, from raw material processing to final garment packing. It plays a direct and decisive role in ensuring that products are manufactured on time, within specification, and at consistent quality standards.

Because production directly impacts order fulfillment, customer satisfaction, and profitability, decisions made in this department carry significant business consequences.

What I Observe:

- Sub-Departments and Their Roles
- Post-Production Processes
- Modern Techniques and Efficiency

- Worker Wellbeing
 - Overall Impact
-

2.4.1. Sub-Departments and Their Roles

The production workflow at **Epyllion Group** is highly structured, involving multiple specialized sub-departments that operate in coordination:

1. **Industrial Engineering (IE):**

- Determines SMV (Standard Minute Value) and EPM (Efficiency per Minute) for garments.
- Assesses garment weight and accessory requirements.
- Provides critical data for production planning and capacity allocation.

2. **Knitting:**

- Knits fabric as per buyer specifications and approvals.
- Ensures fabric quality meets industry and buyer standards.

3. **Dyeing:**

- Dyes fabric or yarn according to pre-approved shade cards.
- Accuracy and consistency in shades are vital for meeting quality benchmarks.

4. **Finishing:**

- Enhances fabric quality post-dyeing.
- Conducts quality checks like shrinkage, elasticity, and appearance.
- Issues final quality reports before garments are cut.

5. **Cutting:**

- Uses **laser-guided cutting tables and machines** for precision cutting.
- Aims to minimize fabric wastage while ensuring dimension accuracy.

6. **Printing & Embroidery:**

- Adds aesthetic and functional embellishments to garment panels.

- Utilizes advanced techniques to align with buyer expectations and increase product value.

7. Sewing:

- Assembles cut panels into full garments.
 - Performs **inline QC** to ensure proper sizing and stitching as per approved measurements.
-

2.4.2. Post-Production Processes

Once the garments pass through sewing and quality checks:

- **Final QC (Quality Control)** is performed to ensure all measurements and finishings meet buyer tolerances.
- Garments are **ironed, folded, and packed** as per buyer specifications.
- Labels, tags, and packaging materials are checked for accuracy and compliance with export requirements.

This final stage is critical in maintaining brand standards and minimizing returns or complaints from international clients.

2.4.3. Modern Techniques and Efficiency

Epyllion Group integrates modern production techniques and smart machinery to ensure precision and efficiency:

- Use of laser-guided cutting reduces waste and increases accuracy.
- Advanced printing and embroidery technologies enable high-quality embellishments.
- Lean production principles combined with real-time IE data help optimize line balancing and manpower allocation.

This blend of technical innovation and disciplined work culture boosts productivity while maintaining high quality — a crucial requirement in competitive global markets.

2.4.4. Worker Wellbeing

A notable strength of Epyllion Group production environment is its commitment to worker wellbeing:

- Regular breaks and ambient music help prevent fatigue and boredom on the factory floor.
- Acknowledging that overwork leads to inefficiency, the company promotes a balanced work rhythm.
- Worker-friendly policies and comfortable working conditions contribute to higher morale, better retention, and greater operational stability.

This holistic approach recognizes that the wellbeing of workers is directly linked to performance and overall output quality.

2.4.5. Overall Impact

The Production Department at Epyllion Group is a well-coordinated ecosystem that transforms raw inputs into export-ready garments through a series of structured, quality-driven processes. Its impact is evident in:

- **On-time shipments**, which preserve brand reputation and buyer relationships.
- **High-quality outputs**, minimizing rejections or complaints.
- **Efficient resource use**, which keeps costs under control.
- **Workforce engagement**, promoting sustainable performance.

By combining technology, efficiency, quality assurance, and employee care, Epyllion Group sets a high standard in textile production — one that other manufacturers can learn from.

My learnings from Production department:

- How production team works by coordination with planning team.
 - How they maintain daily efficiency.
 - How they remove any type of barrier.
 - How they try to improve productivity.
 - How delays in fabric delivery effects production.
 - How they try to improve quality.
-

2.5. Marketing & Merchandising Department:

2.5.1. Marketing Definition:

Marketing is an art of selling products. It is all about understanding, identifying & responding to meet human & social needs with more profitability, by satisfying the customers. The products are presented in a different way to attract customers.

The Value of Marketing:

- Driving product demand, leading to increased employment opportunities.
- Effective marketing contributes significantly to business profitability.
- Facilitates the launch of innovative products and enhances quality of life.
- Establishes powerful brand identities and nurtures customer loyalty.
- Supports informed and strategic decision-making.

2.5.2. Merchandising Definition:

Merchandising involves all the essential steps to ensure customers can access the products they desire—at the right moment, in the right location, and at prices that match their budget and expectations.

Merchandising is Commonly known as the 5Rs:

1. The right merchandise,
2. At the right price,
3. At the right time,
4. in the right place, and
5. in the right quantities.

Types of Merchandiser:

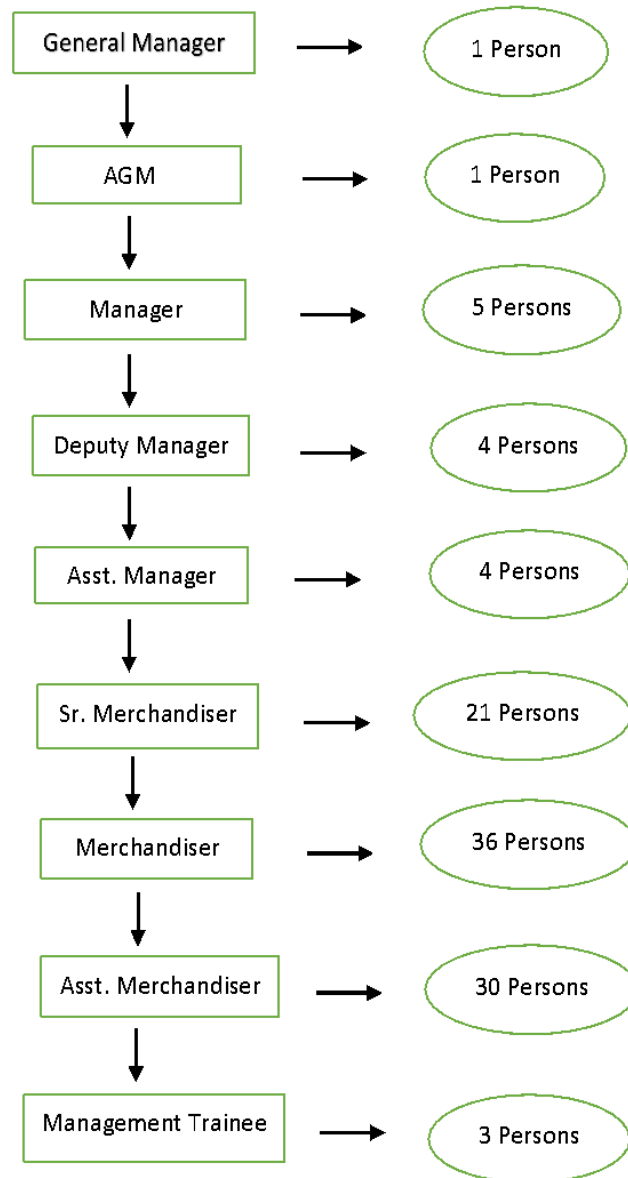
- **Fashion Merchandiser:** A fashion merchandiser oversees the entire process—from predicting upcoming trends and creating designs to developing products that align with consumer preferences.
- **Apparel Export Merchandiser:** Apparel export merchandising refers to the comprehensive planning and coordination required—from initial buyer interaction and order confirmation to the final shipment and delivery of goods.
- **Retail Merchandiser:** Retail merchandising focuses on the direct sale of goods or services to end-users for personal use. Retail merchandisers serve as a bridge between wholesalers and consumers, ensuring products are available and appealing at the point of purchase.

What I observe:

- Organogram of Marketing & Merchandising Department
- The way of operating

- KEY responsibilities as Merchandise Manager
- Essential tools for Merchandisers
- Merchandisers' task in ERP
- Target of Marketing & Merchandising Dept

2.5.3. Organogram of Marketing & Merchandising Department of Epyllion Group



Total Position – 9

Total Manpower – 105

2.5.4. The way of operation:

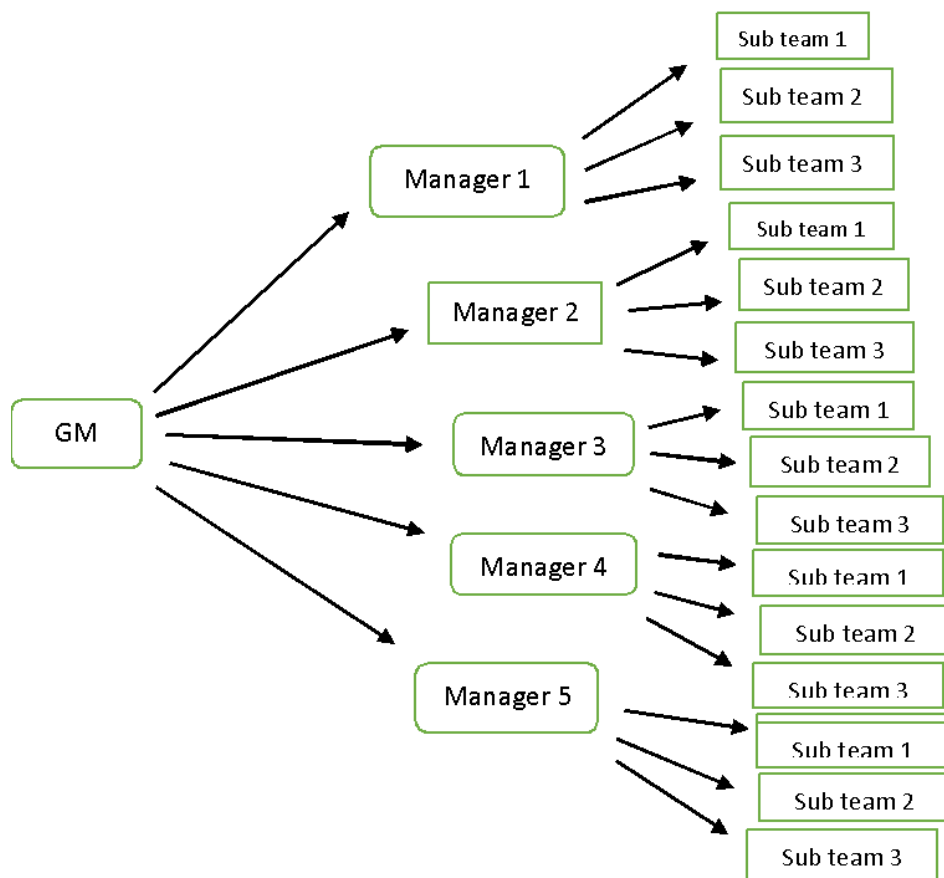
Marketing: The Chief Marketing Officer (CMO), a key member of the Management Committee at Epyllion Group, holds primary responsibility for overseeing the group's entire marketing operations. He leads the Marketing and Merchandising team, guiding Deputy General Managers (DGMs) and managers who handle specific buyers and manage marketing activities tailored to their assigned clients. Europe serves as Epyllion Group's core export market, accounting for approximately 89% of the company's total exports, according to recent data.

Table: Diversity of Exports

Zone	Export %
Europe	89%
America	9%
Asia	1%
Africa	1%

Small team to handle individual buyers:

Achieving tasks efficiently and within deadlines requires strong teamwork. Today, concepts like team collaboration and bonding have become essential and widely embraced across organizations. At this company, each department is structured into multiple teams to ensure smooth execution of their respective responsibilities. The Marketing & Merchandising (M&M) department is organized into four main teams, each further divided into two to three sub-teams. Every team is led by a manager, who directly oversees three to four sub-teams. Each sub-team is assigned to handle a specific buyer, ensuring prompt customer service and a well-maintained chain of command within the department.



Team Formation

Quotations & Production merchandising team:

Each buyer wise team has quotations & production support team. Quotations merchandiser is responsible for development sample, sourcing, pricing & production merchandiser is responsible for order execution, support to production team & buyer, on time product delivery, ensure payment.

2.5.5.KEY responsibilities as Merchandise Manager:

- Manage costing & production of buyer and accomplish business turnover as per plan
- Ensure handling of price quotation as well as Order Cost Sheet (OCS)
- Ensure order & sample development as per buyer required time
- Negotiate with suppliers about price & other's service/commitments
- Follow up with textiles concern about sample and newly developed fabrics as well bulk production
- Communicate with buying office about order confirmation and sourcing related issues
- Ensure accessories & Fabric booking, sourcing and in-house on time
- Follow up daily production activities with concern factories to ensure on time shipment
- Follow up production along with printing, embroidery, washing and all others parties which are directly involved in production
- Update buying office about production and shipment related all activities
- Carry out any other job assigned by the management

2.5.6.Essential tools for Merchandisers:

In Epyllion Group, here two essential software are used for T&A calculation & total order execution. One is **Fast React** & another is **Enterprise Resource Planning (ERP)**

Fast React (FR):

Logo	About software
	Fast React is a three-part solution for fashion businesses that help in improving all-around operations.
	With Fast React, one can gain complete visibility into key processes beginning from the designing stage and ending in the delivery of finished products.
	Additionally, Fast React has a planning tool that helps manufacturers manage their production.
	Furthermore, one can organize the collection of textiles and other raw materials quickly to address the demands of customers. By doing so, one can be more flexible especially when lead times become shorter.

Enterprise Resource Planning (ERP):

Epyllion has built a customized Enterprise Resource Planning (ERP) system tailored to meet its specific business needs. A dedicated in-house ERP team is in place to provide ongoing support to key departments including Merchandising, Finance, Commercial, Supply Chain, and Production, ensuring smooth operations across the organization.

Login page	About software
	Enterprise resource planning (ERP) is business process management software that allows an organization to use a system of integrated applications to manage the business and automate many back office functions related to technology, services and human resources.
	ERP software typically integrates all facets of an operation — including product planning, development, manufacturing, sales and marketing — in a single database, application and user interface.

2.5.7. Merchandisers' task in ERP:

- Enter the tech pack details once the order is confirmed.
- Create the order bank based on the purchase order (PO) and ratio sheet, including quantity, color breakdown, and ex-factory date.
- Generate the EWO (Execution Work Order), which is a unique reference linked to the buyer's PO.
- Prepare the Bill of Materials (BOM) outlining all required components.
- Conduct pre-costing to estimate production expenses.
- Initiate bookings for necessary materials and services.
- Issue purchase orders (POs) with finalized pricing and obtain necessary approvals.
- Acknowledge the uploaded Proforma Invoice (PI) for record and processing.

2.5.8. Target of Marketing & Merchandising Dept.:

- Enhance business
- Increase profit
- Customers' satisfaction

- On time product delivery
- Run the factory smoothly
- Support production team

My learnings from M&M department:

- How they negotiate with buyers for pricing.
- How they coordinate with planning for order capacity
- How they proceed all the bookings.
- How they communicate with other departments for production purposes.
- How they maintain T&A calendar.

3.Critical assessment of Internship work

As I am a Merchandiser, my main focus is how Merchandising & marketing department collaborates with other departments in Epyllion Group. Merchandisers are mainly responsible for order evaluation. From order receiving to shipment, merchandisers should be concerned & know about every process. So, I have closely watched how my department interlinks with departments for order execution.

Merchandisers work with planning team to check the capacity after receiving the orders. Then they must communicate with supply chain for yarn booking & on time in-house purpose. Then they have to work with knitting, dyeing & finish for fabric ready purpose. After that I also need to work with production team for smooth line input & output & ship the goods on time as per buyer requirements.

In short, Main responsibility of merchandiser is to ship the goods on time as per buyer requirements by maintaining smooth communication with every department related to production.

3.1 Application of Generic and Industry-Specific Courses during Internship

During My internship at Epyllion Group, I have worked with different departments. I did apply theoretical knowledge in those departments which I learned from (Post Graduation Diploma in Knitwear Industrial Management (PGD-KIM) course organized by BRACU.

The PGD-KIM curriculum offers both generic and industry-specific courses such as **Communication Skills (KIM 103)**, **Industrial Engineering (KIM 202)**, **Production Planning and Control (KIM 204)**, and **Supply Chain Management (KIM 205)**. These courses specially helped me to improve my understanding, technical knowledge and professional communication, which I applied at the time of internship.

Below is detailed description of how I worked with different departments by using my academic learnings-

Product development department:

In this department, I closely worked with my sample technician, pattern master for designated buyers to understand & apply my learnings

- Applied my learnings on design development & tried to find out different designs as per buyer requirements.
- After design completion, I made the output of pattern & fabric is cut as per the design.
- Sewing is done by operator as per buyer requirements by using different types of sewing which I learned.
- Sample is measured as given measurements from buyer.
- Then sample is sent to buyer.

By doing I learned how much time is required to do this & it is very much difficult also creative job.

Production Department:

Production means the sample produced in large amount of qty which is required by buyer by maintaining the same quality. Here, I witnessed how total order is done-

- How the fabric is delivered to cutting section, closely monitored it & applied to deliver the fabric in shortest possible time as per my learnings.
- Cutting section contains a lot of dust, so it should be in some distance from sewing section.
- Balanced sewing line properly to find out best outcome.
- Tried to remove bottleneck for smooth production
- Organized meeting with production people & applied my learnings with their help.

By monitoring & working in this department, I understand how line balancing is very much important for production.

Industrial Engineering Department:

In this department, I applied my theoretical knowledge to find out best possible outcomes.

- I calculated SMV (Standard Minute Value) of different variety of product.
- After calculating, I calculate the CM (Cost of Manufacturing) of the product.
- Then I tried to find which product is suitable for production for which line.
- Then I tried to set the machine as per sewing requirement.
- Implemented my learning for smooth production input to output.
- Tried to minimize the cost by reducing time & sewing process.

By working in this department, I understand how IE plays an important role in production efficiency & reducing cost.

Quality Department:

Quality department is major concern in garments industry as it ensures the quality which is delivering to buyer. So I was very much focused here & tried to match the procedure with my learnings

- How different types of certifications are used. Understood the main certification which is required by buyer for placing orders.
- Worked as per buyers AQL (Acceptable Quality Label).
- Worked with buyers nominated QC (Quality Controller) & observed how they inspect the goods.
- How QC follows buyers testing parameters & provide approval.

This department helps me to understand why quality is so much important to hold a brand's reputation & customer satisfaction.

Human Resources Department:

By working with this department, I came to know how they run an organization. I observed how they work & implemented it with my learnings

- They follow strict rules to ensure clear workplace environment like behavior, dress, time management which I learned.
- Their employee recruitment procedure by following several procedures as per position.
- What type of employee they are looking for at the time of recruitment.
- How they ensure the safety of workers as per standard set up by ILO (International Labor organization)

HR department works as a backbone to run a company. It is a very tough role to maintain a lot of employees.

Supply Chain Department:

Supply Chain ensures smooth raw materials inhouse process for smooth production.I worked with SCD & applied my learnings as below-

- Placed the raw materials booking as per requirements
- Prepared & maintained a T&A calender to inhouse the goods
- Applied different types of raw materials inhouse process from my learning to find out which process is faster.
- Negotiated price with suppliers to reduce the price.
- Applied raw material forecasting practically from my learnings.

These learnings helped me understand the strategic role of supply chain in minimizing delays and ensuring smooth production flow.

Marketing & Merchandising Department:

As merchandising was my main area of focus, I could connect most of my PGD learnings to real-life practice:

- Negotiated orders with buyers as per my learnings.
- Presented different orders to buyer in the way by which it is looked more attractive.
- Tried to find out how the orders can be profitable.
- Forecasted market trend.
- Worked with internal departments for smooth process.
- Understood why it is very important for merchandisers to have knowledge in every department to ship the goods.

Merchandisers are main responsible for order shipment. So it is the responsibility of them to co-ordinate with all the related departments to ship the goods in time.

3.2 Suggestions for Industry Improvement

Based on my internship in several departments, I have identified several areas where Epyllion Group Ltd can improve its operational and organizational performance.

Increase production efficiency & productivity:

They need to find out a way where they can improve their efficiency & productivity. They should involve their technical personnel who have clear idea of SMV, CM & capacity. They can reduce cost of production by focusing on the area which requires huge cost but time consuming. They can focus on the product which productivity is higher. They also need find efficient workers.

Focus on price of raw materials:

Now a days price of raw materials is increasing. So import costs are very much higher. So, we need to find out about new countries for raw materials sourcing where we can find the price relatively lower. Also, we can offer them contract for raw materials purposes so that we can order raw materials at any time in relatively lower price.

Price negotiation with buyer:

This is the most important part. A factory runs with income of orders. So it is very much important to negotiate the price with buyer in such an impressive way so that they can accept our price without any hesitation.

Training & development of workers:

Our workers do not have so much knowledge on modern machines & working procedures in garments industry. We have to train them properly to find out best output from them.

Employees' wellbeing:

Now a days, most of the employees focus on how a company treats them, what type of facilities they are providing, how the work environment is. Employees should get the opportunity to express their ideas, suggestions, and concerns about company policies or work processes. It will create a more inclusive and motivated work environment.

Develop Sustainable Product:

All the buyers are now focusing on sustainable product which is suitable for environment. So we need to develop sustainable products & source sustainable raw materials in order to attract new customers.

3.3 Learning for self-improvement

HR Skills & Competencies:

I have learned Strategic Human Resource Management and Modern practiced HR Trends

Conflict management course help to me a lot to handle occurring or things happening to avoid conflict in the professional & personal life as well.

I have learned five stages in the negotiation process are:

- Planning and preparing .
- Relationship building between negotiating parties
- Information exchange
- Persuasion attempts
- Concessions/ Agreement

I have learned Settlement of Industrial Dispute, Separation Provisions leadership behavioral skills:

- Technical skills
- Human skills
- Conceptual skills

Analytical Skills & Competencies:

- Cost benefit analysis
- Characteristics analysis through graph
- Fixed cost, variable cost
- Breakeven point analysis

Strategic Planning:

- Strategic analysis
- Strategic choice
- Implementation of chosen strategies
- Review and control

Industrial Engineering:

- Productivity
- Line Balancing
- Cycle time
- Motion economy
- Solving bottleneck
- Break Even Analysis
- Inventory Control
- Materials Requirement Planning
- Work Study (Method study & Time study)

Production Management & Merchandising:

- Fast fashion
- Fashion trend and forecasting
- Fashion marketing and merchandising

Marketing Skills for Business:

- Always look & prepare alternatives.
- Be proactive to present alternatives.
- Efficiency & good working method.
- Be quick & certain in negotiation.
- Be proactive to forecast buyer needs to provide the supports needed by buyer by research.

Chapter 4

Conclusion :

Bangladesh is the second largest garments exporter just after the china. To develop and move forward this industry and achieve 100 billion by 2030, government/BIGD have been taking great initiative making PGD KIM course to enrich managerial skill of existing managers/executives in these industries. Believe this course will help to understand the problems of human relations and improve human relations skills to develop a deeper understanding of the knitwear sector to enhance the ability to drive this sector forward international level.

Believe, I still have to improve quality management and presentation skills of garments industry executives and managers to achieve the goals of this program. In this regard, we need to re-organize the course outlines of quality management & presentation skills by top-related professionals.

Epyllion group believes in sustainable ethical business for the country & people and run all operations as one team having good bonding among all operations departments. So, to make it happen, epyllion has a special training program named “development squad’ with only potential official.

To rise as a top-level executive in the corporate world, one must first embrace the role of a leader. Effective leadership demands a diverse skill set—from managing systems and

operations to motivating teams toward excellence. At Epyllion, the structure and rhythm of daily work naturally provide individuals with ample opportunities to grow into leadership roles and advance as senior corporate professionals.

References

About Epyllion, , < www.epylliongroup.com >