

Report On
MERCHANDISING & MARKETING

By

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ID: 19281144

Post Graduate Diploma in Knitwear Industry Management (PGD-KIM)
Executive Development Centre, BIGD
BRAC UNIVERSITY
April 2021

Report On
FARRELL FASHIONS LIMITED
MERCHANDISING & MARKETING

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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
April, 2021

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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 have acknowledged all main sources of help.

Student's Full Name & Signature:



Rifath Ahmed

ID: 19281144

Academic Supervisor's Full Name & Signature:



Engr. Mohammad Abul Bashar

Senior Trainer, Development Centre

(EDC)

BIGD, Brac University.

Letter of Transmittal

Engr. Mohammad Abul Bashar

Assistant Professor

BIGD, Brac University

66 Mohakhali, Dhaka-1212

Subject: Submission of Industry Attachment Report

Dear Sir,

This is my pleasure to accomplish my industry attachment report on 'Farrell Fashions Ltd'. I have presented here the procedure of 'Merchandising & Marketing' in garments industry. In this long three month I have tried to bring out the authentic scenario of a merchandiser with my valuable intern experience and collective information from FFL own website. During this period, I have gained worthy experience and tried to fulfill all requirements to complete this report meaningful & effective.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible with your proper guidance.

I trust that the report will meet the desires.

Sincerely yours,

Rifath Ahmed

ID: 19281144

Postgraduate Diploma in Knitwear Industry Management (PGD-KIM)

Executive Development Center, BIGD

Brac University

20th April, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Farrell Fashion Ltd. and Rifath Ahmed, the undersigned student of Brac University to undertake the internship project described in this report based on the Merchandising and Marketing procedure of the organization

Student's Full Name & Signature:



Rifath Ahmed

Industry Supervisor's Full Name & Signature:



DIGONTA INC

A.K.M Alamgir Kabir (Uzzal)

General Manager

Merchandising & Marketing

Digonta Inc & Farrell Fashions Ltd.

Acknowledgement

I express my gratefulness to the Almighty Allah for enabling me to have performed this industrial training.

My gratitude goes to Brac University for providing me the opportunity to attain my industrial training at Farrell Fashions Ltd.

I sincerely thank the academic supervisor honorable **Engr. Mohammad Abul Bashar** (Senior Trainer, Executive Development Centre, BIGD, Brac University) for giving me the chance to accomplish the training.

I show my profound appreciation towards my industrial supervisor **A.K.M Alamgir Kabir (Uzzal)** (General manager, Merchandising & Marketing- Farrell Fashion Ltd.) for his thorough support and assistance. The successful completion of the internship has been possible due to his guidance.

I would also like to express my deepest gratitude to Farrell Fashion Ltd.'s management, administration & personnel for their kind and generous co-operation. Our heartfelt thanks go to **Md. A.K.M Alamgir Kabir Uzzal** (General Manager, Merchandising & Marketing) for granting me the ~~privilege~~ ~~privilege~~ privilege to accomplish my training in this industry.

I also acknowledge **Mr. Fazlur Rahman** (Manager, Merchandising & Marketing- Farrell Fashions Ltd.) for his contribution and co-operation during my training period.

Finally, I express my respect and gratitude to all the people who have helped me through the successful completion of my industrial training.

Executive Summary

The internship program is the pre-requisite for the post-graduation diploma in Knitwear Industry Management. This report is accomplished on the basis of long three months practical experience in different departments of Farrell Fashions Ltd. As I did my intern in Merchandising & Marketing department and this particular department gave me the great opportunity to gather knowledge and practical experience in each and every department as is related to all other department in garments industry. To ship garments all over the world FFL (Farrell Fashions Ltd.) is very well renowned particularly for its great support and hard works of all employees. In that case merchandisers play significant role to bring order from abroad communicating foreign buyers and make stagnant profits for company as well as to earn foreign currency for Bangladesh. Working closely with merchandisers I have found out how responsible they are until ship the garments. Overall a merchandiser has to keep eyes in every operation and give strong follow up to every departments. I do believe that I am very lucky as I got a huge opportunity from Brac University to do my intern in that particular department which pushed me in every door to observe the procedure making a garment until shipment. This report describes the functions of different departments as all departments are related to the working organogram and working procedure of the merchandising. Merchandising is the most important section in the garments industry which is comparable with the heart of the body. So, I gave my maximum effort to attain best experience so that I can use earned knowledge towards my career prospects.

Keywords: Merchandising; Stagnant profits; Significant role; Huge production capacity; Quality products; Heart of the body.

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List of Acronyms

RMG	Ready-made Garments
BGMEA	Bangladesh Garments Manufacturers and Exporters Association.
ADB	Asian Development Bank.
SEIP	Skills for Employment Investment Program.
EDC	Executive Development Centre.
BKMEA	Bangladesh Knitwear Manufacturers & Exporters Association
AQL	Acceptable Quality Level
FOB	Free On Board
C & F	Cost & Freight
CIF	Cost, Insurance and Freight
CMT	Cost of Making with Trimming
BL	Bill of Lading
L/C	Letter of Credit
ISO	International Organization for Standardization
ETP	Effluent Treatment Plan
EPI	Ends Per Inch
PPI	Picks Per Inch

Chapter 1

1.1 Introduction and objective of this report

PGD-KIM is a 9-month, non-residential, fully funded program designed to deliver key skills and knowledge who are working in knitwear industries and fresh graduates from various public and private universities who are keen to explore a career in the knitwear sector. This program consists three semesters. In first semester it consists generic courses which usually enhance one's HR skills, communication skills, business operation skill alongside analytical skills and competencies. In second semester we got industry-specific course which gave us proper knowledge in industrial engineering, production management and merchandising, quality management and overall garments industry. In final semester we have industry attachment.

Actually, the main objective of this internship report is to explore my theoretical knowledge in industry as well as to take practical experience. I am doing job as a merchandiser in FFL and it helps to find out the right place to do intern to complete this PGD-KIM course. Since I am very busy all day with my own work, this intern has given me the great opportunity to explore about all the departments through work as well as to go other departments in the midst of the merchandising tasks as a part of my internship. Here in this report I focused on merchandising what I do as a professional. I also presented overall scenario of FFL and outlined the working procedure of a merchandiser.

This internship report's best features are that I propound how I accomplished my task with critical assessment. As I had to visit each and every department due to merchandising is a bridge in between other departments to ship the garments. So, I added some suggestions for both industry as well as for this course curriculum that how this course will be more effective for a professional who works in especially knitwear sector. PGD-KIM course most important objective was providing opportunities for managers and aspiring professionals to fulfil their career ambitions by broadening their network. So, how this objective is fulfilled also described throughout the intern report.

1.2 Overview of the Industry

Farrell Fashions Ltd. is established in Feb, 2019 and successfully started its journey in 2020.

Farrell Fashions Ltd. is fully independent and integrated unit, comprised of knitting, dyeing, stitching and finishing units under its own one roof. The full functional factory is located at Ward no: 3, Hatimara, Gobindobari, Kashimpur, Gazipur-1700, Bangladesh and its corporate head office is resided at House: 18, Road: 02, Sector: 10, Uttara Model Town, Dhaka-1230, Bangladesh.

1.3 Mission & Vision

Farrell Fashions Ltd. has been functioning with a specific mission to establish a new dimension in the textile business and apparel industry of the country. The vision of Farrell Fashions Ltd. is to perform a significant remarkable contribution to both the industrialization and national economy of the country by earning foreign currency.

The Farrell Fashions Ltd. has a specific mission set as below points-

- Setting up an ethical business standard by providing a safe and rewarding work environment.
- Implementing eco-friendly technologies through trained and knowledgeable workforce to offer highest level of customer satisfaction.
- Ensuring sustainable growth through innovation, talents and operational efficiencies.

Their vision also set up by following their mission is as follows-

- “To become a reliable global organization that provides excellence and quality through innovation with a forward-looking approach.”

The FFL strictly follows all the work rules and ethics that is included or tangled to their vision and mission, as they are determined to promote and lead fast industrial growth of the country. They aim to achieve leading position in all industrial sector for full-fledged development of their own and the country and to be the one of the top exporters and suppliers of the apparel industry in Bangladesh, while maintaining world class standard.

1.4 Goals & Objectives

The main objective of this industrial attachment is to prepare and build myself for the textile sector as a expertise in marketing merchandising with confident, motivated workforce, innovative vision and appropriate knowledge of global market.

Achieving this objective will be important to achieve following goals of this internship:

- To enhance our skill and knowledge regarding textile industrial work process and work environment.
- To relate our theoretical knowledge and guidance with practical application.
- To observe work sequence of different sections of the textile industry.
- To develop professionalism, awareness and communication skills.
- To develop the capability to understand different problem, issues and find & execute fruitful solution accordingly.

1.5 Structure of this report

In this report contain altogether four chapters and these chapters are included with below information:

Chapter 1: Organizational structure, Organogram, Branches and Departments of FFL. Products/services produced by the Industry and the certification and award they have achieved yet.

Chapter 2: Description merchandising work procedure and their responsibility. Different sections description which are related to merchandising department.

Chapter 3: Critical assessment of internship work as well as description about how we implemented our generic and industry courses during internship. Suggestion for industry improvement also base on internship.

Chapter 4: In a nutshell made a conclusion.

1.6 Organizational structure, Organogram, Branches and Departments

Farrell Fashions Ltd. started their journey 2020 but within 01 year they have created a buzz in the apparel industry of the country. They are going to set up their factory as a green factory, which will be completed soon. In below table 1.1 organizational structure given:

Table 1.1: Organizational Structures


Factory Name	Farrell Fashion Ltd
Type	100% Export oriented Knit Garment factory
Name of the owner	Khan Salauddin Ahmed, Shaila Sharmin Rahman
Logo	
Year of foundation	2020
Location	Ward no: 3, Hatimara, Gobindobari, Kashimpur, Gazipur-1700, Bangladesh
Total floor space	32,000 sq.ft
Number of officials	34 people
Number of staffs	55 people
Number of laborers	250 people
Male-Female ratio	Male 44% & Female 56%
Turn over	1.5-2.5 million USD per year (Approx.)
Working days per week	6 days
Normal Working Hour per Day	8 hrs.
Break	1 hr.
No. of Operating Shift	Dyeing & Knitting 2 Shift and Garments 1 Shift
No. of Buildings	5
No. of Buyers	8 (Approximately)

Table 1.1: Organizational Structure Source: Farrell Fashions Ltd., 2020. Available at <http://farrellfashions.net/> .Retrieved on 02 Mar, 2021

Table 1.2: Organogram

The organogram of FFL is as mentioned in below chart. FFL has Knitting, Dyeing, Printing, Quality, Merchandising, Planning sector. In below diagram most important sectors organogram shown up in table 1.2:

FARRELL FASHION LTD.

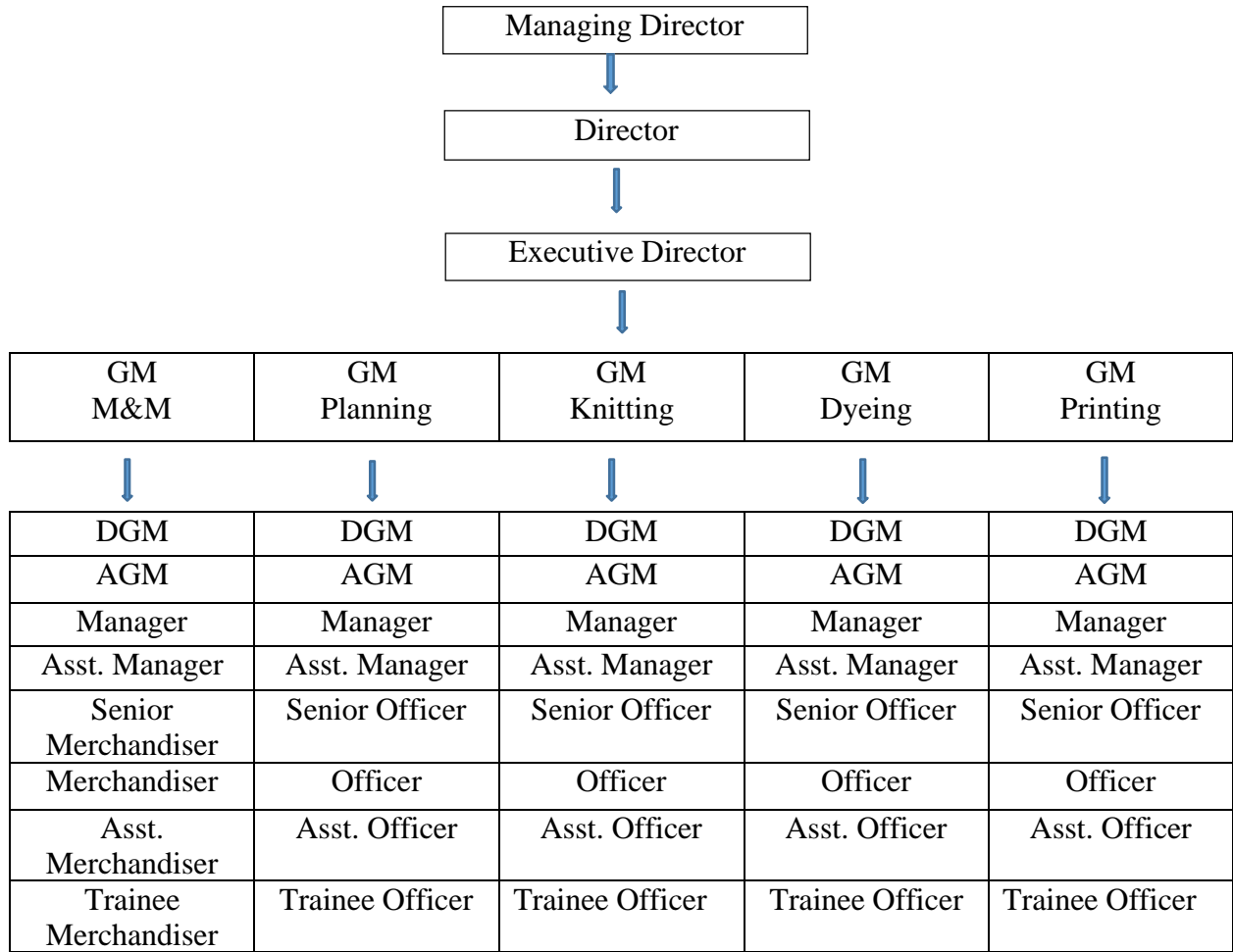


Table 1.2: Organogram of FFL, Source: Collected from admin

N.B: This organogram is followed usually for overall in FFL but every department has individual different organogram

Table 1.3: Branches & Departments

As previously mentioned, that FFL has created a buzz in textile industry of the country, so is to ensure they have all related departments set up except yarn manufacturing. They source yarn from local and outside suppliers of Bangladesh. In my observation, I noticed that, here Merchandising & Marketing sections plays a vital role and admin & supply chain department make a bridge amongst them with another department. In below all branches relationship given in table 1.3:

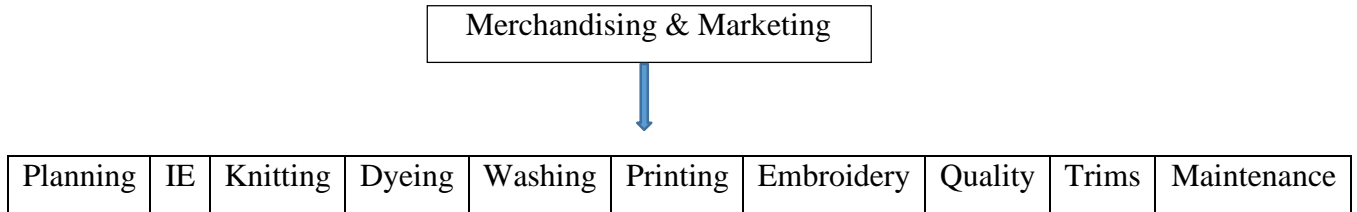


Table 1.3: Branches of FFL, Source: Collected from admin

1.7 Products/services produced by the Industry for Different Buyers

Table 1.4: Buyers in FFL

There are many buyers who place order directly or indirectly through liaison or trading house.

- Buyer - Present buyers are Vance Leather (USA), Urbanica (EU), Snickers (EU), Retro Jeans (EU), Delta Galil (EU), Sugar (USA), Metro Boutiques AG (Switzerland)

1.8 Certification

Table 1.5: Certification Achieved

FFL already achieved almost all kind of certification to get the orders from various foreign buyers which really make their journey easier. There is some certification achievement – SEDEX, OEKO-TEX, ISO9001.

2.0 Summary of the Chapter

In this chapter, I have briefed shortly about Farrell Fashions Ltd. (FFL). I presented the organogram and organizational structures alongside the different departments of the FFL as well. Here also represented about several achievements, awards and certification- FFL has received yet from both Bangladesh Government and as well as from international community. The mission and vision of FFL is presented to know and understand them and their policies, how they are advancing in this sector for future development while keeping pace with globalization. In next chapter, I am going to describe merchandising procedure and how it operates by keeping harmony with other departments.

Chapter 2

2.1 Description about Task Accomplishment

During my whole internship program, I always tried to keep my best focus on FFL's merchandising department, how they operate and accomplish all the processes from the beginning to end of shipment. FFL provides a nice & independent environment to merchandiser's team where a new trainee merchandiser also can learn merchandising under guidance and supervisions of seniors. Among the many buyers, I followed only bestseller buyers of FFL.

I gave my best effort and keen interest on practical learning on marketing & merchandising under one of the Assistant Manager's supervision, suggested me how to proceed and accomplish the merchandising task. In this task of the internship I have learned below points-

- How Merchandisers communicate buyers. How to get the orders
- How to accomplish buyer or customer's demand. How to follow up production.
- How to accomplish shipment

Furthermore, how to manage buyers as well as other internal department with synchronization.

Task 1: Development

The process of merchandising team starts with the development sample. FFL merchandising team especially bestseller merchandising team receive the development sample request from buyer (Retro Jeans). The buyer 'Retro Jeans' places order 4 times following seasons in a year. These four seasons are known as FW, SS, SR, FR. The FFL receive development sample request before each of the season. At each season, buyer 'Retro Jeans' places more than 80-100 styles.

The merchandising team proceed for making development sample following the requirement as soon as after receiving the development requests. The development sample is closure and competitive to actual requirement. Because buyers collect same design sample from different vendors, whichever sample looks more attractive gets an advantage. The timeframe is 90 days

for a style immediately after confirmation. In this timeline the merchandising team must ensure they complete all the quantities for shipment. The timeline is very tight & strict, so the merchandising team always puts full efforts and importance. In this specific time period they produce the fabric, book trims & accessories and sew the garments. There is not a single chance of mistakes as time is specified strictly, so there is no spare time to correct it. After completing the development sample, they send it to buyer.

Task 2: Sales Samples Placement & Accomplishment

The FFL merchandising team starts making sales samples order immediately after getting confirmation of selecting their development sample. The Retro Jeans buyer present the development sample to retailers and when retailers select the development, they ask for around 40-60 pcs sample per style within 60 days. Following the schedule of time Retro Jeans marketing team place sales samples order to FFL merchandising team. The FFL merchandising team again arrange fabrics, trims & accessories as needed for the quantities of orders. Besides this, merchandising team send 1st sample to get the approval. If 1st sample is approved, then they proceed for sales order samples, otherwise, they make 2nd sample and again send for approval. As soon as they receive the approval from buyer, they proceed for making sales sample and send to buyer for their retailers.

Task 3: Price Negotiation and Bulk Order Placement

The Retro Jeans buyer start meeting with the retailers after receiving the sales sample from FFL merchandising team. The Retro Jeans buyer asks the prices to the FFL merchandising team of the selected styles selected by retailers or in which retailers show interests. The merchandising team then starts calculating the costing of that styles. The FFL merchandising team defines the price with their best care, which includes fabric cost, trims & accessories cost, print or embroidery cost, for these styles. The FFL merchandising team also collect SMV in brief the standard minute value from their IE (Industrial Engineering) team. The SMV means the minutes take to complete the new style. As an example: A T-Shirt usually takes 3-5 minutes to be sewn ready. The FFL merchandising team then calculates the CM after knowing the SMV from IE. The abbreviation of CM is Cost of Manufacturing. The CM includes the machine, utility and labor cost. They

calculate actual cost after adding all the cost for a style. After that, they add FOB, meaning Free On Board. The FOB is the price asked by the vendor who will produce all the goods and handover the goods to shipper at port at their own cost. And finally, the FFL merchandising team add their profit percentage and finalize the final price. Negotiations for the price have been done several times between two parties- Retro Jeans buyer and FFL merchandising team. The buyer Retro Jeans receives prices from other vendors too and the highest chance that lower price offering supplier will grab the order. So, in this case, FFL merchandising team need to conduct a lot of market research and offer a competitive best price to the buyer. After series and negotiation buyer Retro Jeans select the styles to place at FFL. Hence this overall procedure from development to order receiving takes 20-30 days. This time period is important and crucial, where everyone remain alert and busy. It is the team work from trainee merchandiser to merchandising manager and require their best effort to grab a good amount of order. FFL merchandising team is among one of the best merchandising team in FFL who dare to take the challenges and fulfill with heartiest dedication and hard labor. That's how they are ensuring their best position in the apparel market.

Task 4: Bulk Order Placement & Accomplishment

After finalizing everything, the main and most important task starts for FFL merchandising team and that is bulk order receive which starts with PO (Purchase Order) receiving. From this step, usually senior merchandiser even manger of merchandising team directly involve in the processes as this is an important stage. If anything goes wrong, the company FFL will face big loss which can bring drastic situation. Generally, the lead time FFL gets from Retro Jeans buyer is around 60 days, from the receiving date of PO (Purchase Order). So, The FFL gets 60 days only to ready the garments and ship the goods.

The merchandising team make a TNA means Time and Action Plan to make the tasks & follow up processes easier. It's looks like below table 1.7 which I collected from a merchandiser of FFL merchandising team.

The TNA plan like above is made after receiving bulk order PO, which is shared with buyer in a regular basis. The FFL merchandising team keep follow up on production team by following this TNA. I noticed that merchandising team face problems like different fabric shade in same styles or long mark problem, which cause the loss of 10 to 15 days to make the fabric again. The TNA is revised again. Sometimes FFL merchandising team put request to buyer for extension, but I

noticed sometimes buyer don't give any extension, but ask for discount for delay shipment. In that case merchandising team put an extra effort on production team to accomplish the remaining tasks according to TNA. I noticed that, all merchandiser of bestseller merchandising team goes through a rush time to accomplish the goods in time. Many of them do late night duty to cover up the lost days.

At this point, merchandiser's main goal is to ship the completed goods on time. So, they keep check on production team and production status on daily basis regularly and strictly. They also check with the industrial team for allowance of sewing lines properly, so that the goods output comes accordingly as per requirement. In the manufacturing processes, there is always scope to arise sudden problem. The merchandisers responsible for the specific order go deep into the problems and make solution from their experience or guidance from the seniors. The perfect follow-up of the merchandisers helps the factory to ready and ship the good on time.

Task 5: Documentation and Shipment

The merchandising team do some paperwork with commercial team after getting the goods ready for shipment. Usually I noticed that, the commercial team of FFL is very strong who operates their function from Uttara Head office. They check all commercial documents and book to shippers. Then they collect packing list from merchandisers and after receiving packing list they finalize booking. The corresponding merchandisers again conduct a check with their quality, finishing team to pack the goods following the packing list. When goods are fully ready for packing, merchandiser communicate with buyer again. The QA personnel from buyer end visits the factory and conducts final inspection. The goods can be sent to forwarder, if the goods pass the final inspection. In the meantime, the shipment goods must be passed in test. The random number of goods are sent to buyer nominated lab house and also to FFL lab by corresponding merchandiser. The FFL has their own in-house lab testing facility. When sent items are passed in physical and chemical lab test, then goods are finally approved for shipping. The corresponding merchandiser team then ready the final documentation. The documentation file contains packing list, QA inspection report, lab test report etc. The commercial team prepare paper for forwarder with the help of this documentation. On the other hand, the FFL finishing team manage truck or lorry to load all the goods and send them to the buyer nominated forwarder. Then forwarder check received goods and notify both buyer and the FFL commercial team. That's how the full

process comes to an end.

2.2 Total Supply Chain Process of an End Customer Garment

Total supply chain shown in fig 1.5:



Fig 1.5: Supply Chain Process, Source: GMS, 2020. Available at https://www.researchgate.net/figure/Bangladesh-RMG-SCM-Structure-Secondary_fig3_326989779. Retrieved on 10 April. 2021

2.3 Organogram of Merchandising Section in FFL

Managing Director, Director and Executive Director sit in FFL merchandising section. Total control of the management is powered by ED Sir. In Below table 1.8 organogram is shown:

Table 1.8: Organogram of Merchandising

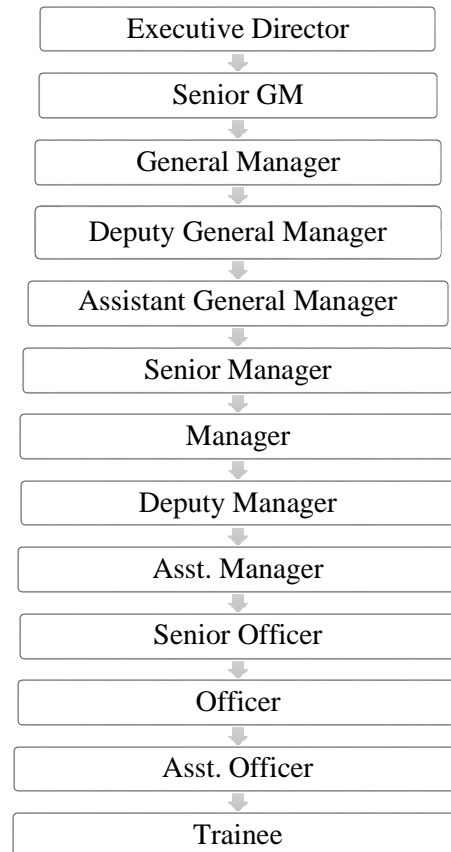


Table 1.8: Organogram of Merchandising Section (Source: From Practical Observations)

2.4 How merchandising is related with other departments

The bestseller merchandising team in FFL plays a vital role and they are dignified to everyone. The merchandiser team negotiate the design, price and deadline for shipment. So, when an order is placed in FFL, all departments come to the merchandising department to get the information, plan and execute the shipment. When an order is placed, it is merchandiser's team responsibility to input all details on ERP (Enterprise Resource Planning). Then planning department can start planning about when the order will input for in-line production and when it will be ready within

buyer's deadline. In FFL, there are more or less 3-4 planning officers who work to maintain and make monthly plan for placed order quantity and shipment date. There is a IE team in FFL working and continuously passing information from the sewing line to both the merchandising team and planning team for increasing productivity and easier follow-up on production progress. In FFL, there are 12 lines running and they are capable of 9 lakhs pcs production per month. I surprisingly noticed that, where other factories are bearing loss due to corona pandemic, whereas FFL is booked with out of capacity till next July, 2021. The merchandising team work closely with technical team of knitting and dyeing department to produce best quality fabrics according to the buyer requirement. In some cases, merchandiser provide cut swatch to the knitting and dyeing department, that they collect from buyer and knitting and dyeing department follows accordingly. The FFL quality team is very strong as they always maintain an uninterrupted communication with merchandisers to execute the pre-shipment inspection even before final inspection. Though, printing, embroidery and washing department functions their program accordingly as per buyer design and requirement, but merchandiser also gets involved into this.

2.5 Summary of this Chapter

In a nutshell of this chapter, I tried to show the picture how FFL merchandisers work, operate and how they involve themselves and execute form order receiving to shipment. A merchandiser becomes experienced and skilled as they take an order as a challenge and execute appropriately. The merchandiser takes the responsibility, if shipment failed to meet deadline. So, they need to convince not only buyers but also internal concerned, related departments to execute any order. The FFL merchandisers are very proactive, which has helped FFL to attracts buyers' interest and win buyers heart. The FFL's progress is ongoing with success where merchandiser play most important role.

Chapter 3

3.1 Critical assessment of Internship work

Our internship course helped me to study and understand the production processes in real and more deeply. I was so excited and waiting with full eagerness to do intern factory like Farrell Fashions Ltd. I didn't want to waste any time, so I tried to visit and observe all the departments in FFL whenever I got chance. It was very helpful for me to properly understand the manufacturing and production processes. This not only helped me to gain knowledge about manufacturing but also helped me to understand the management processes. It gave me a crystal-clear idea how a factory executes their functions and operated with all the obstacles in Bangladesh.

Though, my main focus was on the FFL merchandising department, but I am blessed to learn and see all the departments of the factory, how they operate. I started this internship from merchandising department, which is somehow connected to all other departments. So, my supervisor instructed me to visit each and every departments gradually. With his proper guidance and instruction from his experience, I started my journey from knitting department, then dyeing and at last ended with visiting finishing department. After that, I visited cutting department, then sewing and sewing in line. I have come to learn about sewing line layout, which is really important for any merchandisers to know- to finish a garment, how many types of sewing machines really need and how fast can be finished or increase productivity by designing layout. Following that, I visited planning department, which is another important part of any factory, as sewing line, knitting and dyeing, printing, embroidery, washing department's runs according to their given plan. I also noticed the working procedure of supply chain team. I noticed how to procure and make documentations to procure stuffs for making smoother production. When visiting all departments, I found each department has its own importance. If a department is not matched up with the speed of other departments, then the whole process will not work properly. All the departments must keep good communication and good balance with each other. Many young women and men working under difficult conditions and alongside of them many textile engineers have great contributions to the industry. The managements of FFL are really employee friendly and give good facilities to their employees.

Entirely, the whole journey was very good and full of great learning experience. It helps me and enrich my technical skills and management skills.

3.2 Application of generic and industry specific courses during internship

PGD-KIM course has made with generic and industry courses. In first semester I studied along with others HR Skill & Competences (KIM-101), Analytical Skill & Competencies (KIM-102), Communication skill (KIM-103), Business Operation Skill (KIM-104). These all are generic courses and in second semester Introduction of Garments Industry (KIM-201), Industrial Engineering (KIM-202), Production Management & Merchandising (KIM-203), Quality Management (KIM-204).

Generic courses of PGD-KIM built our pillars in first semester which outcome I noticed during my internship. During internship in FFL I was able to relate my learning with different portions of intern. If I make a summary in generic courses outcome during intern then I would say-

HR Skill & Competences (KIM-101): How a company maintain a policy according to the management decisions, how a company like FFL implement labor laws, How FFL maintaining safe environment for employees and ensuring continuously proper facilities with skill developing opportunities. I found the relationship with our theory classes of that particular subject which really make sense for me from every point of view of this subject.

Analytical Skill & Competencies (KIM-102): Analytical skills & competencies theoretical study gives a clear and proper insight of the processes and knowledge in garment industry. In this sector most important thing I found that we should be more analytical and must have the intellectuality to overcome any hurdles with solutions and skills. MS-Excel how important it totally astonishing when I found this course already gave a lesson which really implementing in garments industry like FFL.

Communication skill (KIM-103): I reckon most important course was this communication skill and without this skill cannot be possible to survive longer period in this sector. For merchandisers this skill is mandatory. To communicate buyer's business letter, email, phone conversation even presentation in front of buyers are essential skills of a merchandiser. I have been taught during this course and this made my path easier when I really got appreciation from higher management as I am capable to handle peoples properly. I do think that this particular skill will help me in my job sector always and keep me ahead than others one step.

Business Operation Skill (KIM-104): As I was not a graduate from business department but merchandisers in FFL, I noticed to handle shipping documentations working with indirectly the commercial team. Some important terms from our course really helped me to understand the process and make it easier to know how to proceed shipments.

As the degree is named post graduate diploma in knitwear industry management so, in second semester we found the industry courses and especially I have been learned many things again though I knew but this courses lecturer presented to us with lot of examples and inspirations. If I start assessing what I have gained from second semester's industry courses then in below I describe like-

Introduction of Garments Industry (KIM-201): This course provided me with a complete overview of the industry. Therefore, when I entered the factory, it was no stranger to me. I knew the overall concept of how the various departments of the factory operate. This helps to understand everything correctly during the internship.

Industrial engineering (KIM-202): I already mentioned previous chapters that I passed more times in sewing lines to know operation lay out of a garment product. This course helped me during my internship period to easily understand to relate with theory and practical insights. Calculating garments SMV, CM, improving productivity doing line balancing and minimizing bottle neck in a line and implementing Kaizen or six sigma method to improve productivity per hour or day. It was not so difficult to cope up with these as I already been taught in theory course particularly.

Production Management & Merchandising (KIM-203): It was the course where I had more attention to learn new things as well as to improve my skills as a merchandiser. Merchandising is the heart of the garments industry. FFL is that place where merchandisers get many facilities to learn everyday new things and get opportunity as junior or trainee to implement in every place of this sector. Our course regarding this outline totally made to build our strength in merchandising and controlling production. During intern I found many things like buyer manage, different steps of working procedure in merchandising and costing which entirely matched with the course outline.

Quality Management (KIM-204): During this course most, important part was to learn how to arrange the certification of GOTS, OCS, Oeko-Tex, BCI, WRAP etc. These certifications why so important I have got total clarification during intern. Quality is another most sensitive department

in garments industry. During pre-inspection FFL quality team ensure the quality of the goods. I easily matched the technical process with our theoretical course during intern.

3.3 Suggestion for industry improvement

Farrell Fashions Ltd. is one of the renowned factories in Bangladesh. While I did my intern over there, I saw they are very organized factory and especially merchandisers are core of the company. FFL has almost every kind of equipment to execute a shipment. Long three months I visited every individual department and I notice their work procedure which really makes sense for me nonetheless I have some suggestions if it implements in FFL may be their work will be more easier and even they will progress more.

My first suggestion is for merchandisers of FFL. I noticed FFL some of merchandisers are not proactive. They don't follow TNA (Time and Action Plan) properly for that reasons they stay behind than other proactive merchandisers. Some of merchandisers are not good in speaking English, I think they need to improve English skills as they are regularly communicating buyers.

FFL production people always find excuses and put pressure on merchandisers which really make obstacles to execute a shipment. Especially last moment of shipment I saw production people make excuses to take extension but merchandisers that moment have nothing to do and, in that case, merchandisers take pressures what they shouldn't be taken. So, if production people do their work according to the plan from the beginning then shipment must go smoothly as FFL has huge capacity of production.

I know in other factories which are colossal and even smaller than other renowned factories they are also using ERP (Enterprise resource planning) system which make smooth the production process. FFL is also using ERP system but not in vast ways so, it should be extended to each and every department then it would be easier to track for everyone from their place what about the shipment and what decision should be taken to accomplish the shipment on time.

I noticed FFL print and FFL trims department take huge subcontract orders which really create unnecessary pressure to finish internal orders in time. I think FFL must take subcontract orders accordingly their capacity and talking with merchandising management what is the monthly order

Quantity forecast. It must be improved in FFL otherwise internal orders will be in trouble every time.

I really loved to see FFL IT department activities. They are always in your door whenever you knock but sometimes their merchandising share lost connections and totally disappeared which really hampers work and when it totally disappeared during any meeting then many documents are being lost. During my intern I noticed once merchandising share totally lost its all documents and merchandisers were in trouble due to lost their very important price negotiations documents. So, I think IT department of FFL should take necessary steps for securing more their systems as if important documents never lost.

FFL has very strong IE team but I haven't seen to implement properly lean manufacturing and Kaizen method which I have learned in our theory course that how important these are to improve productivity and make instant solutions of any problem in production. So, FFL should look at these and take actions accordingly to improve their production process.

3.4 Learning for self-improvement

I have started my career in FFL year of 2019. This year in February I joined a well renowned Buying house leaving FFL. But when our intern started, I am back again in FFL because I got a huge responsibility and become team leader. Most important thing is that I could find out the difference between buying house and factory very well. I reckon any textile engineers should work in factory level at least three years to understand whole technical process and to know how to implement these in every step till shipment. I did my regular work in FFL during intern but I focused on also to other departments in order to direction of my industrial and academic supervisors. It really helped me to get out of the shell of merchandising and get into other departments to observe properly and learn acute things.

As a merchandiser I have to handle everything till shipment so, if I know the process of individual department properly then it becomes easier to handle properly everything. This internship program really helped me to get the opportunity to involve in other departments again. Our theoretical courses materials were extremely informative as well as some techniques were added to improve our skills regarding our sector which really are helping me already and will help in future to progress my career. One thing become clear to me that not only technical knowledge will help me

to progress my career but also other things what we learned from our generic courses will be responsible for our career progress. Last month I noticed already I have been improved more than before as I have become now team leader and leadership skills even communication skills what I achieved from our course's materials are really helping me to be a good leader. Now I am confident enough to face our higher management which was so difficult for me when I started my career even after three years also. This internship opportunity was greatly beneficial for my career.

3.5 Summary of the Chapter

This chapter I tried to arrange with my total experience in last three months how it works for me. In this chapter I presented my assessment regarding intern in FFL and also, I brought out some drawback of FFL and proposed some suggestions to improve their working conditions as well as production capacity. It was really great for me that I could express in this chapter what I have been learned in last nine months from this course.

Chapter 4

Conclusion

The industrial training gives the opportunity to learn a lot & here the intern takes huge experience from the practical work which help in next work fields. Farrell Fashions Ltd. is a well-known factory in the textile field of Bangladesh. In this Factory have the good administrative, chain of command is well known. The relation between all the departments are excellent. This factory is well equipped in modern machineries & the core work environment is international standard. Their main focus is to satisfied customer & the best quality product. Here all the departments driven by expert people. All the people are very much sincere & cooperative. This training program is great scope for me to grab from the bottom level & expertise this sector. Really, I am grateful to get this opportunity. Its help me to better in my work.

At the end, this program was the great opportunity & I am grateful to EDC, BIGD and EFL for giving me this wonderful opportunity.

References

FFL, 2021. Available at. <http://farrellfashions.net/> Retrieved on 08 May . 2021

Annex -01

Table 1.7: TNA of a garments order

SL	Tasks	Action Date	Cut off days
01	PO Received	01/11/2020	60 Days
02	Order Confirmed	02/11/2020	-59 Days
03	Fabric Booking	03/11/2020	-58 Days
04	Trims & Accessories Booking	04/11/2020	-57 Days
05	Lab dip Approval	11/11/2020	-50 Days
06	PP Approval	17/11/2020	-43 days
07	Fabric In-house	23/11/2020	-36 Days
08	PP Meeting	24/11/2020	-35 Days
09	Accessories In-house	25/11/2020	-34 Days
10	Size Set Starts	26/11/2020	-33 Days
11	Size Set Approval	02/12/2020	-27 Days
12	Trims & Accessories Approval	03/12/2020	-26 Days
13	Fabric Cut Starts	04/12/2020	-25 Days
14	Fabrics Input In-Printing	08/12/2020	-21 Days
15	Print Fabrics Receive	11/12/2020	-18 days
16	Fabrics Input In-line	12/12/2020	-17 Days
17	Machine Lay-Out Starts	13/12/2020	-16 Days
18	Samples Sew Starts	14/12/2020	-15 Days
19	Samples Sew Finishes	20/12/2020	-09 Days
20	Pre-Inspections	21/12/2020	-08 Days
21	Packing	22/12/2020	-07 Days
22	Final-Inspections	24/12/2020	-05 Days
23	Goods Ex-Factory	26/12/2020	-03 Days

Table 1.7: TNA of a Style, Source: Collected from a merchandiser of Retro team, FFL