

**Report On**

**Post Pandemic Impact on Readymade Garments (RMG) and  
Its Related Sector In Bangladesh**

**By**

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ID\_16204019

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

BRAC Business School  
BRAC University  
June,2021

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## Declaration

It is hereby declared that

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

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

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**MAZUMDER HIAM HABIB**  
**16204019**

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

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**MS. TANIA AKTER**  
**Lecturer**  
BRAC Business School  
BRAC University

## Letter of Transmittal

Tania Akter  
Lecturer  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission titled Post Pandemic impact on “Readymade Garments and Its related sector in Bangladesh”

Dear Madam,

I am submitting my Internship report titled “Post Pandemic impact on “Readymade Garments and Its related sector in Bangladesh”, which I was appointed by your direction, as a part of BUS-400 under your supervision. During my working period, I have communicated with the buyer factory and the direct buyer as well, I have worked with the factory production team. Which helps me to understand the real scenario of the Readymade Garments Sector.

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

I hope that the report will address all of your questions, yet I will answer any query for more clarification.

Sincerely yours,

---

Mazumder Hiam Habib  
16204019  
BRAC Business School  
BRAC University  
Date: 07, 07, 2021

## Non-Disclosure Agreement

This agreement is made and entered into by and between **Maxces Trims Ltd** and Mazumder Hiam Habib. Mazumder Hiam Habib is seeking experience and training from Maxces Trims Ltd, and may be exposed to confidential information as a result of his efforts. The agreement's purpose is to prevent Confidential Information from being revealed without authorization.

1. I must abide by the rules, terms and conditions of the **MAXCES TRIMS LTD.** and also I shall not have any legal rights to claim my employment in the company.
2. This internship report is prepared by those information provided by the Company's management personnel. This information can be used for other research purposes as those are available in the public domain.
3. A copy of the internship report will be maintained by the faculty supervisor for at least one year (in the case of grade review), at which time the supervisor may choose to destroy the file copy.

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**Rafsan Jani Farooque**  
Managing Director

Maxces Trims Ltd.

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**Mazumder Hiam Habib**  
Student

BRAC University

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**Ms. Tania Akter**  
Lecturer  
BRAC Business School  
BRAC University

## Acknowledgement

First of all I would like to express my gratitude to The Almighty Allah.

Then I would like to express my gratitude to Ms. Tania Akter, Lecturer at BRAC University's BRAC Business School, for her invaluable assistance, guidance, and sound counsel in writing my internship report. I enlisted the assistance of few persons to help me prepare my report. They were instrumental in its completion. I'm also grateful to Maxces Trims Ltd. Its mentors and co-workers, who have been extremely helpful and kind with their time and information in order for me to complete my report. Moreover, I want to thank Mr. Rafsan Jani Farooque, Managing Director and Mr. Sudeb Suter, Executive Director for their assistance. I am also grateful to the Marketing-Merchandising team of Maxces Trims Ltd. for sharing their valuable information and market insights that help to conduct this research.

## Executive Summary

Bangladesh's Readymade Garments industry is the most growing in the country. Ready-made garment exports climbed to \$34.1 billion in 2018-19, almost triple over a decade. Which is 84 percent of Bangladesh's total export volume of that year. In 2020, Covid-19 outbreaks, stops the whole world. Most of the country went for lockdown and stops the world trade. Bangladesh is different from others. Covid-19 hit almost every sector in Bangladesh. Mostly the Garments sector. Buyer canceled billions of dollar order. As a result, the export go down to \$27.95 Billion in the year of 2019-20.

**Keywords:** Readymade Garments; Bangladesh Garment Manufacturers and Exporters Association (BGMEA); Growth, Globalization; Impact; Development.

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## 1.1 Student Information:

**Name** : Mazumder Hiam Habib

**Student ID** : 16204019

**Program** : Bachelor of Business Administration

**Major** : Marketing and E-Business

## 1.2 Internship Information:

### 1.2.1: Student Information:

**Period:** January 2<sup>nd</sup>, 2021 to March 31<sup>st</sup>, 2021

**Company Name:** Maxces Trims Limited.

**Division:** Marketing and Merchandising

**Address:** House-408/2, Road-07. Baridhara DOHS Dhaka.

### 1.2.2: Internship Company Supervisor's Information

**Name** : Rafsan Jani Farooque

**Position** : Managing Director

### 1.2.3: Job Scope:

\* **Communicating with Buyer:** A member of merchandising team, I always have to communicate with the buyer. Contact person send any query and we are discussed about the query and serve accordingly.

\* **Work with Design Team:** Before going to any production we need to prepare the design file according the information provided by the buyer. Design team prepare those design file along with me and I check those design before sending to the buyer. After getting the design or layout approval from the buyer we are going for production.

\* **Prepare Budget for the Production:** For produce any product we need to purchase or requisite the raw material. For my production, I need to prepare a cost budget and according to the budget, accounts scansion money for raw material purchase.

\* **Prepare Work Order and Production Plan:** For any type of production, Production team need the “Work Order” and I prepare those Work order for them. I seat with my production team with the work order and prepare a production and delivery plan according to the buyer’s shipment date. Sometimes we reschedule the whole plan for delivering any urgent production. So planning with production is a never ending work to do.

\* **Prepare Proforma Invoice (PI):** Buyer send us “Purchase Order” for the production, according the PO sheet, I prepare Cost Budget and after that, I prepare and send a Bill to the buyer which is called “Proforma Invoice” (PI). According to the “Proforma Invoice” (PI) buyer issue a L/C against our order.

## 1.3 Internship Outcomes:

### 1.3.1 Student's contribution to the company:

- **Effective buyer communication:** During the work period, communication with buyer was one of the main task. I maintained some of the biggest buyer of the company and communicate with them frequently, which helped the buyer to place every order to the organization.
- **Help with the Planning Team:** As an intern, I also work with the planning team for production of my goods which helps planning team to get an extra help and suggestion for better production planning.

### 1.3.2 Benefits to the student:

- **Work Experience in High pressure situation:** Garments sector is one of the busiest sector. My company is the related sector of garments. So if garments has production pressure it also effect on us because every garment need accessories so we are also going throw the busiest work schedule. It helps me to keep myself clam during any busiest situation and teach me to work in high pressure situation.
- **Enhance leadership skills and Decision making power:** I need to seat with production planning team for production planning according to the delivery schedule. This team meeting helps me to make decision because I am giving my decision to the other team member and we are working on the decision and choose the best decision for production. So times they are allowed me to lead the whole team, which is another thing that enhance my leadership skill.
- **Experience in working in production related field:** Accessories manufacturer is the direct production related field. Production field is a different than others. It has lots of scope from where a person can learn many thing and it has also many areas where a person can make mistake. Here work pressure is very high and room for making mistake is zero. So working directly with production field is very new, educative and challenging to me.

### 1.3.3 Problems/Difficulties:

- **Difficulties to understand terms and processes of Merchandising:** Though my study field is Business Studies but I started working in the Garments Accessories, I had faced some difficulties to understand some terms of merchandising. But my teammates and other colleagues are so helpful that I did not suffer much.
- **Late night work:** Sometimes we need to work till late night because of huge production pressure. We work together to prepare effective production plan and do accordingly instantly that is why sometimes we need to stay at office till night.
- **Risk of get infected to Covid-19:** All the time we are working with the many people. Merchant team, production team, sometimes we visited the production floor where production worker are working. Working with many people is a threat to get infected to COVID-19.

### 1.3.4 Recommendations:

- **Using Management Tools:** There are different team and department working together in the organization. They are not in following any management tools for better operations. Maxces Trims need to follow some of the management tools for working more efficiently.
- **Work in the field:** For the new interns my suggestion is, work with the worker directly. By which you can learn all the techniques of production. Which will help you to communicate more effectively with the buyer.

## 2.1 Introduction: Organization

**Maxces Trims Limited**, a garments accessories manufacturing company, provided garments accessories to the garments factory.

**Mission:** *“We love what we do, we want to share our passion for TRIM with our loving customer.”*

**Vision:** *“Making a sustainable and environment friendly manufacturing unit.”*

**Limitations:** One of the main limitations for Maxces Trims Ltd. is to source the actual product from the local market. Company needs to buy raw material form the market for production purpose. Sometimes customer demand some goods those are not available in the factory store. So purchase team source those product to the local market such as Sadarghat, Mirpur, Gazipur but could not find the actual or the quality product. This is the main limitation for the company.

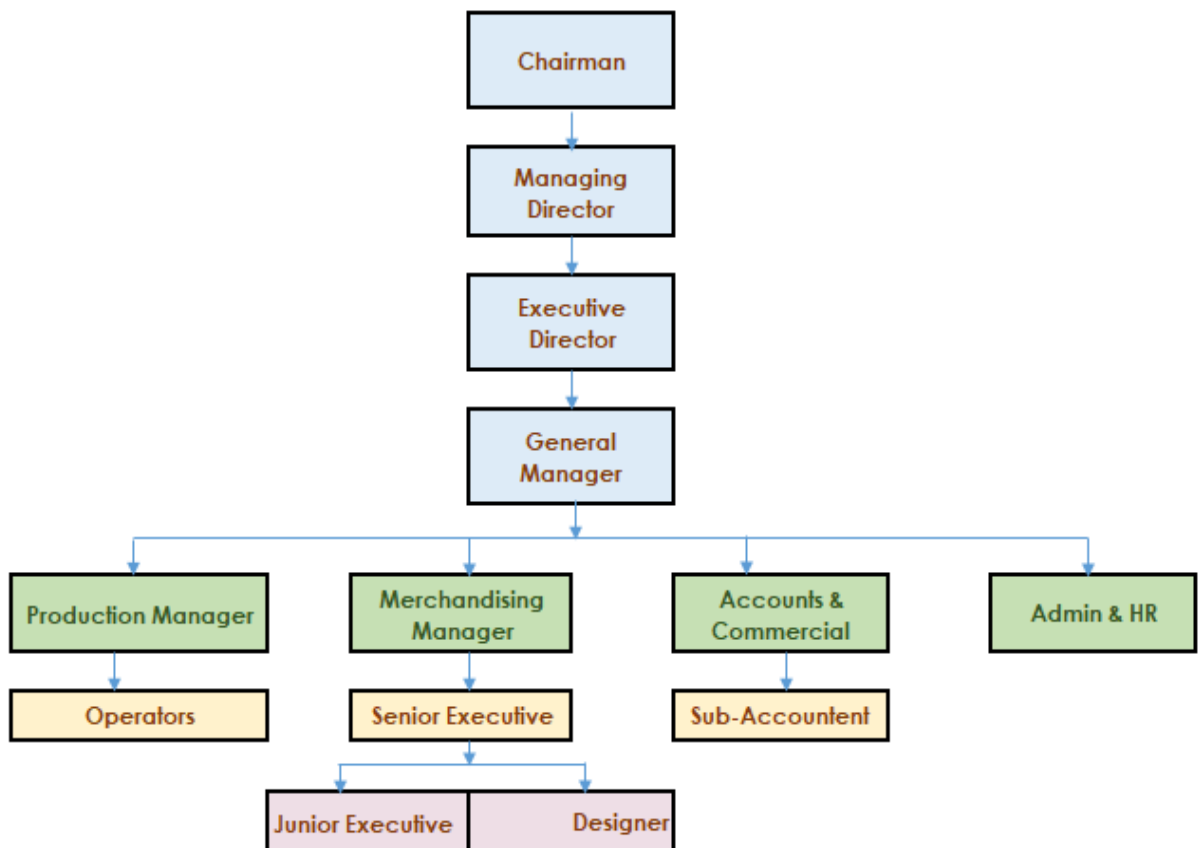
## 2.2 Overview of the Company:

**Maxces Trims Limited**, a garments accessories manufacturing company, established in 2020 with the mission to “provide the best service and top-quality products to customer”. Maxces Trims Limited, produce accessories for readymade garments such as Hang Tag, Price Tag, Waist Tag, Fit Tag, Poly & leg Sticker, Pocket Flasher, Label, Back Pocket, Heal Seal, Elastic, Drawstring, Poly, Leather patch, Neck Board, Back Boar, Collar Plastic etc.

Readymade Garments is the highest export item in Bangladesh.

## 2.3 Management Practices:

Maxces Trims Ltd. is a Garments Accessories Manufacturing Company. So, they always follow a simplistic organogram to ensure to most amount of efficiency. This simplistic organogram helps them to make their process of work short and that help them to always meet the delivery time and keep them align in their objective.



## 2.4 Marketing Practices:

**Maxces Trims Ltd.** follows direct marketing strategy. It works directly with the Buying house, Factory and the Buyer itself. The company approach to them (Buying house, Factory and the Buyer) with the work profile and the portfolio along with the products samples. The samples are different from others so The Maxces Trims note down the requirements and prepare the layouts according to the buyer's information. After layout approval, Maxces Trims proceed for sample according to the buyer's quality and submit the physical sample. After checking the quality and reviewing the price, buyer approve the company (**Maxces Trims Ltd.**) as a supplier. After this buyer send Purchase Order for the goods and Maxces Trims proceed for bulk according to the Purchase Order.

## 2.5 Financial Performance & Accounting Practices:

Maxces Trims Ltd. started its journey in 2020, so it got a little financial records. Maxces Trims started its journey with the paid up capital of 10 Lack taka and its average monthly revenue is \$20,000 or 16,00,000 Taka. It has factory in Bagbari, Kashimpur, Gazipur and an office in Baridhara DOHS. Accounts prepares budgets for every months for the upcoming month. So that they can assume the upcoming cost.

Commercial department kept the records L/C getting from the buyer as payments. Buyer opens Back to Back L/C for payment purpose and commercial prepares the L/C documents and submit it to the concern office. After completing all the procedures, we Purchase the L/C from the bank for our expenses.

For recording all the transactions and costs, Maxces Trims Ltd. uses Tally software.

## 2.6 Operations Management and Information System Practices:

Maxces Trims Ltd. uses direct marketing and E-mail marketing. The team send email to the buyer and asking for the appointment. After confirming the date, representatives from the Maxces Trims attend the meeting and show them the work of the company.

As a production based company, Maxces Trims Ltd. follows some guidelines for smooth and effective production. By following those steps the company run their operations and deliver the goods according to the promised time.

- **PLANNING:** When a Purchase Order or PO sheet received form the Buyer, the concern merchant seat with the planning team about the production and delivery schedule.
- **SCHEDULING:** After preparing the planning, a schedule has been created. This schedule will send to all the departments of the factory. Accounts, Purchase, Production, Delivery dispatch unit etc. According the schedule all department will prepare their own work schedule and act accordingly.
- **REQUISITION:** According to the booking, merchandiser prepare a material requisition order. This requisition order will send to the accounts and the Store for approval. Accounts will take the approval from the management and allocate the money for the purchase. **Maxces Trims Ltd.** is a bonded factory. So for the bonded material, after receiving the requisition the **Store Manager** will approved the requisition and dispatch the goods from the bonded warehouse.
- **PURCHASE:** After receiving the money from the accounts, purchase team goes to the market to a specific day of the week based on the planning and purchase the goods according to the booking. Sometimes suppliers also deliver the goods to the factory.
- **INVENTORY:** Inventory is one of the important thing for any type of production related company. Here in the **Maxces Trims Ltd.** inventory is strictly maintained. After purchase, store will keep the inventory into a dedicated software.



- **CONTROLLING:** Controlling ensures that the real performance matches the expected results. It is a method of measuring actual outputs and matching them to the operations management schedule.
- **QUALITY CONTROL:** It is checking and sorting the finished goods. Products those are not properly made are sorted send to the wastage area. And those rejected quantity are going for reproduction so the required quantity can be delivered.

## 2.7 Industry and Competitive Analysis:

### \* Porter's Five Factor Analysis: (Industry Attractiveness Analysis):

Porter's Five Forces Framework is a method for analyzing competition of a business.

1. **Competitive Rivalry:** The number of rivals and their potential to undercut a corporation is the first factor of the Porter's five factors. The larger the number of competitors, along with the number of equivalent products and services they offer, will create a challenge for the company. Readymade Garments Industry started their journey in Bangladesh in 1977 and accessories is one of the main elements of a garments so accessories industry is also started on that time. According to a report published in 2018 on a site "Textile Today", at present there are around 1600 garments accessories manufacturing factory in Bangladesh. These factories are the competitors of **Maxces Trims Ltd.**
2. **Threat of New Entrance:** There is always a threat from the new comers for any industry. In any competitive market, increasing a competitor is always a matter of threat. As Readymade Garment is the biggest sector in Bangladesh, there is high chance of establish a new accessories manufacturing factory. So for **Maxces Trims Ltd.** this

new comers is also a threat.



3. **Power of Suppliers:** The next factor in the five forces model addresses how easily suppliers can drive the cost of the company. It is an assessment of how effective it is for suppliers to raise costs. For doing any business, support from the suppliers is one of the important things. Cost for making any goods or delivering any service depends on the supplier. How much will cost for making the goods and how much will be the earnings will depend on the supplier. For manufacturing, supplier is the main element because their raw material will be used for making the products. So **Maxces Trims Ltd.** also have to consider power of a suppliers.
4. **Power of Buyer:** The ability of the buyer will also be a factor. Because it is an assessment of how easy it is for consumers to lower costs. It is affected by the choice of clients or consumers a business has. If there are many buyers, they can drive to the lowest because they will find another supplier who can give them a better lower price. The company will also think of the cost of losing a customer. If the company has some powerful buyer, they can ask for a better price. In this present situation, surviving in the Garments industry

is one of the biggest challenge. **Maxces Trims Ltd.** also faces these type of difficulties which effects their business.

5. **Threat of Substitute Products:** In this sector, the threat of replacement is low due to the facilities and their productivity. Because accessories is must for the garments. So there is no other alternative for this. So threat of substitute product is low for **Maxces Trims Ltd.**

- **SWOT Analysis**

A SWOT analysis is a method for assessing a company's competitive positioning and developing strategic plans. SWOT analysis evaluate internal and external factors, as well as current and future potential. There are 4 techniques by which an organization are evaluated. **Strength, Weakness, Opportunity and Threats.** Among them **Strength and Weakness** evaluates company's internal factors and **Opportunity and Threats** evaluates company's external factors.

**1. Strength:** Strengths describe the things that separates organization from the competitors. This is the strong points of the organization.

**1.1 Skilled Workforce:** **Maxces Trims Ltd.** has skilled work forces with advanced machineries. Workers follow the production schedules strictly to meet their target. The work forces are experienced in this field. This experienced operators make the production smooth along the help of the qualified supervisor. This strength helps the company to work more efficiently. Because of these in field experience and proper guidance, **Maxces Trims Ltd.** have been created to function in a smooth, consistence and reliable manner.

**1.2 Smooth Production System:** **Maxces Trims Ltd.** has advanced machineries and experienced production team. Leadership of them production manager, those workforce works effectively to achieve their targeted goal. For this the production and delivery runs smoothly.

**2. Weakness:** Weaknesses prevent a company from reaching its full potential. They are places that the company must improve in order to get the success.

**2.1 Third Party Dependency:** For production company needs raw material along with some additional item. All of them are not fully prepared in the company. The company depends on other factory. Those factory are the 3rd parties. These factory sometimes made some delays for deliver their goods to the Maxces Trims. For this delay, Maxces Trims faces some difficulties in their production. Sometimes this 3rd party dependency hampers maxces trims efficiency.

<b>STRENGTHS</b>	<b>WEAKNESS</b>
* Skilled workforce * Smooth Production System	* Third Party Dependency
<b>OPPORTUNITIES</b>	<b>THREATS</b>
* Large Readymade Garments Sector * Corporate Office	* Easy Entry * Unstable Raw Material Market

**3. Opportunities:** Opportunities are the favorable external factors that could give an organization a competitive advantage.

**3.1 Large Readymade Garments Sector:** Readymade Garments (RMG) is the biggest export sector in Bangladesh. **Maxces Trims Ltd.** is working with some of the biggest garments company in Bangladesh. By gaining the reputation, they can approach to the other factory and expand their business with them. This is one of the biggest opportunity for the **Maxces Trims Ltd.**

**3.2 Corporate Office:** Apart from the Garments Accessories, **Maxces Trims** also produce corporate gifts such as Diary, Calendar, envelope, gift bag e.t.c. Corporate is also one of the largest area of business. So taking order of those corporate gift items is the opportunities of **Maxces Trims Ltd.**

**4. Threats:** Threats are the external factors that have the potential to harm an organization. Organization does not have any control over this type of factor.

**4.1 Easy Entry:** Starting a accessories company is not that difficult. If someone does not have own factory, they can trade and do sub-contract to other factory and run the business properly. Having a good relation to the buyer is need for starting the business.

**4.2 Unstable Raw Material Market:** Price of Raw Material is varies every day. Sometimes people stock the goods for charging the more money. For this sometime factories are suffered. In some case factory may need urgent goods to run the production but on that time price of the product is way higher than the regular time or that product is out of stock. These are the threats that a company may face and they do not have any control over the situation.

## 2.8 Summary and Conclusions

**Maxces Trims Ltd.** starts its journey 2020. It's a new company with the bunch of experience people. It tries to serve its customer more effectively so that they will continue the business with maxces trims. **Maxces Trims Ltd.** always note its problem solve the problem quickly so that others work will not hamper. **Maxces Trims Ltd.** tries to maintain a very good relationship with the buyer by giving them the best support. As the whole world is suffering for the COVID-19, it is a difficult time to survive any business mostly after the pandemic hit in the RGM sector in Bangladesh. All the company is in surviving situation. So **Maxces Trims Ltd.** also have to be sincerer and serve the best to the customer.

## 2.9 Recommendation:

**Maxces Trims Ltd.** should do their marketing in the Facebook, You tube and other digital media so that they can be present in front of the buyer with positive attitude. Anyone can start a business but maintain the business is completely different.

## 3.1: Introduction

**3.1.1: Research Question:** How Covid-19 is affecting the Readymade Garments (RMG) and Its related sector and what are the impacts on the sector.

**3.1.2: Background:** Readymade Garments Industry is the biggest sector in Bangladesh. It is the prime export oriented industrial sector of Bangladesh. In 2019, Readymade Garments industry alone export USD 34.13 Billion. Which is the highest Readymade Garments export amount of all time. In the past few decades, Bangladesh's RMG business has grown in terms of expansion and exports. Limited diversity is the major bottleneck in its growth sustenance Covid-19 affected almost every industry in the world. From March 2020 the world went for lockdown, so as Bangladesh. On that time, garment factories in Bangladesh had orders worth more than US\$2 billion cancelled by brands and retailers. According to the Bangladesh Garment Manufacturers and Exporters Association (BGMEA), orders for nearly **650 million garments**, worth a total of **US\$2.04 billion** have been cancelled, impacting on **738 factories** and about **1.42 million workers**.

### 3.1.3: Objective:

1. To find out the impact of Covid-19 in the Readymade Garments (RMG) and its related sector.
2. To understand the impact of Covid-19 on Readymade Garments workers
3. To find out how apparel workers are in highest vulnerability due to Covid-19.

**3.1.4: Significance of the study:** The significance of the study is to understand how this Covid-19 is affecting the Readymade Garments sector in Bangladesh and how the Readymade Garments (RMG) sector will overcome from the situation. Furthermore, this research finding can also help to continue further research on this new topic.

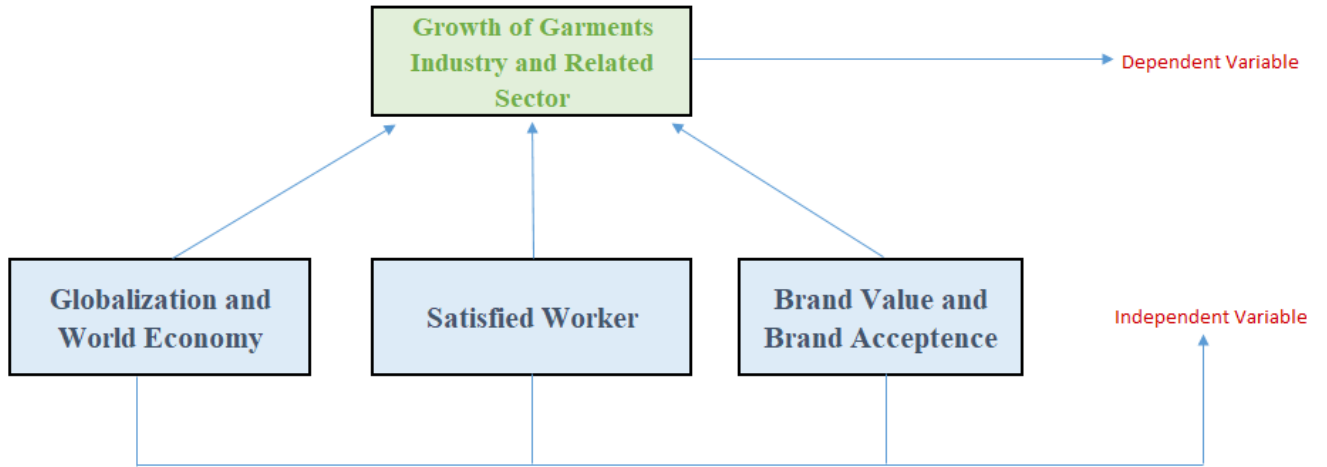
**3.1.5: Literature Review:** The readymade garments (RMG) sector is one of Bangladesh's most important catalysts for economic and social development. The RMG sector has been experiencing a never-before-seen situation as a result of COVID-19's catastrophic consequences. Because of this the supply chain has been severely impacted, business and regulators are concerned about how to respond to pandemic-related disruptions, (*Ali, Rahman, Frederico, 2021*). The pandemic COVID-19 has an impact on the global economy

and has been connected to the labor market and economic crises. . According to the study, apparel workers in Bangladesh's garment industry are the most vulnerable to the COVID-19 virus. Due to the shortage of raw materials, the factory owners have to close down the factory. Furthermore, international brands and stores have canceled manufacturing orders and deferred payment. As a result, the apparel workers have to go back to their house without any payment. Moreover, during the lockdown, a few factories continue their production without ensuring safety, (*Sen S, Antara N, Sen S, Chowdhury S., 2020*). COVID-19 has already had an influence on RMG workers' health and well-being (both physical and mental health), as well as resulting in job loss. We argue that the COVID-19 pandemic will have long-lasting effects on the garment workers and the company as well, especially related to their health issues, financial hardship and inability to pay for essentials such as food, and future employment opportunities. During the continuing COVID-19 pandemic, stakeholders (such as the international retailers/brands, Bangladesh Garment Manufacturers and Exporters Association, Government of Bangladesh) responsible for the global supply chain RMG manufacturers should examine the health and general wellness requirements of RMG employees, (*Kabir, Maple, Usher 2020*). Bangladesh's economy is dominated on the readymade clothes industry. It is hammering hard by delaying manufacturing and canceling orders with some difficulties in order to extend the locked down time. There is a greater danger of being unemployed, and Bangladesh might face an unruly situation in the near future, (*Shimanta, Gopi, Sumaiya, 2020*). Both woven and knit export trends have dropped since the beginning of the COVID-19 pandemic, despite the fact that the statistics were in the other direction before the of this worldwide pandemic. The study also discovered a similar picture for the country's overall RMG export, indicating Bangladesh's national economy's reliance on the RMG business, (*Islam, Arif, Sharif, Siddiqur, Nargis, 2020*).

### **3.2 Methodology:**

The study is mainly descriptive in nature. This article will present a brief scenario and the implications of the garments sector in recent days, as well as Bangladesh's economic situation as it relates to the pandemic. The research technique has relied on secondary data. Those data collected through Literature review, Journals, Research articles, Thesis papers, Newspapers, Online news and survey reports, garments Manufacturing Industries Annual reports, BGMEA Yearly report and Files.

### 3.2.1 Theoretical Framework:



**Model:** Factors that are responsible for growth of the Garments and its related sector



### 3.2.2 Hypothesis:

**Hypothesis 1:** Growth of Garments and Its related industries is depends on **World's Economy**

**Hypothesis 2:** Growth of Garments and Its related industries is depends on **Satisfied Worker**

**Hypothesis 3:** Growth of Garments and Its related industries is depends on **Brand Value and Brand Acceptance**

- **Independent Variable:** 1. World's Economy  
2. Satisfied Worker  
3. Brand Value and Brand Acceptance
- **Dependent Variable:** : Growth of Garments and Its related industries

### 3.2.3 Hypothesis Formulation:

#### *World's Economy*

Globalization has impact on world's economy. One country is depending on other country for trading and other fulfill the country needs. Because No country is fully self-sufficient for omit their every need. As a result one country is placing order to another for goods. This trading helps to increase the economy of a country. Bangladesh has very good efficiency on readymade garments. Customers from Europe, USA, Middle East has placed the order in Bangladesh. If the world's economy is increasing or run in a stable way, people have more purchasing power to buy more stuffs. As a result, buyers and customers will place more order to Bangladesh and other manufacturer country.

**H-1: Growth of Garments and Its related industries is depends on World's Economy**

#### *Satisfied Worker*

Among the people of Bangladesh, about 4.4 million workers are directly employed in Rreadymade garments sector, which made garments sector number one in Bangladesh. Satisfied worker is mandatory for achieving success. Bangladesh that has experienced tremendous growth during the last 25 years. At present, 83.9% of national export in Bangladesh is contributed by Rreadymade garments export (*Mia, 2019*). All of these were

possible because of the worker. A satisfied worker will work for the organization and make the organization succeed.

## **H2: Growth of Garments and Its related industries is depends on Satisfied Worker**

### *Brand Value and Brand Acceptance*

The Brand Value is one of the most important thing for a brand. If the value of the brand decreases, the brand's sales performance decreases. They start losing their existence. If customers are not satisfied with the brand. They are diverted to other brand. As a result that brand lost its customer base and they are declining. Same goes for brand acceptance, if a brand lost its value to the customer, its acceptance will automatically decline. As a result purchase order for that brand will be canceled and the manufacturing garments and the country both will lost that brand's order and the revenue.

## **H3: Growth of Garments and Its related industries is depends on Brand Value and Brand Acceptance**

### **3.3 Findings and Analysis:**

#### *\* The impact of Covid-19 in the Readymade Garments (RMG) and its related sector*

The ready-made garments (RMG) sector has a greater potential sector than any other sector. Based on secondary data, ready-made garments (RMG) is the largest exporting industry in Bangladesh that has experienced tremendous growth during the last 25 years. the contribution of RMG in total export is increasing day by day. At present, 83.9% of national export in Bangladesh is contributed by RMG export although it was 3.89% in 1983-1984 (*Mia, 2019*). In fiscal year (FY) 2018-2019, the country's readymade garment (RMG) exports was \$ 34.13 billion but it declined by 18.84 per cent to US\$ 27.95 billion in the just concluded fiscal year (FY 2019-20), (*The Financial Express,2020*). In recent time, Work orders are coming in to the tune of 40-45 percent compared to the usual flow.(*BGMEA*). BGMEA President Dr Rubana Huq said "We were already experiencing a slowdown, Covid-19 pandemic made it even worse" (*The Financial Express,2020*).

#### *\*The impact of Covid-19 on Readymade Garments workers*

The RMG workers of Bangladesh are one such group who are the most vulnerable. The RMG workers have little or no education, have low socioeconomic and often rural backgrounds. One RMG worker explained: "We will die by starving before being affected by coronavirus". Bangladesh, as many other countries, is struggling to meet the ongoing needs of their large

population during the COVID-19 pandemic and is unable to provide the support packages being offered in developed countries. One RMG worker told us he had to sell vegetables in a market as a way to help feed his family (*Kabir, Maple1, Usher, 2020*).

*\* To find out how apparel workers are in highest vulnerability due to Covid-19*

The International Labor Organization (ILO) predicted around 24.7 million jobs will be disappeared due to COVID-19 (*McKeever, V. 2020, March 19*). Like the other developed and developing countries, Bangladesh is also one of them who will be affected higher than anyone. Bangladesh apparel industry is the highest affected industry due to this epidemic, where the majority of the workers are women working without job security. (*Sen, Antara, Shusmita, Chowdhury, July, 2020*). It was calculated that around \$2 billion orders have been canceled (*Ecotextile, 2020*). This order cancellation impacted on the Ready-made garments (RMG) workers. The workers did not get their legal wages. (*Sen, Antara, Shusmita, Chowdhury, July, 2020*), as a result the poverty percentage will go up. Another most important thing is that the working environment of the workers are not properly maintaining hygiene and social distancing. So this will risk the life of the RMG workers.

### **3.4 Summary and Conclusions**

The garment industry is suffering from a double whammy, as more facilities close at a time when clothes shipments are declining. COVID 19 is a global pandemic which affects almost every sector in the world. From the smallest business to the largest business, COVID 19 does the same. Readymade garments is one of the biggest sector in Bangladesh. More than 80 percent of the country's income came from the sector. Since January 2020, around 100 garments were closed and more than 50,000 workers are jobless. Worlds economy, workers relations, brand value along with some other factors are hampering the order for the garments. Global pandemic affects the whole world. But it should not stop our life. However, we need to plan properly so that we can survive in any situation.

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