

# **Report On Financial Transaction of Merchandising of Crystal Martin Apparel Bangladesh Ltd.**

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## **Executive Summary**

Merchandising department is the star of the department among all the working departments in the Export concern, because it is the only department having maximum control over the departments and total responsible for profit and loss of the company.

After LPG (Liberalization, Privatization & Globalization) the business gets more important and now merchandising is on its hot seats. So, it is necessary to understand the day to day happenings of the star department. In the field of marketing and services, Merchandiser is at a position of utmost importance, He is the person who co-ordinates with various departments for a uniform business.

It denotes all the planned activities to execute and dispatch the merchandise on time, taking into consideration of the 4 Rs to replenish the customer. Right Quantity, Right Quality, Right Cost and Right Time is what they have to deal with.

Financial transaction of Merchandising is two part, cash inflow & cash outflow. Cash inflow from the buyers & cash outflow to the suppliers. Most of the case merchandisers handle cash outflow. On the other hand organization's top management handles the cash outflow. In my organization Crystal Martin Apparel Bd ltd. there are three financial period in a year. The Winter, the Autumn & the Spring. 1<sup>st</sup> we get order from buyers & then go to the suppliers to meet the all requirements of buyers. So transaction with the suppliers is very important in the organization.

## **Limitations of the study**

I tried my level best to enrich and complete this report although there are some limitations which are as follows:

- Unfortunately due to the company's limitations (business secrecy and confidentiality), I was unable to acquire sufficient information.
- Personal barriers like inability to understand some official terms; office decorum etc. created a few problems for me.
- Time was also a limitation. Gathering a huge amount of information during working for only three months was really a difficult job.

**Table of Content:**

Chapter	Topic	Page
	Acknowledgement	2
	Executive summary	3
	Limitation of study	3
Chapter 1	objective of the study	6
	methodology of the study	6
Chapter 02	What is garments	7
	History of Garments in the world	7
	scenario of RMG in Bangladesh	7
	Requirements to build a RMG factory	8
	Formalities needed to be a member of BKMEA	9
Chapter 03	Crystal Martin Apparel Bd. Ltd.	10
	Introduction	10
	History & Background	10
	Short profile of CMA bd	10
	list of work in process in CMA bd Ltd	11
Chapter 04	Present scenario of the merchandising system of Crystal Martin Apparel Bd. Ltd	12
	Merchandising an overview	12
	the main process of Merchandising	12
Chapter 05	Financial transaction of Merchandising	15
	All fabric transaction	16
	All Trims Transaction	17
	Total Transaction(Cash outflow)	17

	Cash Inflow of NEXT for Winter15, Autumn15	18
	Winter15 Fincial ratio	18
	Autumn15 financial ratio	19
	Explanation of supplier payment terms	20
Chapter 06	SWOT Analysis	21
Chapter 07	Problems Findings & Recommendation	23

### **Objectives of the study**

- To find out the importance of merchandising activities in RMG sector
- To find out Importance of financial transaction
- Find out the necessity of careful communication with suppliers
- To find out any variability in salary affects the merchandising performance.

### **Methodology of the Study**

For my report I have collected information from both primary and secondary data.

**Primary Data:** I got the data or information through following ways-

- Directly from my all task
- Directly from the employees and the head of the departments
- By observing the all records and present condition of the industry
- Through conversation with my supervisor and regular employees

**Secondary data:** I have collected the secondary data from Crystal Martin Apparel profile, export volume report, audit reports, documents, related books and articles on garments industry, BGMEA, BKMEA etc. Besides, I tried to collect data through browsing internet also.

## **Chapter Two - Garments at a Glance**

### **What is garment?**

Garment means dress that is use to wear. Garments may be oven, sweater or knitwear. In garments industry it is produced at a large scale.

### **History of garments in the world**

In the 1950s, labors in the Western World became highly organized; forming trade unions. This and other changes provided workers greater rights including higher pay; which resulted in higher cost of production. Retailers started searching for places where the cost of production was cheaper. Developing economies like Hong Kong, Taiwan and South Korea presented themselves as good destinations for relocations because they had open economic policies and had non-unionized and highly disciplined labor force that could produce high quality products at much cheaper costs.

In order to control the level of imported RMG products from developing countries into developed countries, Multi Fiber Agreement (MFA) was made in 1974. The MFA agreement imposed an export rate 6 percent increase every year from a developing country to a developed country. It also allowed developed countries to impose quotas on countries that exported at a higher rate than the bilateral agreements. In the face of such restrictions, producers started searching for countries that were outside the umbrella of quotas and had cheap labor. This is when Bangladesh started receiving investment in the RMG sector. In the early 1980s, some Bangladeshis received free training from Korean Daewoo Company. After these workers came back to Bangladesh, many of them broke ties with the factory they were working for and started their own factories.

### **Scenario of Ready Made Garments in Bangladesh**

The ongoing global economic crisis has been the cause of major concern of export dependent economies. It has been observed major industrial countries is experiencing sharp fall in export demand. Even high exporting countries like China and India recorded sharp decline in export in last few months. Economists and trade analysts suggested efforts to improve productivity, and diversify products and export markets to weather the financial storm.

Currently, the country's highest employment generating RMG sector is hit hard by labor unrest, skilled labor shortage by more than 25 percent, weak infrastructure, higher bank interest rates and erratic gas supply. In fiscal 2007-08, only woven and knitwear, the two sub-sectors of RMG, fetched \$10.699 billion out of the total export earnings of \$14.110 billion, according to the Export Promotion Bureau (EPB). The total exports grew by 15.87 percent during this fiscal. In fiscal year 2006-07 the overall exports of the country were estimated at \$12.177 billion. EPB data also showed the knitwear sub-sector fetched \$5.532 billion of the total RMG export earnings in the immediate past fiscal year, up 21.50 percent over fiscal year 2006-07. In fiscal 2007-08, woven garments earned \$5.167 billion, registering a growth of 10.94 percent over the same period of 2006-07.

## **Requirements to build a Ready Made Garments factory**

The minimum requirements needed to build a new Garments factory are given below:

- Trade License
- Bank Account
- Company registration by Joint Stock Company
- Project and working capital loan sanction from bank
- TIN & VAT certificate
- Project permission letter from board of investment govt. of Bangladesh
- Factory floor installation
- Fire license
- General insurance
- Factory layout plan
- Environment certificate
- BKMEA/ BGMEA membership certificate
- Labor certificate
- Pass book for EPZ and Chittagong customs
- Chamber of Commerce certificate
- Electricity, gas WASA, boiler connection in the factory building



## **Formalities needed to be a member of BKMEA**

First, collect the registration form from BKMEA after depositing Tk.200 to BKMEA account related bank. Then the form has to be submitted to the following documents with completed registration form.

Required documents are as follows:

- Trade license
- Board of Investment certificate “BOI” (Registration Copy)
- Machineries Invoice
- Bill of lading (B/L) entry
- Import L/C (ILC) copy
- Photo draft of all directors
- Article of Memorandum
- Bank solvency Certificate
- Fire Certificate
- Factory Layout

## **Chapter Three-Crystal Martin Apparel Bd ltd: An Overview**

### **Introduction**

Crystal Martin Apparel Bangladesh Ltd. is a sister concern of Crystal Martin International(UK), was established in 2004 in Valuka, Mymensingh for meeting the demand of good quality RMG products worldwide. The unit started operations in 2004 and its production capacity fulfilled the expectations of the management and proved as a successful venture.

The management of the group is vested with a team of professionals under direct supervision of the Director, General Managers, Factory and Production Managers, Departmental Heads for each section Merchandising, marketing, Administrative and a Production team of 5000 skilled and semi skilled workers.

### **History and Background of the Industry**

Crystal Martin Apparel Bangladesh Ltd is a reputed multinational garments industry in Bangladesh that manufactures and exports Fabrics and Garments. It is a sister concern of Crystal Martin International (established in 1921). This industry is involved in knitting, dyeing and printing on different kinds of fabric targeting export markets for famous buyers like H&M, M&S, Dunnes, Gap, NEXT, Tesco, Kappal etc. but also keeping a small presence in the local industry.

A continuous balancing, modernization and replacement have been taking place in the organization have made it one of the leading exporters of its size. With the dynamic leadership of its GM Vimarsha Peiris, Head of merchant Ray Spraks, Directors Mr. Sumeda rajapakase, Nowun Amarsinghe, Carl Thomas and a dedicated team of professionals in the finance, marketing, Merchandising and technical departments, Crystal Martin Apparel Bangladesh Ltd has been able to make quality products and has increased its exports sales in the last several years.

### **Short profile of Crystal Martin Apparel Bd Ltd**

Name	:Crystal Martin Apparel Bd Ltd
Year of Establishment	:2004
Factory Location	:203 Hobir bari, Seed store, Valuka, Mymensingh, Dhaka
Number of Product Lines	:50
Preferred Bank for Trading	:Dutch Bangla Bank Limited
Status	:Public Limited Company
Corporate Office	:House # 54/A, Road # 16, Block # A, Banani, Dhaka-1213, Bangladesh

## List of Work-In-Process in Crystal Martin Apparel Bd Ltd

Currently the following activities are in progress at the factory of FGS Knitwear Limited-

- Cutting
- Printing
- Sewing
- Garment Wash
- Iron
- Quality control
- Finishing
- Hang Tag
- Poly
- Cartons/Packing
- Inspections
- Shipment



## **Chapter Four – Present Scenario of the Merchandising System of Crystal Martin Apparel Bd Ltd**

### **Merchandising: An Overview**

The term “Merchandising” may be defined as person who merchandises the goods, specifically for export purposes. Garments merchandising means buying raw materials & accessories, producing garments, maintaining required quality level and exporting the garments within scheduled time.

### **The main processes of Merchandising**

One of the key things that I learned during my internship is procedures of Merchandising. It follows a series of activities which are as follows:

#### **☐ Step 1-Understanding Sample Order:**

Merchandiser has to understand the buyer's requirements carefully after receiving specification in the sample order.

#### **☐ Step 2-Managing production timetable:**

The Merchandiser has to manage every single production schedule and order route card that helps to follow-up the execution in a planned way.

#### **☐ Step 3- Submitting pre-production samples:**

The pre-production samples should be provided on time to the concerned buyers. Quality of the sample must be verified.

#### **☐ Step 4-Solving shortage problem:**

From the beginning actions should be taken immediately to arrange required materials, after discovering the shortage if occurred. Then the Merchandiser has to inform to his superior about the shortage as soon as possible.

#### **☐ Step 5-Communicating with associated people and buyer:**

It is essential to communicate with the buyers regarding the order. The Merchandiser has to provide order status to the buyers frequently

#### **☐ Step-6-Concluder remark on merchandising:**

Merchandiser has to assign subordinates to help him in the order to execute and direct the procedures. He has to revise his knowledge from time-to-time to know current market trends.

## **Processes of Sampling**

Another core activity of Merchandising is preparing the correct sample so that it can satisfy the buyer. During my internship I learned about the processes of sampling which follows a sequence given below:

### **1. 1st Pattern:**

1st pattern refers to the first physical version of any garment as per the artwork is done by designer or developer. In other words,

#### **Human Mind > Sketch > Paper Sample > Sample**

Purpose: See the Design work & test the Fitting

Status: Nothing specific

Material: Available

Price: Not conformed

Quantity: 1 (for buyer) + 1 (for Merchandiser)

Delivery: As per Urgency

### **2. 2nd Pattern:**

Usually designer/ developer always ask for some changes to the first pattern. Second pattern is made as per comments.

### **3. Counter Sample:**

Where the first pattern is made on designer's artwork, Counter sample should not be made on designer's artwork. It has to follow another sample given by the merchandiser.

Purpose: To see the workmanship & test the factory skill

Status: Nothing specific

Material: Available

Price: Not conformed

Quantity: 1 (for buyer) + 1 (for self keeping)

Delivery: As per request

### **4. Sales Man Sample:**

Sales Man Sample is made when price is confirmed and orders are on speculation, usually in L size in all color combinations of expected order. Buyer arranges a meeting with its customer and records their response on order quantity per color, size etc. and finally place order to their vendor.

Purpose: Sales Meeting by Retailers, Market Appraisal, Demand / Order forecast

Status: Final stage of the order confirmation

Material: Actual

Price: Confirmed

Quantity: There is minimum quantity per color combination

Delivery: Very important to meet the delivery date.

### **5. Photo sample:**

In this point of Sampling, Samples are made with actual color and material to be worn by the models on the event of shooting for catalog.

### **6. Approval Sample:**

In any discrete period of time, whenever it required any revision in the sample, a new sample is made as per new specification. It is then sent to buyer for his approval of the conformity that- the revision is done correctly.

### **7. Pre-Production sample:**

When material for bulk production arrives, factory makes a sample with the actual material and sends to the buyer.

### **8. Production sample:**

It is a reference to the buyer that the bulk is being produced as per specification. Buyer wants to be assured that correct material is sourced and line workmanship confirm to the quality.

### **9. Shipping sample:**

A sample is kept from every Pre Shipping inspection to be referred, if required, after the order has been delivered. Usually for any disputes (e.g. Claim) shipping sample is important.

### **Methods of purchasing raw materials**

Here fabric and some related accessories are the main raw materials. The process includes:

- Lab-Dip
- Approval of the Lab-Dip
- Collect price Quotation
- Negotiation
- P.I. Received
- Back to Back L/C transfer
- Delivery Chalan received

### **How the accepted order passes on the floor?**

When the order is being accepted, Merchandiser searches the scope of knitting machine according to required Gauge, makes production schedule, Trim & Accessories Card is being prepared, makes well finishing according to buyers requirement in case of Labeling, Zippering, Buttoning, Ironing, Packaging, Cartooning etc.

### **How a Merchandiser track his/her production?**

A Merchandiser tracks the overall production process by the following activities-

1. Following-up yarn supply in the factory
2. Knitting follow-up
3. Linking follow-up
4. Accessories supply
5. Finishing follow-up
6. Ready for export

## **Chapter five- financial Transaction of merchandising**

There are two types of transaction process of merchandising of Crystal Martin apparel Bd. ltd.

- 1) **Cash inflow:** Cash inflow from buyers is the unique source of earning revenue of RMG sector. After fullfill the all requirements & ready the goods the buyers check the goods randomely. If it is make sure their requirement they advise us to go to the shipment. Then they start for the payment processing. In Bangladesh most of the export payment are occure by the process of L/C.

**Letter of Credit:** A letter from a bank guaranteeing that a buyer's payment to a seller will be received on time and for the correct amount. In the event that the buyer is unable to make payment on the purchase, the bank will be required to cover the full or remaining amount of the purchase.

- 2) **Cash outflow:** Cash outflow is the most significant activities of the merchandiser. After the geeting order from buyers it is required to collect differents types of raw metarials, Fabric, Trims from different national & international suppliers. For these we give lots of order to the supplier & all of the transaction or payment process against these orders merchandisers are involved directly. All responsibility for the payments are on merchandiser's solder.

In the Crystal Martin Apparel Bd. Ltd merchandisers handle different buyers like H&M, M&S, TESCO, NEXT, Dunnse, Kappal etc. In our different of the organization I handle the NEXT buyer. Basically my main task of the organization to fullfill the all requirement of the NEXT buyer. For this I am the person who communicate all the suppliers & make sure their payment.

For our Next Buyer we maintain the 3 financial period for 1 year. Because in a year our buyer order us three different seasons the Winter, the Autumn & the Spring.

**In bellow I show the cash out flow for the suppliers in different season only for NEXT Buyer....**

**All fabric transaction different supplier in 2015 (Cash outflow)**

<b>Supplier name</b>	<b>Adress</b>	<b>item</b>	<b>Spring</b>	<b>Autumn</b>	<b>Winter</b>	<b>Payment terms</b>
sumec textile ltd	Huaqio road, Nanjing, China	Febric	\$29,712	\$20,563	\$25,231	T/T 0 days
Nanjing Yuyung	Fujiachang, Yanziji District, Nanjing, China	Febric	\$51,748	\$41,623	\$25,632	T/T 0 days
WWT co. ltd	Paojiang Industrial Zone, China	Febric	\$81269	\$56,232	\$85,210	T/T 0 days
Unique Way INT.	105 Shicheng rd, new Taipei, China	Febric	\$12400	\$15,263	\$12,532	T/T 0 days
Best Pacific Tex.	7 wing street, lai chi kok, Hong Kong	Febric	\$1981	\$5,231	\$2,563	T/T 0 days
Quanzhou Helun Knitting	Tanxi Industrial Zone, Quanzhou, HongKong	Febric	\$16302	\$14,896	\$21,230	T/T 0 days
Danoe WW ltd	198 Pihau Street, New Taipei Chity, China	Febric	\$3687	\$2,365	\$1,563	T/T 0 days
HANSEL TEXTILE LANKA (PVT) LTD	195G KARISHRUE COURT, Colombo, Srilanka	Febric	\$1594	\$1,569	\$2,150	T/T 0 days
Total			\$198711	\$157,742	\$176,711	



## All trims Transaction in 2015

Supplier name	Adress	item	Spring	Autumn	Winter	Payment terms
Tag-IT-Pacific	1/F Sunbean centre, 27 Shing Yip street, Kwuntong, Kowloon, Honkong	zipper	\$22,725	\$17,215	\$20,156	T/T 0 days
		eyelet	6,115	\$6,523	\$5,692	
		rubber Tab	3,484	\$3,487	\$2,350	
		hang tag	12,269	\$10,256	\$9,532	
		woven label	2,585	\$2,120	\$2,100	
Kap manufacturing	36 Anguruwathota road, Colomb, Srilanka	Strip	6,960	\$4,563	\$5,632	T/T 0 days
ITL Bd Ltd	Sector-7, Utra, Dhaka-1230. Bangladesh	care label	1,330	\$1,230	\$4,560	L/C 90 days
SML bd solution Ltd	H98, Road-11, Block-c, Banani, Dhaka-1213, Bangladesh	Heatseal	458	\$1,235	\$1,230	L/C 90 days
Naturab Bd Ltd	PLOT 55-60, Sector-02,KEPZ, Chittagong, Bangladesh	Elastic	3,147	\$2,569	\$1,230	L/C 90 days
Paxer Bd Ltd	Savar, EPZ, Dhaka , Bangladesh		2,000		\$3,200	L/C 90 days
Total			\$61,073	\$49,198	\$55,682	

### Total Transaction(Cash outflow) of Fabric & Trims In 2015

Spring, 15 : \$ 2,59,784  
Autumn,15 : \$ 2,06,940  
Winter,15 : \$ 2,32,393

## Cash Inflow for different style of NEXT for Autumn15 & Winter15

### Winter,15:

Style	Value
Nes42	\$59,785
Nex43	\$48,452
Nex45	\$86,120
Nex49	\$46,521
Nex51	\$48,957
Nex57	\$78,523
Nex61	\$42,128
Total	\$4,10,486

$$\begin{aligned}\text{Gross Profit Margin} &= (\text{Sales Revenue} - \text{Cost of Goods Sold}) / \text{Sales Revenue} \\ &= (\$4,10,486 - \$2,32,393) / \$4,10,486 \\ &= .4338 \text{ or } 43.38\%\end{aligned}$$

$$\begin{aligned}\text{Operating Profit Margin} &= (\text{Sales Revenue} - \text{Operating expenses}) / \text{Sales Revenue} \\ &= (\$4,10,486 - \$55,632) / \$410,486 \\ &= .8644 \text{ or } 86.44\%\end{aligned}$$

$$\text{Operating Expenses} = \$55,632$$

$$\begin{aligned}\text{Net Profit Margin} &= \text{Profit after Tax} / \text{sales revenue} \\ &= \$85,214 / \$4,10,486 \\ &= .2075 \text{ or } 20.75\%\end{aligned}$$

$$\begin{aligned}\text{Profit after tax} &= \text{Sales} - (\text{cogs} + \text{operating expenses} + \text{tax}) \\ &= \$410,486 - (\$2,32,393 + \$55,632 + \$37,247) \\ &= \$85,214\end{aligned}$$

**Autumn,15:**

Style	Value
Nes15	\$49,785
nex16	\$45,693
nex18	\$46,987
nex19	\$56,231
nex21	\$53,261
nex25	\$79,243
nex29	\$32,569
Total	\$3,63,729

**Gross Profit Margin**= (Sales Revenue - Cost of Goods Sold)/Sales Revenue  
= (\$3,63,729 - \$2,06,940)/ \$3,63,729  
=.4311 or 43.11%

**Operating Profit Margin** = ( Sales Revenue - Operating expenses)/Sales Revenue  
= (\$363,729-\$42632)/ \$3,63,729  
=.8828 or 88.28%

**Operating Expenses**= \$42,632

**Net Profit Margin** = Profit after Tax/ sales revenue  
= \$75,910/\$3,63,729  
=.2086 or 20.86%

**Profit after tax**= Sales-(cogs+ operating expenses+ tax)  
=\$363729-(\$2,06,940+\$42,632+\$38,247)  
=\$75,910

We are still waiting for cash inflow of SPRING16. Because now the season of spring is running. Our all fabric & trims have already in housed. We are now ready to go to the production. It is still require some days to get the payment for spring16. But we are sure that spring16 will show us better financial situation than that of Winter15 & Autumn15. We have gotten more order for Spring16 from NEXT buyer.

### **Explanation Of supplier Payments Terms:**

For all local supplier the payment terms & condition is L/C 90 days. We give their payment when we order them for the goods. We pay them earlier 90 days by the using discounting factor.

On the other hand for all International supplier the payment terms & condition is T/T 0 days or T/T in advance. This is our buyer requirement.

**Telegraphic Transfer** or **Telex Transfer(T/T)**: often abbreviated to **TT**, is a historic term used to refer to an electronic means of transferring funds abroad. A transfer charge is often charged by the sending bank and in some cases by the receiving bank.

In both case we communicate with the supplier for their payment. We are directly involved for their payment with our commercial & finance team. If any misunderstanding for the payment issue it is very much risky for the merchandiser. Sometimes it is possible to ship wrong goods or less quantity from the supplier for our or their misunderstanding of payment issue. It can be happen to cancel all of the shipment to the buyers for wrong or short quantity goods. As a result company will be faced a huge loss. So as a merchandiser I try to careful always about payment issue.

## Chapter Six: SWOT analysis of Crystal Martin Apparel Bd Ltd Limited

A SWOT analysis is overall evaluation of the company's Strength, Weakness, Opportunities and Threat. Strength and Weakness are the internal values creating factors such as assets, skills or resources etc. And Opportunities and Threat are external values creating factors a company unable to control.

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### Strengths

1. **Own Land:** Factories of FGS Knitwear Limited are established in its own land.
2. **Effective Manpower:** Factories are well equipped with skilled, expertise and productive manpower. They are doing their level best to deliver timely shipment and exporting 100% quality garments.
3. **Production of Fabrics:** Mostly employees produce fabrics as per buyers requirement.
4. **Innovative product line:** Product lines are producing a unique & innovative garment which is a very good sign for the industry.
5. **Proper Management:** Employees of FGS Knitwear Limited manages all the paper work quite nicely; supervises the production from start to end and helps to ship the goods as per the requirement of buyers.

### Weaknesses

1. **Post purchase behavior:** After shipment of the products, employees do not collect actual post purchase behavior of buyers which is really a negative sign for the industry.
2. **Shortage of workers:** As the Industry is not so big & the number of employee is limited, sometimes it becomes really difficult to produce all the goods timely & workload of the workers increase to a great extent if there is a large shipment.
3. **Subordinates absence in policy making:** The subordinates do not take any decision or take part in policy making in meeting. The decision always comes from the top management which is demotivating.
4. **Poor salary structure:** As the industry is still in a struggling position, its salary structure is not that much good in compare to the other industries.

## Opportunities

1. **Covering UK & USA market:** Recently some foreign countries are really interested about making contract with Crystal Martin Apparel bd Ltd which is really good news. Covering more market area of EU & USA will help the industry to establish quickly.
2. **Diversification:** Crystal Martin Apparel bd Limited can expand their business by establishing the yarn, woven & sweater factories. It will help them to minimize the risk.
3. **Hiring dynamic & fresh Graduates:** Crystal Martin Apparel bd Limited can hire dynamic, young & fresh Graduates who can generate innovative ideas & can lead to grater profit.
4. **Attending Trade Fairs:** Crystal Martin Apparel bd Limited can take part in different trade & textile fair to get public attention and can get new ideas related with today's business.

## Threats

1. **Absence of Spinning Plant:** Most of the big Garments industries who are well-established have their own Spinning Plant. As a result they can sell their product more cheaply but FGS Knitwear Limited doesn't have any Spinning Plant. For that reason their cost of production is high.
2. **Competitors' smart move:** Competitor industries are constantly offering innovative and substitute a product which is a big threat for this industry.
3. **Trade barriers:** Increased trade barriers and quota system withdrawals are the major threats for the newcomer industries like FGS Knitwear Limited.
4. **Political imbalance:** One of the major threats for FGS Knitwear Limited is the current political instability. Strike, Procrastination etc are hampering the production process quite badly.

## **Chapter Seven- Problems Finding & Recommendation**

### **Problems Finding**

- 1) In Bangladesh Bank term & condition the payment value will be less than \$10,000 when the payment terms is T/T in advance.  
I have faced this problem several times. Because most of our transaction with the supplier are over \$10,000. so it is required to more than 1 PI for only one supplier. another thing is in every PI value under \$10000 need to extra \$35 bank charge. It delay our goods to ship from the supplier.
- 2) In Bangladesh, as there are a number of established Ready made garments industries, the buyers are offering lower prices to this industry due to its lack of experience. It is causing a big problem for the merchandisers to find buyers & export goods.
- 3) The employees are underpaid and if the employees request their boss to increase their pay mostly get an answer that the industry is in a liquidity crunch

## **Recommendation & Conclusion**

- 1) My first recommendation is Bangladesh Bank need to permit the transaction in T/T in advance more than \$10,000
- 2) Instead of short-term relationship, Merchandisers need to develop long term relationship with the key parties – buyers, buying houses and suppliers etc.
- 3) Consultancy with garments expertise regarding the development strategies will be helpful to get more output.
- 4) It should allow its employees to participate in decision making process so that it will help to get more productivity & commitment to work.
- 5) All financial activities should be very clear & give more concentrate for the transaction.
- 6) Should follow to keep the regular buyers & create new buyers.
- 7) The industry should establish a good salary structure & ensure the due time salary & wages otherwise employees will be de motivated
- 8) Consultancy with garments expertise regarding the development strategies will be helpful to get more output.
- 9) Cost minimization is better than profit maximization in Merchandising

## **Conclusion**

The RMG sector is expected to grow despite the global financial crisis of 2009. As China is finding it challenging to make textile and foot wear items at cheap price, due to rising labor costs, many foreign investors, are coming to Bangladesh to take advantage of the low labor cost which is really a good sign for Crystal martin apparel Bd. Ltd.

Management of merchandising is a big job and is a complex one. The result of the study shows that there are a lot of steps that Crystal martin apparel Bd. Ltd should undertake to improve their merchandising management in order to be successful. The study revealed that Merchandisers are the most valuable human resources for the progress of the organization. For the development of these valuable resources there are many factors involved. So to increase the productivity of an organization effectively, efficient Merchandising management is necessary.