



## **Internship Report**

**On**

**“Merchandising procedures & operations of  
Nilrotna Trading Corporation”**

**Date of Submission: 10<sup>th</sup> December, 2017**

### **Submitted To**

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*Internship report*

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Nilrotna Trading Corporation”*



## EXECUTIVE SUMMARY

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Buying houses act as intermediary between the foreign buyer and local apparel manufacturer. Buying houses hunt buyers, approach them, send sample of apparel, negotiate price, and receives confirmed order after buyer is satisfied with price and quality. Then the buying house contacts local suppliers for production of apparel strictly as per buyer's specification in exchange of buying house commission.

At the centre of all activities of a buying house is the merchandiser. He is in charge of marketing; sample developing, costing, production planning. Ensuring quality of the finished product is entirely his responsibility. For this reason he has to closely monitor production process. To do all these in strict timeline he needs to be the ultimate master of multi-tasking and must possess advanced communication and negotiation skill.

To become a successful merchandiser a person needs to be a highly skilled marketing person. He needs to concentrate on multiple issues at hand, with the ultimate goal of keeping the buyer satisfied so that possibility of repeat business is increased manifold. He needs to be punctual and must keep commitment. Advanced communication skill is his tool of business. He needs to be in touch with the stakeholders all the time.

Readymade Garments Sector is biggest contributor of export from Bangladesh. To achieve this achievement buying houses have great influence. Buying houses have removed the burden of dealing with foreign buyers from RMG factories, thus enabling them to concentrate on their core activity, i.e., producing quality apparel product. Buying houses have created employment opportunity for educated youth and shown the path to prosperity to numerous educated entrepreneurs. Buying houses has embraced latest trends in technology and communication media to reach buyers in remote countries. But still there is opportunity for better use of Information Technology for data mining to find out useful business insight. If scientific market research can be added to already existing capabilities of the buying house then value addition in this sector can be increased many times.

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## Letter of Transmittal

Dec 10<sup>TH</sup>, 2017

**Ms. Mahreen Mamoon**

Assistant Professor

BRAC Business School

BRAC University

**Subject: Submission of internship report**

Dear Madam,

As part of the requirements of the Internship report, I have prepared a report on “Merchandising procedures & Operations” at Nilrotna Trading Corporation I have tried my level best to fulfill the requirements of the report. The preparation of this report was interesting and challenging. It provided me a great scope for applying the knowledge that I gathered throughout this Internship program in the practical field. During the work session I developed my interacting skills, which will help me throughout my life. I sincerely hope that you will enjoy reading this report. However, I would be glad if you are enlightened with your thoughts and views regarding the report. In addition, if you wish to enquire about any aspects of this report, I would be glad to answer your queries.

I highly appreciate the opportunity you gave me.

Thanking you for your cooperation,

Yours Sincerely,

Rawnaqul haq

ID :13264034

## **ACKNOWLEDGEMENT**

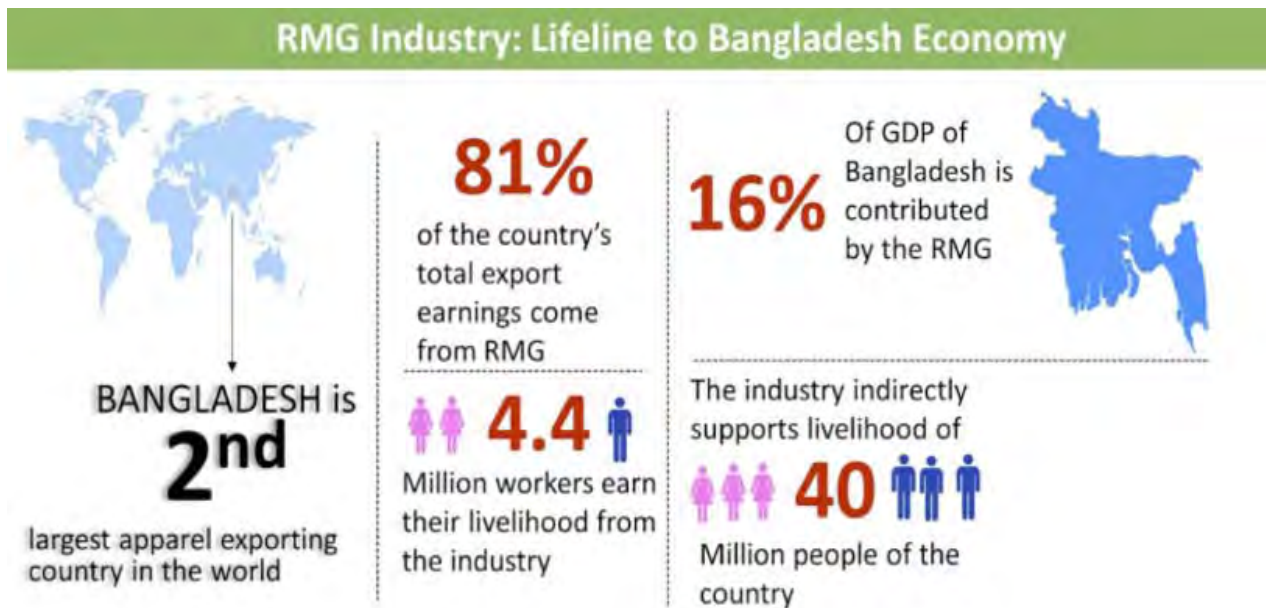
It is my great honor to express my gratefulness to our creator Allah for such great opportunity to be in touch with in my working days. My assigned topic is “Merchandising procedures & operations ” In preparing the suggested report I get great support and guidance from the persons of Nilrotna Trading Corporation.

I express my heart full thanks to my supervisor in Nilrotna Trading Corporation , Mr Shamsuzzaman Tutul under whose supervision I have learn a lot of things about a company’s Merchandising Activities. He also helps me in directing my survey among the employees of Nilrotna Trading Corporation and also in preparing my reports.

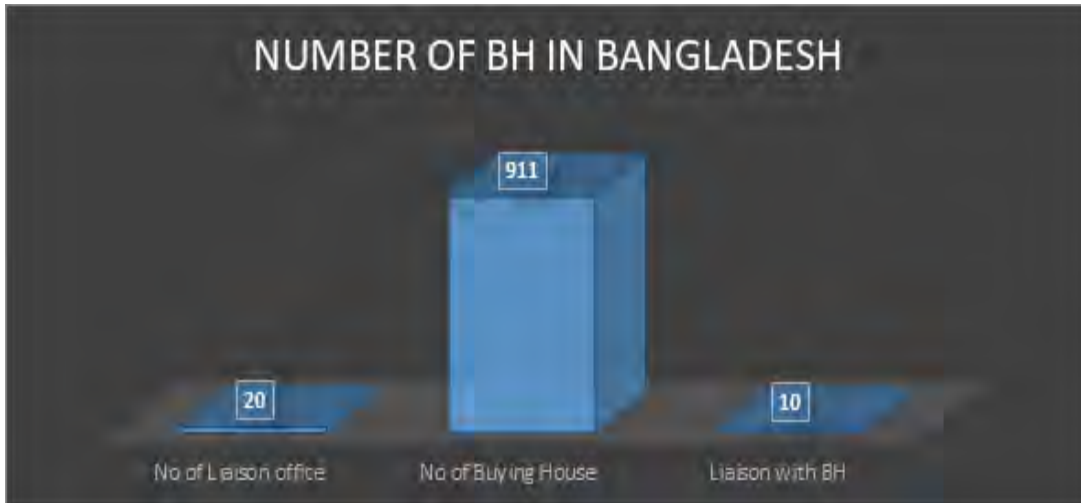
I also want to thank my teacher and supervisor Ms. Mahreen Mamoon for helping me & assisting to make my report most eye-catching. Without his help and support it will be very tough for me to prepare the report.

## Introduction

### 1.1 An overview of RMG industry in Bangladesh:



Ready-made garments are fast growing export sector in Bangladesh. The overall impact of ready-made garments export is certainly one of the most substantial social and economic developments in present Bangladesh. In order to pretend rapid growth of the country, particularly through industrialization, the government has implemented an open entry policy to attract overseas investment in Bangladesh. As results there are about 5400 export focused on readymade garments & total number of 911 buying houses & 20 liaison office of buyer exists in Bangladesh. And in the garments sector one of the most significant task is merchandising.



Merchandising is one of the important works in garments sector. In every garment merchandiser job is every essential. In this job the employer need to have hard working mind, substantial power, prompt intelligence, great observation, tolerance etc. Without merchandiser no garments can run efficiently

For every garment buyer is the heart of their business. For this reason buyer satisfaction is most vital for a garment. Buyer means the persons or organizations who buy the products from any organization. In garments sector of Bangladesh buyer means especially foreign buyer who buy products from our garments. And this satisfaction ensuring duty performs by the merchandiser. The first task of the merchandiser is to bring foreign buyer to buy the product through effective communication. At the time of giving order if buyer satisfied with the help of merchandiser then they will come again. Buyers another condition is delivery the products in right time. Merchandiser take care this challenge seriously. Because if buyers do not get products in right time then they will not give the order again to that garments. So merchandisers are handling and caring all kinds of work from receiving order to delivering products to buyers and always wants to please them because garments or garments sector's development depends on buyer's satisfaction.



I have selected ready-made garments industry to do my internship because I wanted to obtain knowledge about the merchandising activities. Currently I am working **NILROTNO TRADING CORPORATION**. It is a private limited Buying house.

**1.2 Background of Nilrotno trading corporation :**

- Buying agency or liaison office is an independent buyer’s regional office, from where all kind of necessary approvals have given. It can’t show any income without expenditure according to local law. I.e. Decathlon (France), TEMA (Turkey) & H&M (Sweden)
- On the other hand, buying office is that, which works at a time with different buyers and brands. In this case, all the required approvals are coming from the buyer. They are only authorized from order execution not for major decision making. I.e. Target Australia, T&M Sourcing Ltd, Aptex Sourcing & ARP.
- Many garments manufacturers use their separate marketing office as a buying house and they are calculating 5 to 10% commission for that service.

**Objectives & working procedures of Nilrotna Trading corporation :**



Nilrotna Trading Corp is garments buying & accessories exporter, Importers & supplier. this organization had set off their journey 5 years ago in the year of 2012 gradually its expanding his wing & operations. though these years company has executed & conducted successful shipments to many US,EU & Australian markets within its limited capacity. Since they have established amicable ties & trade relationship with foreign buyers.



***NILRODNA TRADING CORPORATION*** specialty :

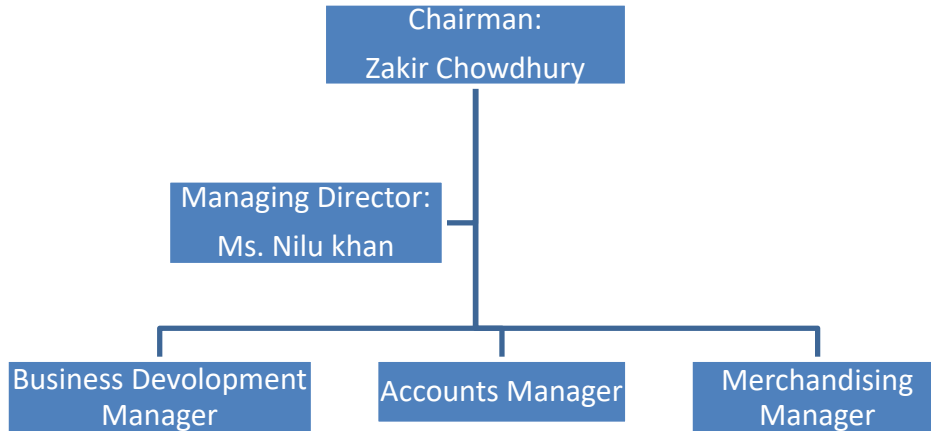
- ✓ 100% garment buying house
- ✓ Valid licenses to work for valued foreign buyers.
- ✓ Committed to quality production & customer satisfaction with minimum lead time.
- ✓ Well groomed management technical team with competent support staff both in office & factories to solving the complex situation.
- ✓ Reliable & cordial relation with factories who genuinely practices compliances for different garments products
- ✓ Reliable & trustworthy vendor networks for fabric & accessories supplies domestically as well as worldwide to accomplish any type of manufacturing contracts either on FOB or C&F basis.
- ✓ Bank support is excellent
- ✓ Regular training and development programmes to enhance employees knowledge & skills.

<i>Product line ( knit)</i>	<i>Product line ( woven )</i>	<i>Product line (Sweater)</i>
T-shirt	Shorts	Pullover
Sweat shirt	Trousers	Cardigans
T-shirt Polo	Pajamas	with screen print
Hoodies	Fleece jackets	With EMB print
vest	Ski & Sportswear	Boy's Sweater
Tank Tops	Denims	with appliqué
Cut & Sew T-shirt	Cargo Pants	decorative stitches & accessories

**List of Garments Industries Nilrotno Trading working with :**

SERIAL	NAME
1.	<i>Coast to Coast Apparels Limited</i>
2.	<i>Athletic Support Limited</i>
3	<i>Knit plus Limited</i>
4.	<i>Asian Apparel Limited</i>
5.	<i>DBL group</i>
6.	<i>Mondol Group</i>
7.	<i>Mohammadi Group</i>

## Organizational hierarchy :

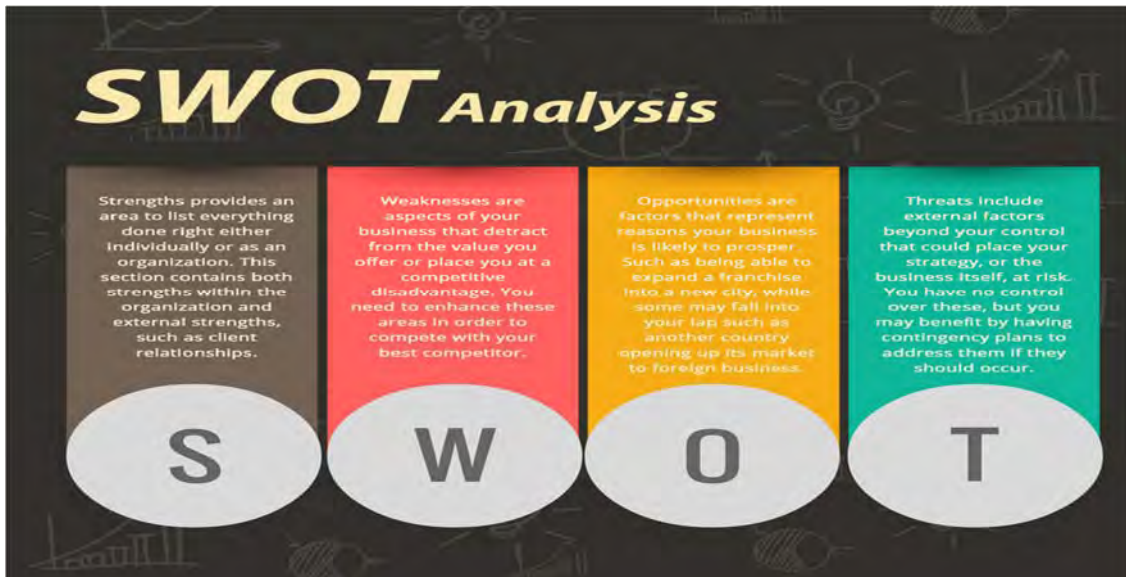


This is the supreme organizational organogram or structure. Though Nilrotno Trading Corporation is the small entity with the 24 employees. Under business development manager There are 4 designated officers as CAD executive, Sample development officer, Pattern development, & Garment technologist. Under the merchandising & Admin manager there are Trainee, Assistant, Senior & Merchandiser designations. 6 of them are Senior Merchandisers & 3 of them assistant & juniors. 4 of them working as Senior HR officer under merchandising & Admin manager. 4 employees designated as commercial officer working under Accounts manager. rest of the employees working as Senior quality controller & quality experts.

## Company Address details :

<b>Corporate Office</b>	House #44, Road #11, Nikunja 2, Khilkhet, Dhaka 1229
Head office :	: H 44, R 11, Nikunja 2, Khilkhet, Dhaka 1229
Tel	+8801983466772
Fax	+880 2 8950541
Mail	Nilrotno.toronto@NT.com
Website	<a href="http://www.nilrotnotraders.com">http://www.nilrotnotraders.com</a>

### 1.3 SWOT Analysis :



Throughout the time of doing internship report I have tried to figure out the strength , weakness, opportunities and threats of **Nilrotno Trading Corporations**.

#### **Strength**

100% export oriented garment buying house. Some of our products have been appropriated by international testing standard etc. Our company introduced the first-rate quality testing equipment, which provides reliable data for high-quality products. In the prices of creating healthy "seat culture", our company persist in using the corporate culture to enhance the core competence in order to establish a good social image in the development. Reliable & cordial relation with factories who genuinely practices compliances for different garments products.

#### **Weakness**

Most of raw materials are imported from countries like China, Taiwan and Korea. So the inventory preserving cost and product costs rises due to problems in the customs and liberating of goods from the port. though Nilrotna trading is a small entity with enormous potential. as the coming days it may grow exponentially, they have plan to establish composite solution of garments.

## **Opportunity**

Bangladeshi Readymade garments demand has an increasing trend throughout the world. More orders are coming from foreign buyers and so its demand is increasing and so price is also increasing as for the market is diversifying. more orders are coming from Russia & South American bloc. Nilrotna trading corporation can adopt the following opportunity

New doorway has been created for the Denim market which is colossal by volume. Global market will be reach by \$79.2 b in 2022. recently Bangladesh has surpassed china to become 2<sup>nd</sup> largest Denim supplier in EU. currently bd exported more \$1b denim to USA & EU market in 2016-17 fiscal year. experts anticipate that by 2021 it going to touch the figure of & \$7b mark. so surely Nilrotna Trading exploiting the breathtaking opportunity with calibrate, competency & with adept.

## **Threats**

The cancelation of GSP facilities become threat for overall garments sector of Bangladesh. Nilrotna trading Corporation also have suffered due to this decision. Recently the price of raw materials has increased significantly specially dying, fabrics, etc. this put a negative effect on the cost of production and moreover stock raw materials become difficult. Overall profitability decreases as a whole after the quota system was taken away in 2010. Few recent accidents in garments sector like RanaPlaza collapse, Fire in Tazrin garments and other garments, has made a bad impression in the foreign market of Bangladeshi garments. Instable political situation of Bangladesh sometime hamper the production and distribution procedure badly.

## 1.4 PESTEL ANALYSIS :

P	E	S	T	E	L
<ul style="list-style-type: none"><li>- Government policy</li><li>- Political stability</li><li>- Corruption</li><li>- Foreign trade policy</li><li>- Tax policy</li><li>- Labour law</li><li>- Trade restrictions</li></ul>	<ul style="list-style-type: none"><li>- Economic growth</li><li>- Exchange rates</li><li>- Interest rates</li><li>- Inflation rates</li><li>- Disposable income</li><li>- Unemployment rates</li></ul>	<ul style="list-style-type: none"><li>- Population growth rate</li><li>- Age distribution</li><li>- Career attitudes</li><li>- Safety emphasis</li><li>- Health consciousness</li><li>- Lifestyle attitudes</li><li>- Cultural barriers</li></ul>	<ul style="list-style-type: none"><li>- Technology incentives</li><li>- Level of innovation</li><li>- Automation</li><li>- R&amp;D activity</li><li>- Technological change</li><li>- Technological awareness</li></ul>	<ul style="list-style-type: none"><li>- Weather</li><li>- Climate</li><li>- Environmental policies</li><li>- Climate change</li><li>- Pressures from NGO's</li></ul>	<ul style="list-style-type: none"><li>- Discrimination laws</li><li>- Antitrust laws</li><li>- Employment laws</li><li>- Consumer protection laws</li><li>- Copyright and patent laws</li><li>- Health and safety laws</li></ul>

### **Political factors:**

Political impact is the biggest impediment for such export dominated RMG industry like Bangladesh. Political chaos, political unrest & instability plays a significant role to slashing down the growth & forthcoming potential. nevertheless govt policies & anarchy put-up a influential role. For Nilrotna trading is not apart from it, predominantly they are the mediator, they brings retailers-manufacturer into the same umbrella. policy makers amends the tax policy, accord & alliance & govt simultaneously changes labor law & impose trade restriction which attributes sluggish for Nilrotna trading as well as entire RMG sector in the long run.

### **Economic factors :**

Exchange rates put up comprehensive impact on this export oriented industry. though bd takes on floating exchange rate with active intervention of Govt. inflation rates plays a pivotal role like When the import increases more than export then inflation created. Eventually supply increases & demand decreases, it affects the BOP though BOP deficit occurs. it triggers the foreign exchange reserve.& it gets lower. as we can see inflation, interest rate, unemployment rate are has the direct impact with both RMG sector & buying houses.

**Social factors :**

Also known as socio-cultural factors, are the areas that involve the shared belief and attitudes of the population. These factors include – population growth, age distribution, health consciousness, career attitudes and so on. These factors are of particular interest as they have a direct effect on how marketers understand customers and what drives them.

**Technological Factors :**

ETP ( Effluent treatment plant ) is one of the significant among them. Effluent Treatment Plant (ETP) is most cost Effective & technically proven system to remove the unwanted, hazardous chemicals from the wastewater to meets the statutory pollution control requirements, especially for chemicals, pharmaceuticals, phosphate and electroplating wastewaters. It is used by big names like Epic Group, Pacific Jeans, Beximco, Saitex, Saiham, Dekko and Aman group. IntelloCut, the software developed by ThreadSol Softwares, helps garment manufacturers cut down fabric wastage right from the the purchase of the fabric to getting the garments ready. During the process, the material can be saved by up to 10 per cent with a reduction in production time and effort. IntelloCut seamlessly streamlines with the factory processes for minimum fabric wastage and maximum fabric utilization.

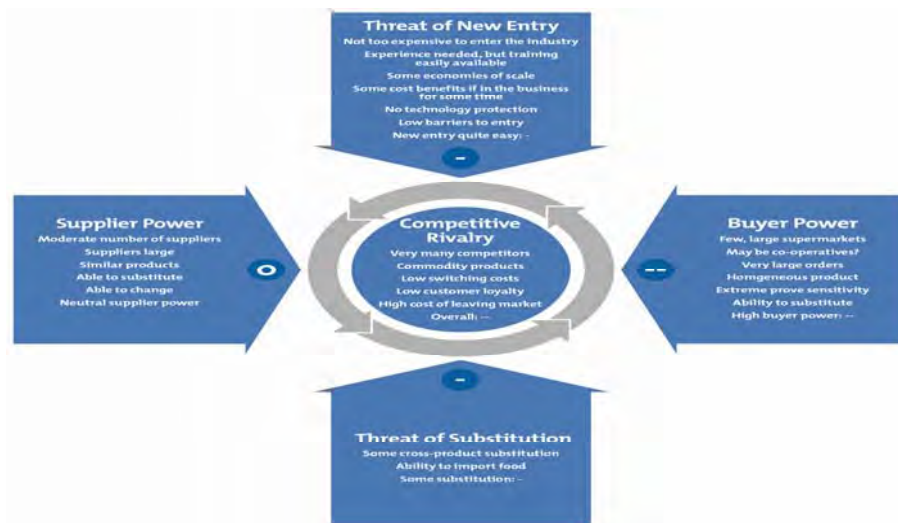
**Environmental Factors :**

These factors have only really come to the forefront in the last fifteen years or so. They have become important due to the increasing scarcity of raw materials, pollution targets, doing business as an ethical and sustainable company, carbon footprint targets set by governments These are just some of the issues marketers are facing within this factor. More and more consumers are demanding that the products they buy are sourced ethically, and if possible from a sustainable source.

**Legal factors :**

Legal factors include - health and safety laws, equal opportunities, advertising standards, consumer rights and laws, product labeling and product safety laws, discrimination laws, compliance laws It is clear that companies need to know what is and what is not legal in order to trade successfully. If an organization trades globally this becomes a very tricky area to get right as each country has its own set of rules and regulations.





### 1.5 5 Factors Model :

**Competitive Rivalry :** The importance of this force is the number of competitors and their ability to threaten a company. The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser the power of a company. Suppliers and buyers seek out a company's competition if they are unable to receive a suitable deal. When competitive rivalry is low, a company has greater power to do what it wants to do to achieve higher sales and profits. Nilrotna Trading Corporation the rivalry in knitwear segment more articulately in basic T shirt , tank tops, polo T-shirt & vest segment with other equivalent buying houses.

### Potential of New Entrants Into an Industry :

A company's power is also affected by the force of new entrants into its market. The less time and money it costs for a competitor to enter a company's market and be an effective competitor, the more a company's position may be significantly weakened. An industry with strong barriers to entry is an attractive feature for companies that would prefer to operate in a space with fewer competitors. Everyday there is a growing large number of Buying houses, substantially they are potential threats .

### **Power of Suppliers :**

This force addresses how easily suppliers can drive up the price of goods and services. It is affected by the number of suppliers of key aspects of a good or service, how unique these aspects are, and how much it would cost a company to switch from one supplier to another. The fewer the number of suppliers, and the more a company depends upon a supplier, the more power a supplier holds .Nilrotna Trading Corporation sourcing raw materials from buyer nominated vendor like SERENA fabrics which is a Hongkong based fabric supplier & accessories supplier like YKK Group is a Japanese group of manufacturing companies. As the world's largest zipper manufacturer. Nilrotna Trading Corporation working with many composite garments manufacturers & who strongly maintaining the compliance issues since very inception of their business & fruitfully executed plenty of shipments to buyers disposal. their cost of making is reasonable, competency & aptitude is up to the mark , goal-time oriented.

### **Power of Customers :**

This specifically deals with the ability customers have to drive prices down. It is affected by how many buyers or customers a company has, how significant each customer is, and how much it would cost a customer to switch from one company to another. The smaller and more powerful a client base, the more power it holds. as Nilrotna Trading Corporation is a mediocre entity who brings the retailers & manufacturers in the same umbrella. the retailers of Nilrotna Trading Corporation like Li & Fung,Gap,Big W etc these retailers are eminent names in the RMG sky. they are doing business in niche market as well as compete with regular basic segments.& they have a extensive customer base, retaining them with satisfaction, trust & commitment. our retailers following the 4 relationship marketing goals as like accruing the customer, satisfying them or pampering, retaining them & enhancing customer base.

### **Threat of Substitution :**

This refers to the likelihood of your customers finding a different way of doing what you do. For example, if Bangladeshi buying houses or Nilrotna fails implement the DENIM order as per buyers requirement, buyer will find another LDC countries to replace or substitute the order

proceedings who has low wage rate-high quality-comply the shipment lead time A substitution that is easy and cheap to make can weaken your position and threaten your profitability.

### ***2.1 Nature of the job:***

I joined **Nilrotna Trading Corporation** on 01 oct, 2017. I am placed as marketing intern in merchandising Department. During this period of time I work with Admin & Merchandising Manager. As part of merchandising activities I help them to make their task easier. My primary responsibilities are ensuring follow up with the clients which were initially contracted by my supervisor. With this I also follow the working procedure of my supervisor Now I would like to specify and focus on my major work and responsibilities of merchandising activities.

### ***2.2 Specific responsibilities of the jobs:***

1. Review & confirm purchase order.
2. Follow-up in process of Submission of samples to buyer through courier.
3. Follow up with buyers for their endorsements and feedback
4. Communicating with the production unit with buyer's feedback
5. Communicating with foreign buyers through mail for new queries as well as updates
6. Update the buyer's information in company's record.
7. Updating Time and Action calendar of my supervisor

### ***2.3 Different Aspect of Job performance***

To be an effective merchandiser following Excellency in the job need to ensure:

- 1.A merchandiser need to be positive and confident in the time of dealing with foreign buyers.
- 2.To communicate with the foreign buyers he/she must need to have good command in English

3. Any kind of mistake in record keeping of information of the buyers demand can prove costly in future so 100% carefulness need to maintain in record keeping.
4. Ensuring the desiring quality of the product also a very vital task of the merchandiser
5. She/he needs to be very crystal clear in his/her approach in dealing.
6. A merchandiser has to be active all the time as he/she needs to do the regular follow-up with the buyers.

Finally the merchandiser needs to ensure the satisfaction of the buyer as buyers are the heart of any garments sector.

So above functions are main focuses in terms of job performance evaluation of a merchandiser. If a merchandiser can able to perform above task properly than he/she can bring success for his/her organization.

#### ***2.4 Critical observation and recommendation***

Its more than 2 months that I have appointed in in Nilrotna Trading Corporation . In this short time it is quite impossible for anyone to have the complete view about a company's overall merchandising activities. But still in this limited time I have observed some key factors of the merchandising activities of in Nilrotna Trading Corporation. Those are:

1. The merchandisers of Nilrotna Trading Corporation are active enough to bring enough buyers for the organization.
2. The buyers are very much satisfied with dealing with in Nilrotna Trading Corporation.
3. Nilrotna Trading Corporation has large number of foreign buyers so they can diversify their product selling range.
4. The buyers are very much satisfied with dealing with in Nilrotna Trading Corporation.

Nilrotna Trading Corporation are quite able to ensure Excellency in their performance but still I think they can improve their performance in following area.

1. Most of the buyers of Nilrotna Trading Corporation are only USA and European country based. So they should need to focus others develop countries as well like China, Japan, North America etc. to ensure more profitability.
2. They should need to avoid Bureaucracy in Decision Making for ensure faster service.

### ***3.1 Project Summery***

The MBA program in BRAC University (BU) has an internship program so that the students can apply their theoretical understanding into real life's practical situation. And this internship has requirement to prepare a report towards the execution of the partial requirement of the MBA. Program as authorized by the BRAC Business School, BRAC University (BU). In addition, the report would be submitted to Ms.Mahreen Mamoon, Assistant Professor and MBA Internship Supervisor of BRAC University (BU). So in this regard I prepared this report named **Merchandising Activities & procedures of Nilrotna Trading Corporation**". In this report, I have tried to observe the things what are being done in the Merchandising department as I am an Official of **Nilrotna Trading Corporation**, I had an opportunity to be accustomed with the practical Merchandising related work prevailing in head office of **Nilrotna Trading Corporation**. The knowledge, which has been acquired in my Internship Period, I have tried my level best to show in this report.

I tried to accumulate as much information as possible to demonstrate a clear image about the importance of the merchandising section for the export oriented garments and the importance of the merchandiser for the Ready-made garments industry. The guiding principle of the company is to develop and maintain durable, safe relation with buyers and suppliers.

The study will not only focus on the merchandising activities of Nilrotna Trading Corporation but also help to understand the role of ready-made garments in socio economic expansion of the nation. The overall production process of a garment and about the machineries, accessories and the work forced that is required for a particular garment.

### ***3.2 Objective of the Report***

#### **Broad Objective**

To find out the transactional or day to day activities of merchandisers in prospective of the ready-made Garments of Bangladesh.

#### **Specific Objectives**

To know the merchandising procedures & follow-up process **Nilrotna Trading Corporation.**

To know buyers satisfaction level of **Nilrotna Trading Corporation.**

To know the overall internal and external environment o **Nilrotna Trading Corporation.**so identifying SWOT & PESTEL analysis

### ***3.3 Methodology***

#### ***Source of Information:***

- 1. Primary:** The primary information collected through face to face interview, liker's scale and observation. it's a qualitative research process.
- 2. Secondary:** The secondary information collected from website, books and some other relevant & authentic resources.

Both primary and secondary data sources will be used to generate this report. Primary data sources are observation while working in different desks. The secondary data sources are different published reports, manuals, updates website.

### ***3.4 Limitations***

During my internship I have faced some troubles & problems to accomplish my report. I could not get much information from the Nilrotna Trading Corporation due to their limitations & pitfall as well. The shortcomings of my reports are:

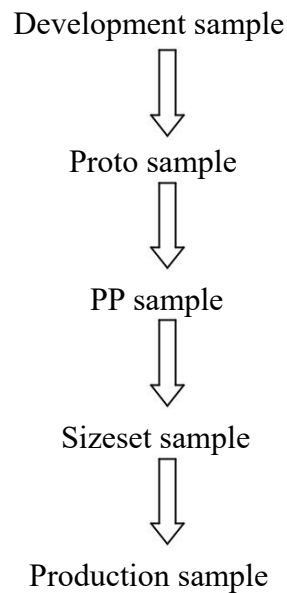
1. The web site of Nilrotna Trading Corporation hasn't enough information & I found most of the case server is down.

2. All employees are not much friendly to provide the information.
3. The time duration of my appointment is too short to acquire all related information.

#### ***4.1 Working procedure***

##### ***Sample development:***

Prior to bulk production sample development is a must step to execute properly. There are few steps in sample development.



##### ***Sample Development according to demand***

In merchandising process at first a mail is obtained from the buyer with a sketch, which includes details of the design. With the sketch the buyer send the dimension chart. The buyer also mentions the fabric details, washing directions, trims details etc. in the mail. If any special type of fabric is demanded by the buyer required is not available in the garment, than they swatch for the merchandiser's convenience. After receiving the sketch and dimension chart from the buyer, merchandiser advances the preparation of the sample according to the buyer's obligation and sends back it to the buyer.

### ***Collect L/C document from buyer***

When the price negotiation process complete fully and buyer want to give the order they have to open a L/C in their banks. Both the parties must be open a LC where several terms and conditions must be mention like name of buyer, negotiable buyer bank, country name, payment system, delivery period, production system, quantity, name of the port address, details about shipping etc. After opening the L/C buyer send this document to merchandiser.

### ***Transfer Master L/C copy on the name of selected supplier***

After receiving the LC the merchandiser also open a LC on his own company. Once the company is confirmed that the supplier has the capability to do the work appropriately then they negotiate the price. When the price is finalized with the supplier the commercial department immediately transfers the master LC copy in the name of supplier.

### ***Contract sheet***

Buyers confirmed the order by sending a signed contract sheet by mail. Buyers send this type of signed contract sheet when the sample, pricing, delivery, quality, schedule, and time etc. can satisfy the then.

### ***Place order to suppliers for production***

After receiving the contract sheet from the buyer the merchandiser takes all the ground work for production. If the buyer demands to collect different equipment then the merchandiser negotiate with the supplier. When the enter requirements are complete then the merchandiser start production according to the sample and other things mention in the contract sheet.

### ***Monitoring to ensure desire Quality***

Ensure the best quality it is highly related to satisfy the buyer. Nilrotna Trading Corporation is very popular in this prospective. To ensure the quality of the merchandiser gives the power to the production manager. The Chief and few supervisors control each



line and provide instructions. The quality controller supervises the manufacturing process to maintain the quality. Under the QC there is some quality inspector to check the production within each line.

### ***Packing the manufactured garments***

After washing and final checking in the finishing line the ready-made garments are been packed. Some accessories like price ticket, poky bag, hand take, cotton sticker etc. need before packing. Buyer instructions are followed strictly during packing.

### ***Final Inspection***

After completing washing and packing task the product are inspected by the senior quality controller of buying house. This is one of the important tasks for the merchandiser because lots of defective materials are identified in final inspection. At this time all responsibility pressured on merchandiser. If they satisfied after inspection then the product is as ok for shipment.

### ***Cooperation with the shipping lines***

This is the final step of merchandising in delivering the garments. In this step commercial manager assists the merchandiser to maintain liaison with shipping lines. The supplier performs all the purposes of shipment. There are different functions are done by the commercial manager like CNF for shipping, UD collection, etc.

### ***4.2 Quality Assurance :***

In the export market place supply of quality product is considered to be prime element for successful marketing of the product. It is usually believed that the buyers do not sacrifice quality for achieve low cost advantage. As such, quality of the product must be confirmed to compete in the export market. To produce quality fabrics they are obligatory to use proper imported and local raw materials, right -type mechanism and to employ experienced and skilled workforces. The quality control section of the project must be fortified with the required and required quality control equipment so that at every stage of production quality of the product may be ensured; otherwise, it may difficult for the

project to penetrate their product successfully in the international market unless quality is maintained properly.

**Nilrotna Trading Corporation** has adopted fourteen quality management principles to gain this optimum level of the quality of the products:

1. Highly equipped factories.
2. Training for the workers
3. Faster process in production system
4. Regular monitoring
5. Regular update the information
6. Ensure Quality raw materials.
7. Mutual Beneficial supplier relationships
8. Fact based decision making
9. Mutual Beneficial supplier relationships
10. Continues improvement.
11. System approach to management.
12. Involvement of people.
13. Process approach.
14. Customers focus leadership.



Description		PRINTED HOODED ZIP TRHU SWE	Season	S/S2007	Style Number	AM711808	Date	12.05.06
Brand		CHEROKEE OLDER GIRLS	Designer	Maria Thomazson	Technical Manager	JULIE BLACKBURN	Designer	Jerry T
PLEASE CONTACT DESIGNER WITH ANY QUERIES - PHONE: 44 7960 958 329 <a href="mailto:jishmarsh@yahoo.co.uk">jishmarsh@yahoo.co.uk</a>								
Technical Details								
Size Specification	GTE O							
Block Reference	N/A							
Packaging Reference								
Testing Standard	To be as usual							
Case Code / ACI's	To be as usual							
Weaver Trial Required	N/A							
Sample Size Required	12/3							
Style / App.								
Technical Comments: All trims must be from approved source. Diamantes to be well secured. Prints to be phthalate free.								
Vendor 1	RAMSARANATHI							
Fabric Composition	97% cotton 2% elastane							
Fabric Construction	Knitback Jersey							
Fabric Weight	240gsm							
Colour	GREEN							
print 1	front 2 colour print the							
TRIM 1	diamonds on top with diamantes							
	print to be water based							
Wash / Finish	heavy iron wash							
Confirmation								
Site Name	HK/SL		Size Range	AGE 9-15				
Cost Price			FOB	BEG JAN				
Quantity	6000		Approved By					
Ratio			Date					



Design Comments:

### **4.3 Research Gap & Research questions:**

Its entirely export oriented business. Nilrotna Trading corporation performing & practices B2B business between retailer & manufacturer. From the aspect of buying house its very difficult Getting the feedback of retailers & the end users as well. though I manage to collect & perform the qualitative research like face to face interview for gathering feedback& recommendations in different issues by production officers, Merchandisers, Commercial peoples & quality controllers.

1. Satisfaction in Sample of Product : i worked with 10 production samples out of those 10 from my observation I found that 50 % buyers liked sample instantly, 40% buyers liked sample with some recommendation and 10% buyers demand another sample. I collected this data from interviewing with production merchandisers & retailers remarks & recommendation from E-mail.

2. Satisfaction in Sewing and fabric Quality : I worked with 10 different samples of sewing threads & fabric samples. out of those 10 From my observation I found 50% buyers are highly satisfied, 30% buyers are satisfied and 10% buyers are neutral and 10 % not satisfied with the sewing quality of Nilrotna Trading Corporation's collected various opinion & feedback from lab dip reports, color, fastness reports, retailers feedback & remarks coming from mails.

3. Satisfaction in product Packing: I worked with 10 different samples of product packing. Without Proper packing the product cannot reach at the buyer's hand safely. So buyers are satisfied on packing. Here 30% buyer's sere strongly agreed, 40% buyers are agreed and 30% buyers are neutral on better packing.


4. Collection of payments from buyer in due time: The merchandisers of Nilrotna Trading Corporation are quite capable to collect the payment from the buyer within due date. From my observation out of 10 payment samples I have found that only payment have come before due date, 6 payments come on due date but 2 payments also come after due date. I found merchandisers & commercial peoples are very efficient & competent discharging payment fruitfully, which is a sign of impeccability.

Though every retailers emphasizing on different needs, wants, requirements &demands from buying house. Corresponding directly with the buyers was the biggest impediment preparing research questions. all I had to arrange my research samples feedbacks though mails, retailers recommendation reports, different lab reports & Merchandisers, quality peoples. This is the hinders or obstacles i faced & treated as research Gap.

**4.3 Nilrotno trading corporation position & promotion in Bangladeshi perspective :**

The Valued Client & retailers of **Nilrotna Trading Corporation** :

Name	Country	Logo
❖ <b>Li &amp; Fung</b>	Hong Kong	
❖ <b>BIG W</b>	Australia	
❖ <b>Gap</b>	USA	
❖ <b>S. Oliver</b>	German	
❖ <b>Lotto</b>	Italy	
❖ <b>Spider</b>	USA	

❖ <b>Castlewood</b>	USA	
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4.4 Last Six months export performances of Nilrotno trading corporation is given below-

Month	Buyers name	Quantity exported	Revenue
February	LI & Fung ,Big W,GAP	100000 Pcs	Tk 6.5 Crore
March	Castlewood, Lotto, GAP	82,000 Pcs	Tk 2.30 Crore
April	S.Oliver, GAP , Lotto	200000 Pcs	Tk 4.70 Crore
May	Castlewood, LI & Fung % GAP	185000 Pcs	Tk 6.5 Crore
June	Big W , GAP , Spider	560000 Pcs	Tk 12.20 Crore
July	GAP , Spider, Castlewood	850000 Pcs	Tk 16.6 Crore

#### 4.5 Promotional Activities :

**Free samples :** Nilrotno trading corporation working with big names who are eye catchy retailers & eminent in their field. Clothing industries have 2 fashion seasons: Spring/Summer and Fall/Winter. Before starting of the new season Nilrotno trading giving away free samples with different styles & sizes, different respective segment of garments product as per retailer

requirements. Predominantly no cost of making charge attach with these free samples. This promotional tool is using for making healthy ties & amicable relationship with retailers.

**Discounted price :** Nilrotno trading corporation complying excellent gesture with their admirable retailers. In the times of Festive seasons in western peoples celebrates like black Friday, Easters, Christmas etc , there used to be extensively bulk orders before festive seasons every year.. so usually what Nilrotno trading doing cut down the CM charge a little more only for the bulk orders. so it amplifies positive vibes & fascinating gesture to the retailers.

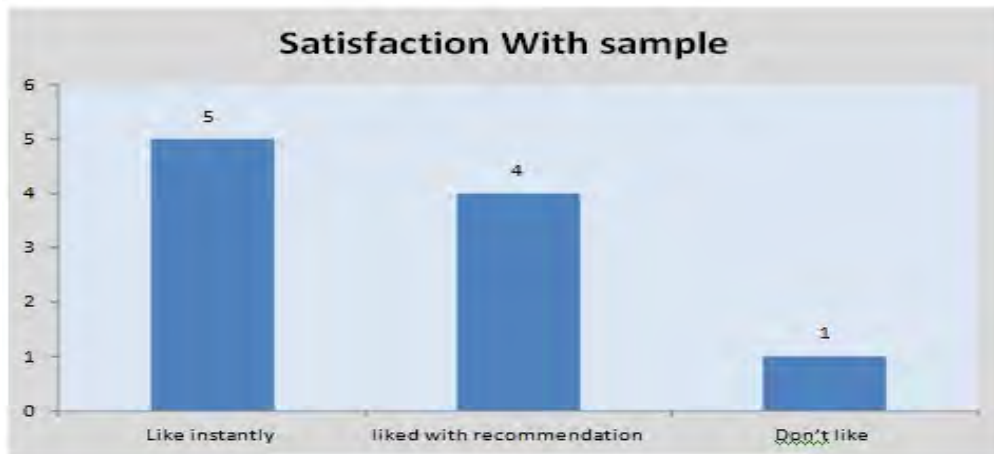
**Redundant inventory offers :** sometimes when the shipments fails or in the eleventh hour buyer refuse to accept the shipment and eventually send them back to manufacturers disposals it becomes redundant. Though all buyers usually made the clear payments before sending the goods. Domestically redundant inventory defines as stock lot. In this course of situation Nilrotno trading corporation has two opportunities either sell them out domestically with discount price or again try to sell the goods to another buyer to another destination with limited profit margin.

**Accessories offers :** if there is Fancy items bulk order & pricing-costing-consumption is little bit high Nilrotno trading corporation offers to cut down accessories price. in some extents in fancy oven products like ski & sportswear, vest, decorative stitches & appliqué , this segment of goods costing goes higher than usual. so Nilrotno trading corporation offers their invaluable buyers by cut down or sometimes accessories price clear off from product pricing. Label, button, interlinings, zippers, rivet , patch are the part of woven accessories.

## Findings :

### satisfaction in Sample of Product

Production sample is very much important prerequisite for RMG business. It is the preliminary requirement for foreign buyers. Through attractive production sample the company may able to focus their activities on foreign buyers. Here Nilrotna Trading Corporation have strong production sample capacity with the bunch of listed garments they are working. From my observation I found that 50 % buyers liked sample instantly, 40% buyers liked sample with some recommendation and 10% buyers demand another sample. Following graphs shows the result.



Graph-3: Satisfaction in Sample of Production

### Satisfaction in Sewing and fabric Quality

Sewing quality of Nilrotna Trading Corporation nominated garments are standard. The following chart shows the satisfactory of buyers. Here 50% buyers are highly satisfied, 30% buyers are satisfied and 10% buyers are neutral and 10 % not satisfied with the sewing Quality of Nilrotna Trading Corporation.





Graph-4: Satisfaction in Sewing Quality

### Satisfaction in product Packing

Beside sewing quality Nilrotna Trading Corporation listed garments maintain standard packing procedure. Without Proper packing the product cannot reach at the buyer's hand safely. So buyers are satisfied on packing. Here 30% buyer's were strongly agreed, 40% buyers are agreed and 30% buyers are neutral on better packing.

### Collection of payments from buyer in due time

The merchandisers of Nilrotna Trading Corporation are quite capable to collect the payment from the buyer within due date. From my observation I have found that only payment have come before due date, 6 payments come on due date but 2 payments also come after due date.



Graph-7: Payment collection in due date

## ***5.2 Summary of the Findings***

On the basis of analysis and practical experience of doing internship report period, the following findings are observed:

1. The export of last 6 month showing increasing trend in export performances.
2. Few clients have little dissatisfaction regarding product delivery time.
3. Merchandisers are quite capable to collect the payment in due time.
4. The overall merchandising activities are quite efficient and effective.
5. Have diversified foreign buyers in different countries.
6. Most of the buyers are satisfied with Nilrotna Trading Corporation in products fabric, sewing and packing quality.
7. The employees are quite capable in their works.

***Recommendations:***

Nilrotna Trading Corporation is quite able to ensure brilliancy in their performance but still I think they can improve their performance in following area.

- Nilrotna Trading Corporation should focus more on employees training.
- Late in product delivery process is a concerning factor for Nilrotna Trading Corporation. To solve this respective garments production unit should need to be increase. So that the lead time can be reduced.
- The use of modern technology should be given more emphasized. If they use more infrastructures and maintain them properly they can reduce the consumption time and cost also.
- They should need to avoid Bureaucracy in Decision Making for ensure faster service.
- Most of buyers of Nilrotna Trading Corporation are only USA and European market based. So they should need to focus others develop countries as well like China, Japan South America etc. to ensure more profitability.
- The company needs to develop their survey System so that they can have frequent updates about the markets.
- The company needs to adopt the modern style and trends. And this can possible only if they can enrich their marketing management sector.

***Conclusion :***

Garment merchandiser is like a bridge between the buyer and industry. He has to look after every job like buying the raw materials which is required to finish the product, making the garment, finishing the garment, preparing documentation and finally shipping. Actually, he is the main responsible person to make the product in timely & he is the Merchandiser is the 1st responsible person for this satisfaction of buyers.

Nilrotna Trading Corporation main goal is profit maximization in long run with the sustainable growth, Which they ensued in the past and will ensure in future too if their effective merchandising working trends continue. The Nilrotna Trading Corporation has been taken all kinds of satisfactory work for buyers in all dealings. As a result their number of buyers is increasing in every year. From establishment to till today they are successful and this trend is increasing. Mainly their buyers are from USA, UK, Germany etc. So Nilrotna Trading Corporation satisfied their customers or buyers by the help of their merchandiser and merchandising work for long run profit.

Almost all things are good in Nilrotna Trading Corporation group but still I have found few shortcomings during the period of doing internship report of mine. I have tried to give some suggestion for improvement for this. I hope if they focus on the suggestions and try to improve those than they not only improve their organization but also can contribute the overall improvement of RMG sector.

Finally I want to say that the doing a internship report on Nilrotna Trading Corporation has been very efficient for me. I have learn a lot of things from the vastly experienced executives of Nilrotna Trading Corporation which I will implement in my future corporate life. Most importantly I want to thank Ms. Mahreen Mamoon Madam for his kind supervision and assistance without which it would be impossible for me to complete the report.

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