

Report on Gentle Park

By

Md. Rasheduzzaman
Student ID:19281168

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

Executive Development Center, BIGD
Brac University
May 2021

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Declaration

It is hereby declared that

1. The internship report 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 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:

Md. Rasheduzzaman
Student ID:19281168

Academic Supervisor's Full Name & Signature:

Md. Shakil Ahmed
Senior Research Associate,
BRAC Institute of Governance and
Development (BIGD), Brac University

Letter of Transmittal

Md. Shakil Ahmed

Senior Research Associate,
BRAC Institute of Governance and Development (BIGD), Brac
University

Subject: Letter of Transmittal.

Dear Sir,

I am very glad to submit the report on „Gentle Park“, which I was appointed by your direction.

I have tried my best to prepare the report with the essential data and your guideline. I have followed your guideline as well my Industry supervisor instruction and advise.

I trust that the report will meet the desires.

Thank you for your kind cooperation.

Sincerely yours,

Md. Rasheduzzaman

Student ID:19281168

Executive Development Center, BIGD

Brac University

Date: May 20, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Gentle Park and the undersigned student Md. Rasheduzzaman at EDC, BIGD, Brac University.

Company and Intern hereby agree as follows:

1. "Confidential Information" means proprietary and confidential information of Company marked.
2. To be treated as Confidential Information, any information provided by Company to Intern in tangible form shall be marked "Proprietary and Confidential" or similar markings.
3. No information will be Confidential Information that: (i) is already known to Intern, or (ii) is or becomes publicly known through no wrongful act of Intern, or (iii) is received by Intern from a third party without similar restrictions and without breach of this Agreement.
4. Except as provided herein, Intern will not disclose any Confidential Information to any other person. Intern will not use any Confidential Information other than in connection with the report.
5. Intern may disclose Confidential Information (i) to other interns who have executed non-disclosure agreements with Company, (ii) in response to the lawful request or requirement of a governmental agency or by requirement of law, and (iii) to the faculty member supervising the report.
6. Company understands that to complete the requirements of the course in which he or she is enrolled, Intern must give a substantive presentation concerning the report to an audience that will not have signed non-disclosure agreements, and that such presentation will include information about the Company. Company will work with intern to prevent the inclusion of Confidential Information in the presentation and any written materials prepared by the Intern.
7. All Confidential Information delivered by Company to Intern will be and remain property of Company. All Confidential Information, and any copies thereof, will be promptly returned to Company or destroyed by Intern upon Company's request.

Executed as of the date and year first above written:

Student's Full Name & Signature:

Md. Rasheduzzaman
Student ID:19281168

Industry Supervisor's Full Name & Signature:

Palash Chandra Roy
Head of Internal Control, Gentle
Park

Acknowledgement

This internship opportunity I had with Gentle Park was a great chance for learning and professional development. Therefore, I consider myself as a very lucky person.

I thanks to my academic supervisor Md. Shakil Ahmed, Head, Sr. Research Associate, BIGD, Brac University for his continued support and guide. His guide encouraged me to produce this report as clearly as possible. Also, my heartiest gratitude to my industry supervisor Palash Chandra Roy, Head of Internal Control, Gentle Park for giving me the opportunity to do internship and providing invaluable guidance throughout this internship.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

I offer my sincere appreciation for the learning opportunities provided by BIGD, Brac University and SEIP (Skill for Employment Investment Program). I would like to say thanks to my PGD mates and colleagues for their constant encouragement.

Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.

Sincerely,

Md. Rasheduzzaman

Executive Summary

This report has been equipped for the limited implementation for “Gentle Park’ fashion house. I have striven to hit upon the management system of popular renowned fashion house “Gentle Park”. This organization is typically in foremost place in the nation and performing very important job in the country. Over the last 17 years. Gentle Park has been constantly bringing new and world class product for the Bangladeshi people to satisfy their wants and demand of life. They work in the country since from 2006, from this time the company continues the business as an independent company. And it’s mission is to create panoramic design of cloth by using local and foreign fabrics and promote them in the market with responsible price. For promotion they use traditional media. For the report acceptance information has been accumulated from major and minor sources. Through this study it is expected that the clear idea if the customer choices, therefore this study tries to give some suggestions to established a fashion brand.

Keywords: Fashion House; Management system; Critical to quality;

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List of Acronyms

QC	Quality Control
GP	Gentle Park
RMG	Readymade Garment.
BGMEA	Bangladesh Garment Manufacturer And Exporter Association
L/C	Letter of Credit
R&D	Research and Development

Glossary

Accessories	Productive & Non Productive accessories for produce a garments.
GSM	Gram per square meter of fabric.
RMG	Readymade Garments.
Pattern	Garments pattern
Tensile Strength	Strength of fabric at maximum force before rupture.
Yarn Count	The number indicate the yarn fineness.

Chapter 1 About Organization

The Readymade Garment (RMG) industry in Bangladesh has been founded the largest export earnings where more than 5000 garment factories are running, The employment is about 4 million people of which more than 80% workers are women. RMG sector is calculated as the spine of the country's economy. The main power of RMG sector is less paid garment worker. It is unusual that the living situation of worker may change last couple of years. Nowadays their child's also go to school & they can serve their old parents. Already Government fixed the minimum wages for their better of living. Though it is not sufficient but it is improving.

Readymade Garment (RMG) is the leading edge sector of the Bangladesh in condition of employment, production and foreign exchange earnings. In the face of the fact that Bangladesh does not produced cotton, the country is the second chief exporter of Garment product in the world for the last three decennary. Our garment remained the good choice for many other countries. In 1982-83, the readymade garment sector had 1.1% stake in the total export. In 2013-14 this grew to 79.63%. It makes up GDP 31.57(Mahmud,2012). The apparel industry took the export earnings from USD 31.57 Million in 1983 to USD 21.5 Billion in 2013 (BGMEA, Members Directory 2013-14). But, there was no devilry factors act as momentum for constant growth of RMG sector in Bangladesh. It is still amazing to many that how the garment industry in Bangladesh continuous to show strong performance even sometimes navigation against the flow. There are number of cause why Bangladesh has been a felicitated sourcing destination to International customers.

One of the most significant reason that caused the quick development of RMG industry in Bangladesh is the population. If population is a boon or bane for a country build largely on how it is managed and utilized. Excepting, the anticipation of a country's economy hugely builds on the management of its people. The people has presented to be the blessing for Bangladesh as it is the driving nipping back success of RMG industry, which requirement of a good number of work-force. The particular sector of a population profit of Bangladesh's population has support the apparel industry to prosper. Most of the female workers are very tender age and their average age is below 30 years. The vibrates and young population of this country is the key strength of RMG sector.

Garments & Textile workers are the vital force of our apparel industry. So, after some recent luckless accident in our RMG sector, several implantations have been taken to raise working conditions in garment factories. Both local and international organizations are making united effort to improve working conditions in garment factories and meaningful progress has been made in this regard.

1.1 Overview of the Industry

GENTLE PARK is most renowned local fashion house in Bangladesh. GENTLE PARK was incorporated in 2006 with a challenge to grow as an locally recognized fashion manufacturing company. As a fashion brand GENTLE PARK is a famous for its unique style and variety of collection. We crafted attires and Accessories for all age ranges who believes themselves to be stands out with their unique fashion sense and style statement. Since the starting our employee and operation involved in the production of goods or services and its supply, distribution and customer services to maintain international standard. Our thinking open to new ideas and always how we solve problems by providing creative solutions. We have large family about 500 people are directly involve to the operation process. Its head office situated at Ahmed Tower, Banani, Dhaka, Factory situated Palli-biddut, Savar, Dhaka and have 45 showrooms different district in Bangladesh. Its head office has more than 50 employees, Warehouse is location is Nikunja-2, Khilkhet, there are more than 100 employees, Gentle Park factory has more than 200 employees and situated more than 45 showrooms in Bangladesh, There are more than 300 employees. Normally they produced product depends on 2 season-summer and winter. They not only sell clothing fashion product in their sell point but also they selling fashion Accessories-Footwear, perfume, Bag pack, Belt, Wallet etc.

Gentle Park respond top class fashion house in Bangladesh that is why there are some diversification in style of ladies, Men's and kids fashion. Some change come in the western and Indian fashion.

1.2 Vision & Mission

We stand behind our fashion product with quality assurance. We believe quality never an accident. Always it is the result of high ferocity, sincere effort, Intelligent direction and skillful execution to provide customers with the most comprehensive sourcing, product and design development service, guarantee of quality, competitive price with top class professional personalized service.

Our mission is to be the market leader, In providing fashion cloth and accessories to our customer. To be a market leader we are committed to develop high quality, sophisticated product to our customer.

1.3 Goals & Objectives

Our goal is to keep the growth curve upward by maintaining sustainability and satisfying by social and environmental responsibilities. GENTLE PARK operation and labor task responsibly at all alignment environmental and social sustainability issues.

At the end of the day our objective is to develop and sell quality product to the retail customer, which is maintain by our quality policy in every step of production process to extend local market.

1.4 Organizational Structure, Organogram, Branches and department

Gentle Park is not a big company. They maintaining a head office, a warehouse, a factory and 45 showrooms. With a POS growing their business and managing their all business section. Connecting their separated store over Bangladesh. Department in a POS system call scruple-

Organization units & Organogram in GENTLE PARK

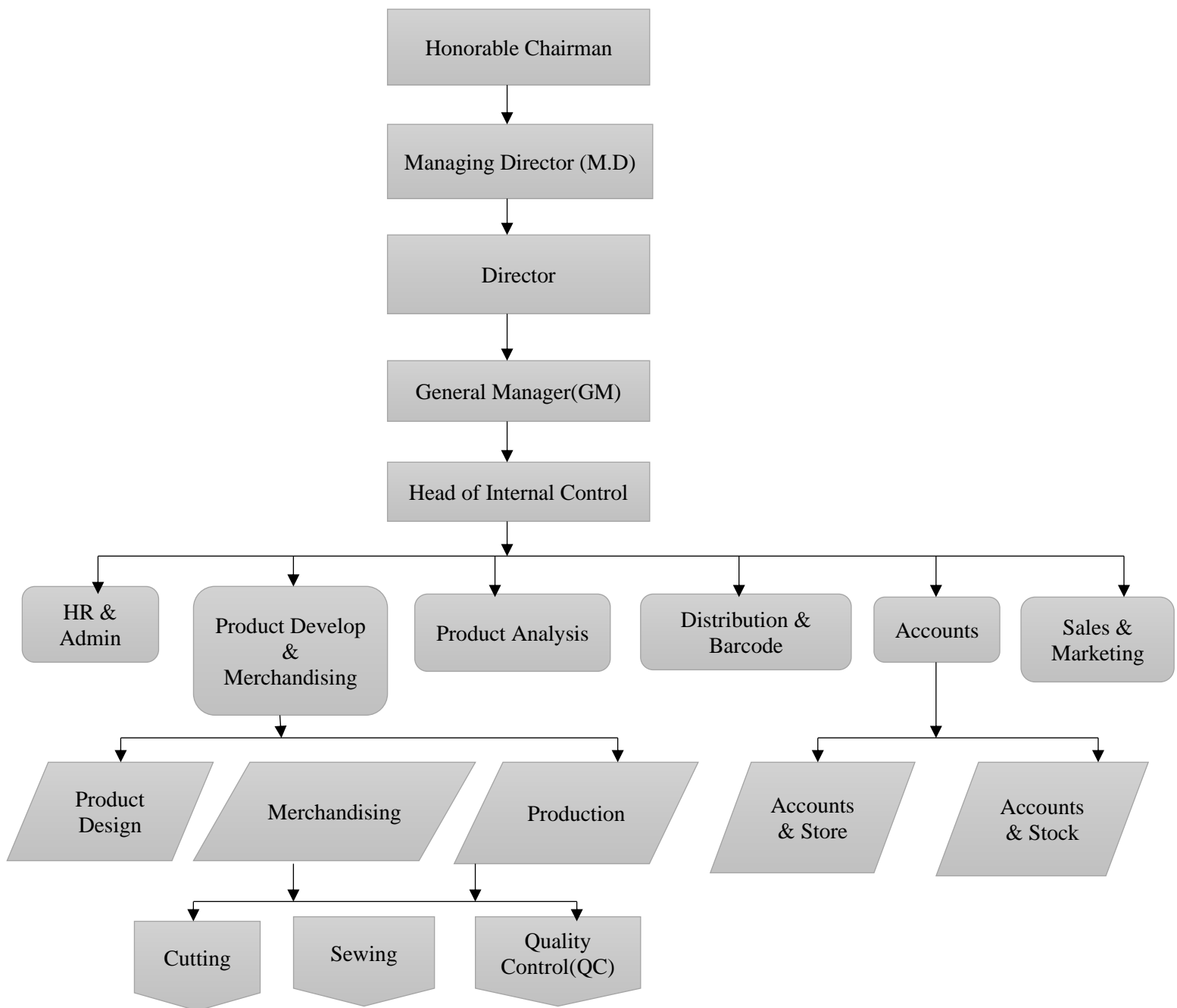


Fig: Organization Flow chart

Gentle Park is a local fashion house in Bangladesh. It is a stock market non listed private organization. Honorable Chairman, Managing Director (M.D) and Director are the owner of the organization.

General Manager (GM) is the head of operation. He managed full operation of the organization and reporting to the owner of the organization.

Head of Internal control is positioned below General manager. Normally he maintains organization internal audit, implementation of plan, check the expenditure and revenue. Four department directly work with him & he co-ordinate to them.

Human resource (HR) & Administration department is managing the Humanitarian and Non-humanitarian asset of the organization. And the reporting to General Manager.

Product development & Merchandising department works about new product development, implementation, merchandising and sourcing. The department is directly work with Honorable Chairman.

Analysis department is works about data collection of product, sell and customer. they analysis the data and try to increase the sell. This department reporting to The head of internal control of the organization.

Distribution & Barcode department is maintaining the process of product counting, receiving, create barcode, production to the software, allocation in showroom wise & at last product distribution to the showroom. End of the day they reporting to the Head of internal control.

Sales & Marketing department is maintaining the sell point/Showroom. They managed showroom Manager, influence to increase sell, product marketing strategy, showroom display etc. They directly work and reporting to General Manager.

Accounts department is works organizations expenditure, revenue, bank loan and many others accounts related work. This department reporting to the Chief financial officer.

Accounts & Store department works about storage, requisition, purchase & Procurement and bill process. This department reporting to the Head of internal control.

Accounts & Stock department maintaining the process of total salable product. They monitoring showroom sale and product stock. This department reporting to General Manager.

Production department play role to produce product. This department co-ordinate production manager. They produced various woven product. Production manager reporting to Merchandiser.

Quality Control (QC) department mainly works quality inspection to product. They work organization own factory and others sub contract factory. This Department reporting to Merchandising department.

1.5 Product/services produce by the Industry

GENTLE PARK produce fashion RMG product and which are selling in the local showroom. Our effort on fashion product makes us renowned and will discuss. Retail customer is our main buyer. There are 45 showrooms different distract in Bangladesh which are 35 megamalls. Our main product are- Formal Shirt, Casual shirt, Slim fit shirt, T-shirt, Polo Shirt, Executive Panjabi, Slim fit Panjabi, Formal pant, Twill Pant, Denim pant, Women’s tops, frog, dupatta, Kids fashion item and fashion accessories etc.

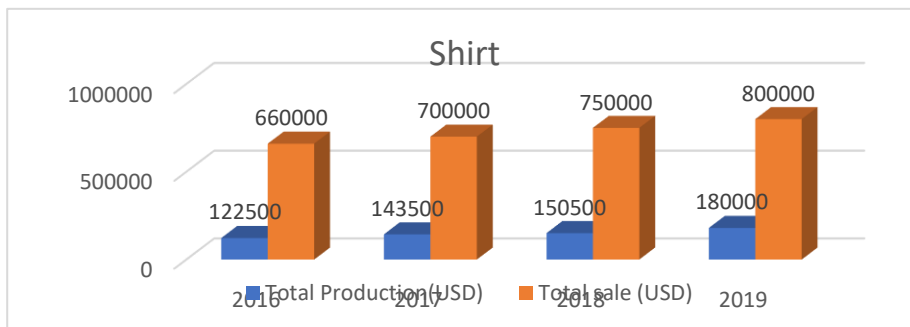
GENTLE PARK gain maximum revenue in some selected item. Those are elaborate with Table and chart are given below-

Shirt

Normally, Gentle park produced 3 (Three) Types of Shirt-Formal/Executive Shirt, Slim fit Shirt Half/full, Casual Shirt Half/full. Selling volume of shirt because of its good so that shirt production is increasing day by day. Last 5 years’ production graph and total sell volume is given below-

Year	Total Production (USD)	Total Sale (USD)
2016	122,500	300,000
2017	143,500	700,000
2018	150,000	750,000
2019	180,000	800,000

Table: Total shirt production & Total sale.



Denim & Twill Pant

Fig: Shirt production & Sale column chart.

Gentle Park produce 3(Three) type of Pant-Denim pant, Twill pant, Formal pant. They producing pant in external sourcing/sub contract factory. Because of its quality better it has huge customer demand. That is why they increase pant production day by day. Last 5 years' production & sell volume is given below-

Year	Total Production (USD)	Total Sale (USD)
2016	2,250,000	7,500,000
2017	4,500,000	15,000,000
2018	5,400,000	18,000,000
2019	6,750,000	22,500,000
2020	9,000,000	30,000,000

Table: Total Denim & Twill Pant production & Total sale.

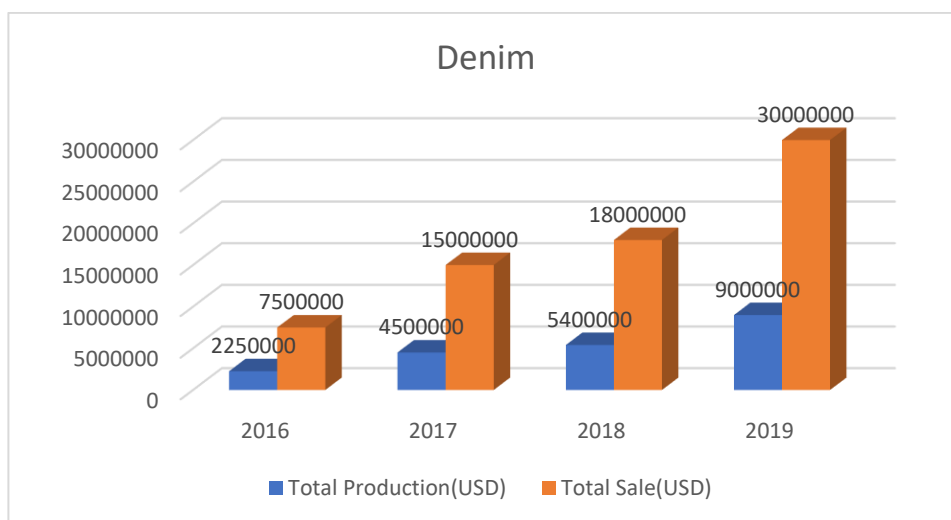


Fig: Denim & Twill production & Sale column chart.

Ladies Tops

They produce 2 types of ladies Tops-Tops long sleeves and Tops short sleeves. Normally, they produce all ladies item in out sourcing factory. But because of its good quality it has more customer demand. So, they increase lady's tops production day by day. Last 5 years' production and sell volume is given below-

Year	Total Production (USD)	Total Sale (USD)
2016	5500,000	18500,000
2017	8550,000	27750,000
2018	11000,000	30000000
2019	11000,000	30000000
2020	13750,000	37500000

Table: Lady's tops production & Total sale.

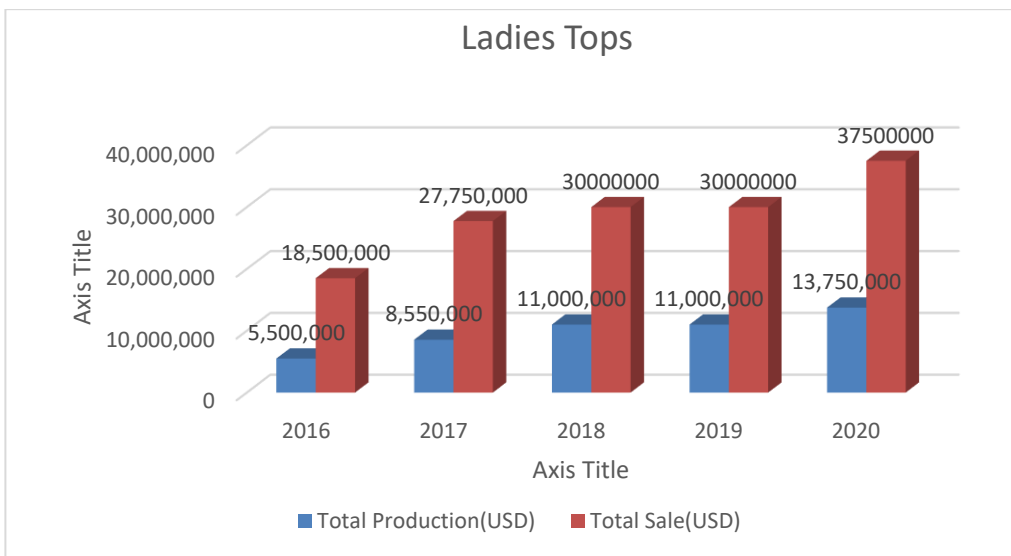


Fig: Lady's tops production & Sale column chart.

Sweater & Jacket

Gentle Park produced Sweater and Jacket for winter season. In winter, they create huge demand for stylish sweater and jacket. Normally, Gentle Park stylish all type of sweater produced from local garments, on the other hand all type of Jacket imported from China & Thailand. Because of its maintaining good quality customer demand increase day by day. Last 5 years its production and sell volume is given below-

Year	Total Production(USD)	Total Sale(USD)
2016	15,000,000	30,000,000
2017	15,000,000	30,000,000
2018	22,500,000	45,000,000
2019	30,000,000	60,000,000

2020	30,000,000	60,000,000
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Table: Sweater & Jacket tops production & Total sale.

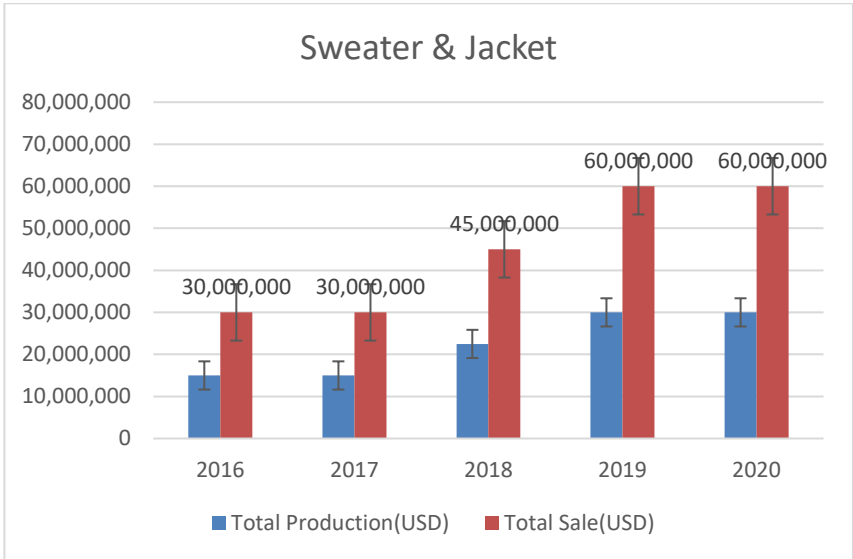


Fig: Sweater & Jacket production & Sale column chart.

In addition to Shirt and Pant they produce many others item those are selling in proudly. For Example-T-shirt, Polo shirt, Jogger, Jacket, Sweater, Blazer, Girls top, Dupatta etc. According my survey, they produce 70% product for men’s and other 30% for women’s.

Chapter-2: Description about task accomplishment

SL No	Department Name	Working Days
1	Product Development & Merchandising dept.	12
2	Production dept.	12
3	Human Resource dept.	12
4	Accounts Dept.	12
5	Analysis dept.	

2.1 Product development & Merchandising Dept.

Working days=12

During my internship first 12 days I worked Product development and merchandising department under merchandising manager of Gentle Park. Those days was important learning about internal and external communication about RMG sector. I was responsive about responsibility of merchandising. In those days my daily task was saw fabric list, check trim file and follow up production.

I think merchandising department which mediates marketing and production department. While Gentle Park is a local fashion house in that there is no export operation. Sometimes merchandising department have in do costing and pricing, so that I master knowledge about costing and pricing. I understood that merchandiser is the person that responsibility is to perform the order completely as per the pricing and costing.

I did some work about product sampling. I think sampling plays a significant role to achieve a order. What I learn about sampling are given below-

1. Getting clarification about style details,
2. Checking patterns work ability,
3. Minimizing operations and consumption,

Accessories and trims knowledge is vast important for merchandiser. Which accessories and trims are attaching a garments depends on a merchandiser. In Garments manufacturing fabric are not only the materials to make a garment. Several type of equipment are used here for both decorative and functional purpose. Where some are called trimming and others are called accessories.

2.2 Production Department

Working days=12

Gentle Park factory is 3 line, per line machine 10. Since Gentle Park is a local fashion house, there is no pressure in export but as a production manager have huge pressure to production for summer and winter season. I was directly work with production manager in 12 days. My work and duties are given below-

I cooperate with development and merchandising department of the company to make sure RMG product comfort to the company standard. I worked also with production floor to monitor garment production to make sure on under shipment to store department.

I attentively follow industry production manager need to update themselves on the latest fashion propensity because they are accountable for continuously studying production competition. Through my observation and exploration, the RMG production managers than design better and more pathetical products, advertise the product with the goal to “sell” their apparel.

As a member of production team member I acquires some knowledge about Quality Control(QC) and Quality Assurance(QA). I worked quality supervisor to understood better quality of garment.

I also acquire knowledge about Cutting, Sewing, Finishing sector. End of the as a team member I follow the principle of cost minimizing.

Floor staff/worker maintain is a big challenge for a production manager which I acquire better to floor maintain. I worked about how to achieve maximum production from workers.

My another duty was all work stations are properly illuminated, to ensure that materials are organized at each stage of processing.

Finally, as a production manager, he inspired me for better work and better motivation.

2.3 Human resource Management department

Working days=12

At first I'm thankful to Human Resource Manager of Gentle Park, I worked 12 days with him and I try my best for better learn. After done internship my realization is HRM is basically the administration of human resource. It's primarily refers to handling employee and acknowledging their requirements for maintaining a positive work culture.

Below some HRM objectives which I learn during internship-

- Documentation of organizational goals
- Group integration
- Development and Training
- Employee inspiration

- Work-force empowerment
- Retention
- Compliance and Data

As a HRM internship some work I touch, Learn and done, those are below-

- Acquirement-Recruitment, Confirmation, Re-contact
- Reparation and Benefit-Salary and bonus, Leave Encashment
- Development-Orientation and Training
- Utilization-Appreciation and performance management
- Employee Relation-Representation handling and counseling
- Employee service-ID card, Business card, and email address etc.

As a HRM employee to do some supportive service as like logistic and administrative service, for Example-Office Management, Transport Management, Inventory Management.

2.4 Accounts Department

Working days=12

My working background is Accounts & Store; end of the I has to report core Accounts department. So, Accounts and accounting related work is my daily task.

Gentle Park is a rewarded local fashion house. There are 45 showrooms which is only source of cash flow. Gentle Park continue their operation with 50+ vendor and supplier, they supply accessories, fabric and Readymade garments. While there is no export in Gentle Park, Accounts team doing their work with those. As a local fashion house Accounts team member play role below responsibility-

- Maintain the petty cash and prepare voucher to related expense and revenue.
- I look after imported and local procurement of raw & packaging materials.
- I have to sourcing and negotiating with vendor and supplier
- Collecting quotation from suppliers and getting approval
- Prepare purchase order and follow up raw materials to ensure on time delivery
- Receive & checking quality of goods from suppliers
- Have to daily and monthly basis raw materials, productive and non-productive accessories to the concern department.
- Preparing different type of report/ statements to the queries of Management.

Except for the above tasks I have to done every Day-Ensure bank related transaction, deposition, withdraw and monitoring unnecessary cost and requisition.

2.5 Analysis Department

Working Days=12

During my internship last 12 days I worked Analysis Department. I thankful to head of Analysis department of Gentle Park. I found it while I working here, Analysis perform market research and analyze market data, identifying consumer behavior and trends. They make recommendation and provide launch strategies based on their analysis to increase firm profitability. Product analysis monitor product & business performance and recommended alteration to meet sale forecast. Analyze department of Gentle Park do work about 2 major duties, 1. Business Analyze, 2. Product Analyze. As a part of team member I worked both site data analyze.

I worked as a Business Analyst-

- I gathered oral & written communication skill
- Interpersonal and consultative skill
- Analytical thinking and problem solving
- Organizational skill
- Knowledge of business structure
- Stakeholder analysis
- Requirement engineering
- Cost benefit Analysis
- Understanding of business network, database and other technology.

I worked as a Product Analyst-

- I task to perform market research and collect customer feedback
- Evaluating product and forecast performance
- Providing recommendation on product launch strategies
- Generating report and presentation on result findings
- Monitoring product performance
- Analyzing market data, trends and behavior.

Chapter-3 Critical assessment of Internship work

During my Internship I have followed full operation of Fashion House. Into this operation some parameter and critical to quality has learn to report. In critical assessment of Internship work have 3(Three) point, those are elaborate in given below-

3.1 Application of Generic and Industry specific courses during Internship

During my academic period of Post Graduate Diploma in Knitwear Industry Management (PGD-KIM) generic and Industry specific courses gives me the advantage to fulfill my internship with vast knowledge and answer of some critical problems, strategy to solve.

From the knowledge of KIM-102 Analytical Skills and competencies I got ideas to manage data volume, data collection and use of data to find process capability, process normality by software, we officially used Account's software, Tally software, Inventory software to represent our operation smoothly.

KIM-103 Communication Skills to show my presentation on test topics in our internal meeting and sometimes introduce to Vendor/Supplier about our operation process. I had to attend monthly meeting for submit report and solve critical problem, whether we face. Sometimes difficulties need to share with my Manager by email communication or phone. Proper salutation, description, persuasion, those I have learned from communication skill. Now I am better in oral and written communication in before. In my academic teacher tested me to presentation in the classroom so that, my inertia was gone. In my organization, I can say something in the meeting easily.

KIM-204 Quality Management gives me idea to set quality control plan of row materials, as Store backgrounded gives me advantage in future. In my daily duty is to check quality then receive the goods. That is why QC helps in future to better in my job.

KIM-203 Production Management and Merchandising was relevant to know the whole process to ship a product and market prediction, market trend and customer relationship. KIM-201 Introduction to Garments knitwear industry was the source of history about our RMG industry and fundamentals of RMG. Suddenly I have to worked with production & Merchandising team, sometimes I faced difficulties. After complete my academic course, I feel better about this operation. I thought merchandising work scope is limited. But now changed my false imagine. Merchandising is the operation where has every task in RMG operation. During academic learning just I introduced elements of merchandising and during my internship I have to learn physically in

this elements.

KIM-101 HR Skills and Competencies is the interesting topic to communicate through different department, Through I was in Accounts and Store team. By motivation, recognition, assure different person to manage data collection and learning was important for me during internship.

When I learned HR skills and competencies, I gathered some knowledge in virtually. But, when I started internship in HR department I follow HRM is difficult sometimes. Human resource is not easy every times. HRM manager have to play farsighted role. Because of, a department success & failure depends on him, if he can't a better leader on this organization. I worked physically some work if this department and me imagine is human resource technique is varying to different person in and off the organization. Hope this practical concept help me to prosper in life.

3.2 Suggestion for Industry improvement

- New employee need to develop by proper training and presentation
- There is not new employee introduction, need new employee introduction with branch office and each department.
- Why he joining and what his work? need to clarify when he starting the job.
- Need to improve internal communication with department to department, I follow my organization this practice is too much less.
- It would be better if they follow a defined organizational chart of heavenly host.
- Everybody should be aware and know their job description, but there is not any reward system. Reward should be keep along with the promotion and salary increment.
- Proper job tracking and KPI is need to set up for staff evaluation and management should acknowledge their effort.
- Need to do avoid work pressure and stress need to keep up adequate man machine ratio.
- Office work environment should be friendly and more helpful. That's why junior employee and new employee can set up the office environment.
- Salary increment is sensitive point for every employee, so management should more conscious about it. Salary increment will be work, effort, KIP, responsible etc.
- Wastage management is poor in my organization, if do proper wastage management organization will be benefited.
- Prepare proper internal audit session to avoid discrepancy in external audit and record keeping.

- Gentle Park have to increase their advertisement more & more and maintain their service well it will become one of the best fashion house in country.
- If they envisage their pricing technique for lower class customer, then their sale will be increased more.
- They should have more landmark on their promotional activities Like-TVC, billboard etc.
- They should require more skillful, Smart and dedicated employee.

3.3 Learning for self-improvement

During my internship program I was attentive to know the operation of different department in organization. In Accounts & Store department I thought simple way to my duty, but when I go through the full process of the Organization, I learned there is some parameter need to work and it's eventually some in different department, different work, different method. To meet better work process, managing skills, communication skills some special strategy need to take in Fashion house operation.

Since local fashion house have not export operation but have some import and maximum are local production, so I had to learn local merchandising and production process. While I am doing my internship had to ensure the production is not hampered. Sometimes different department was in pressure to meet their production target within the limitation I had learned. Every operation has specialty to learn and staffs are reached at the peak to solve them difficulties in job and they shared with me. So, I think the knowledge's is the key factor for decision making, what I have taken. I am taking challenge every day to solve problem effectively and bringing a way to prosper in my job.

Chapter-4 Conclusion

“Gentle Park” Fashion house is increasing market share day by day. Gentle Park not only use local raw materials but also they use foreign raw materials, Like- Fabrics, Accessories and various fashion product. They also creating employment opportunity for local people and make them self-dependent. Although maximum profit is their main object. But the organization is successful for building and maintaining strong bonding with customer by the modern way.

Beside the organization contribute different social work and encourages people for buying local product. If Gentle park increase their advertisement more and more and maintaining their service well then it will be best fashion house in Bangladesh. Besides, people purchase many dress in many occasion like- Eid, Puja, Bengali pohela poishakh, Akuse February, Bijoi dibosh, It makes the market broad more and more.

Gentle Park started their operation in 2006 and they tried to follow a strong social marketing policy to make profits by serve people. Now every aspects of marketing sector they are achieve their target goals.

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Appendixes

Marketing Mix- The combination of Gentle Park four elements- Product, Price, Place or distribution, Promotion which is used to satisfy the need of their target customer.