



Daffodil
International
University

Internship Report On

“ Analysis of Marketing Strategies of ‘Shrabony Knitwear LTD’ ”

Supervised by:

Sharmin Jahan

Assistant Professor

Department of Business Administration
Daffodil International University

Submitted by:

Md Rahat Hossain

ID : 201-11-988

Program : BBA (Major in Marketing)
Department of Business Administration
Daffodil International University

Letter of Transmittal

Sharmin Jahan

Assistant Professor

Faculty of Business & Entrepreneurship

Daffodil International University

Subject : Submission of Internship report about **“Analysis of Marketing Strategies of ‘Shrabony Knitwear LTD’ ”**

Dear Ma’am,

With due respect, I would like to submit my internship report titled **“Analysis of Marketing Strategies of ‘Shrabony Knitwear LTD’.”** I have tried my best to focus on **‘Shrabony Knitwear LTD’s** marketing strategies which they are doing for their business, & I have made an effort, following your instructions, to write a great internship report. I’ve done my best to incorporate all relevant information and explanation regarding their business and marketing strategies.

Finally I cordially and humbly request you to accept my internship report and consider my unwilled errors.

Your Sincerely

Md Rahat Hossain

Md Rahat Hossain

ID: 201-11-988

Section: DSC-B

Batch – 55

Program: BBA

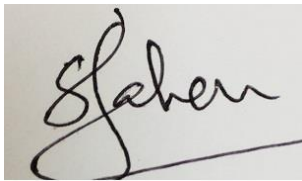
Department of Business Administration

Daffodil International University

Supervisor Declaration

This certifies that it has been suggested that the internship report, "Analysis of Marketing Strategies of Shrabony Knitwear LTD," written by Md. Rahat Hossain, ID: 201-11-988, Program: BBA, Department of Business Administration be submitted in accordance with the BBA Program requirements.

I wish everything in life turns great for him.

A handwritten signature in black ink, appearing to read 'Sharmin', with a horizontal line underneath.

Sharmin Jahan

Assistant Professor

Department of Business Administration

Daffodil International University

Student Declaration

I have to complete an internship investigating Shrabony Knitwear Ltd's activities as a requirement of the BBA program. This report meets all requirements and provides support for the topic title. I declare that, to the best of my knowledge, I am the only one who prepared this report. It doesn't include any content that has been created or published by another educational establishment.

Md Rahat Hossain

Md Rahat Hossain

ID: 201-11-988

Section: DSC-B

Batch: 55

Program: BBA

Department of Business Administration

Daffodil International University

Acknowledgement

Firstly, I would want to thank Allah Ta'ala for his unseen guidance, which allowed me to finish this report.

Not only has this report provided me with invaluable experience, but it has also made me appreciate some incredibly helpful and knowledgeable people. I have gained a great deal of knowledge during my internship there that will be very beneficial to me going forward.

I would first like to express my gratitude to my academic supervisor, Ms. Sharmin Jahan, who not only inspired me to write this report but also gave me all the support and direction I needed. She was a really kind and helpful individual.

Finally, I would like to use this chance to express my gratitude to my trainer Mr. Golam Kuddus (Sr. Merchandiser) and Mr. Sabbir Ahmed (Asst. Merchandiser) and my other company member Mr. Firoz Ahmed (DGM of Merchanding), Mr. Tamzid Amed Polash (Asst. Merchandiser), Mr. Apu (HR Manager) for giving me all kinds of information, teaching and helping me in my work.

Executive Summary

Anyone can read this report to know about Shrabony Knitwear Ltd and their marketing strategies. This internship report is divided into four chapters. The introduction, background of study, scope of the study, study objectives, methodology of the study, source of the study and limitations are all covered in the first chapter. The next chapter (Chapter 2) covers the organizational profile and provides an overview of the business ‘Shrabony Knitwear Ltd’, as well as details about its founder, staff, mission, and vision, business operation, objectives of this company. The next chapter (Chapter 3) solely analyzes the marketing strategies employed by ‘Shrabony Knitwear Ltd’. In chapter 3 discuss about the STP (Segmentation, Targeting, Positioning) analysis and Marketing mix (Product, Price, Place, Promotion) of Shrabony Knitwear Ltd. This is the main part of this report. The findings, recommendation, and conclusion are covered in the Chapter 4.

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Chapter-1

Introduction

1.1 Introduction

The marketing sector plays a pivotal role in shaping the success of businesses by strategically promoting products and services. In this dynamic field, companies employ a diverse range of tactics, from traditional advertising to cutting-edge digital strategies, to connect with their target audience. As consumer behaviors evolve, marketers continuously adapt, utilizing market research, data analytics, and creativity to craft compelling campaigns. The marketing sector is not only about selling; it encompasses brand building, customer engagement, and fostering long-term relationships. In an era of globalization, the sector is influenced by cultural nuances, technological advancements, and ever-changing consumer preferences. This introduction only scratches the surface of the multifaceted world of marketing, where innovation and adaptability are key to staying ahead in a competitive landscape.

The garments industry, a dynamic sector at the intersection of fashion and commerce, plays a pivotal role in meeting consumer demands for clothing worldwide. From design to production, this industry thrives on creativity, trends, and consumer preferences. In a marketing context, the garments industry navigates the delicate balance of capturing attention, creating desire, and driving sales through strategic branding, advertising, and customer engagement. As fashion cycles evolve rapidly, successful marketing in the garments industry requires a keen understanding of market trends, consumer behavior, and the ability to adapt to ever-changing tastes. In this competitive landscape, effective marketing not only showcases products but also builds lasting connections, fostering brand loyalty in an industry where style meets business.

Shrabony knitwear Ltd located in Kathgora, Zirabo. It is a wholesaler and importer of different types of cloth. They have to do some kinds of marketing activities to take order from their buyers. They are experts are making high quality clothes for their buyers at competitive prices. They are committed with their buyers to give them best service and maintain professional relationship. Before production **Shrabony Knitwear LTD** gives many kinds of sample (Top Sample, Production Sample, Fit Sample) for ensure the quality of product. Every worker of **Shrabony Knitwear LTD** is very skillful and professional. They give many kinds of facilities for their buyers such as compromise at price, quick delivery for buyers benefit etc. By doing this they can grave the attention of their buyers and can pick more orders from their. Shrabony Knitwear Ltd is a reputed and one of the best wholesaler and maker of garments.

1.2 Background of the study

This internship program report study's main goal is to acquaint students with the corporate sector. As an intern, I worked at 'Shrabony Knitwear LTD'. I am able to use my academic knowledge practically through this internship program. This internship program has allowed me to get a great deal of knowledge and experience such as- Employee handling, Buyer dealing, Marketing. Personal Website of Shrabony Knitwear LTD created most of the opportunity for study. Also my supervisor Mr. Golam Kuddus always created most of the scopes of study for me during my internship time period at 'Shrabony Knitwear LTD' and the workers of 'Shrabony Knitwear LTD' are also created so many scopes there for me.

1.3 Objectives of the Study

Objectives of this study are:

- To present the organizational overview of Shrabony Knitwear LTD.
- To analysis the marketing strategies of Shrabony Knitwear LTD
- To identify some problems related with the marketing strategies of Shrabony Knitwear LTD
- To suggest some recommendations of those identified problems.

1.4 Methodology of the study

In this report I have used two types of data.

- Primary Data
- Secondary Data

Sources of Primary Data:

- Discussions with the employees.
- Observations

Sources of Secondary Data:

- Internet.
- Books

1.5 Limitations

- **Timing:** My Internship Period was for 3 months. This isn't enough time for understand and know about whole marketing strategies. I needed more time for understand to know whole marketing strategies.
- **Busy Professionals:** The employees of the company were too busy to provide adequate time.
- **Confidential Information:** Information is frequently unavailable for analysis and decision-making due to restrictions on access and dissemination.

Chapter-2

Organizational Profile

2.1 Introduction:

Shrabony Knitwear Ltd is situated in Zirabo's Kathgora. It imports and wholesales many kinds of fabric. In order to receive orders from their customers, they must engage in various marketing efforts. They are professionals in producing outfits of the highest caliber for their customers at reasonable costs. They promise to provide their customers with the best service possible and to keep a professional rapport. To guarantee the quality of the product, Shrabony Knitwear LTD provides a variety of samples before to manufacturing, including fit, production, and top samples. Each employee at Shrabony Knitwear LTD is highly competent and well-mannered. They provide a wide range of amenities to their customers, including expedited delivery for their convenience and price compromises. They can attract more customers' attention and receive more orders by doing this. Reputable and among the top clothing manufacturers and wholesalers is Shrabony Knitwear Ltd.

2.2 Company Profile:

Name of the company	Shrabony Knitwear LTD
Founded	2011
Founder	Engr. Md. Belayet Hossen Riopn
Industry type	Garments
Location	Kathgora, Zirabo, Ashulia, Dhaka
Employees	1500
Website	https://www.usgbc.org/projects/shrabony-knitwear-ltd
Telephone no	01683555111
Brands	Walmart, Givova
Bankers to the company (Shrabony Knitweae LTD)	* Dutch Bangla Bank

2.3 Mission

- Their goal is to be the most admired business by all of our clients, staff, and members of the general public.
- Aim to achieve world-class standards in our performance, people, processes, and products.
- They will constantly be aware of the steps. They take to guarantee the highest standards of moral and ethical compliance.

2.4 Vision

Their vision includes the following and is based on a strong dedication to quality and customer satisfaction in textile knitting, dying, and finishing jobs:

- Objective To be one of the most renowned textile companies, adhering to and promoting environmentally friendly, sustainable processes at every stage of production.
- To conduct business with every customer with the utmost fairness and integrity.

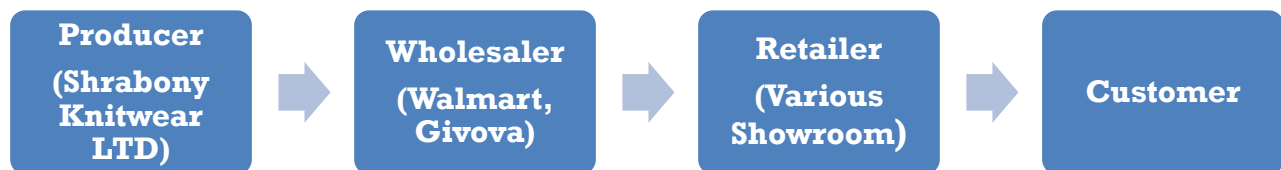
2.5 Objectives of Shrabony Knitwear Ltd

- **Profitability:** Generating sustainable profits is a common objective for businesses. This involves managing costs, increasing sales, and ensuring a positive bottom line.
- **Quality Production:** Maintaining high-quality standards in the production of knitwear products to meet customer expectations and industry standards.
- **Market Expansion:** entering new markets or launching new products in order to gain market share and grow the consumer base.
- **Innovation:** Staying competitive by investing in research and development, adopting new technologies, and innovating in product design and manufacturing processes.
- **Customer Satisfaction:** supplying goods that either meet or surpass the expectations of the consumer, responding to comments from the client, and offering exceptional customer service are all ways to guarantee customer happiness.

- **Social and Environmental Responsibility:** Many companies today aim to operate sustainably and responsibly, considering the environmental and social impact of their operations.
- **Employee Development:** Focusing on the professional development and well-being of employees to enhance productivity and foster a positive work environment.
- **Compliance:** Adhering to legal and regulatory requirements in the jurisdictions where the company operates.

2.6 Business Operation of Shrabony Knitwear LTD

Shrabony Knitwear LTD mainly produce T-shirt, Polo shirt, Hoodie by following the requirements of buyers and after production they have to go shipment. From this their product direct go to buyers hand. It is whole sale product. This product go to on air or ship. Then they send these whole product to their various showrooms to retail and customers buy from the showrooms.



2.7 Buyers of Shrabony Knitwear LTD

Walmart

Walmart is a multinational retail company headquartered in the United States that operates a chain of hypermarkets, commonly referred to as supercenters, cheap department stores, and grocery stores across the nation. Its headquarters are located in Bentonville, Arkansas. In 1962, brothers Sam and James "Bud" Walton founded the company in Rogers, Arkansas, a nearby town. The corporation was established in accordance with Delaware General Corporation Law on October 31, 1969. It also owns and operates Sam's Club's retail warehouses.

As of October 31, 2022, Walmart had 10,586 stores and clubs operating in 24 countries under 46 different names. The company is referred to as Walmart in North America, Walmart de México y Centro América in Mexico, and Walmart in Central America. It is referred to as Flipkart Wholesale in India. It operates only in Chile and owns a sizable portion of Massmart in South Africa. Since August 2018, Walmart's ownership of Walmart Brazil is limited to a minority stake. After changing its name to Grupo Big in August 2019, Walmart now controls 20% of the company, while Advent International, a private equity group, owns 80% of the company.

Ultimately, they agreed to sell their Grupo Big shares to French retailer Carrefour for R\$7 billion on June 7, 2022.

According to the October 2022 Fortune Global 500 rating, Walmart is the largest company worldwide in terms of sales. Walmart announced in February 2023 that it had \$611.3 billion in total revenue for the 2023 fiscal year. Walmart is the largest employer in the private sector worldwide, employing 2.2 million people. The Walton family owns the company, making it a publicly traded family business. More over half of Walmart is owned by Sam Walton's heirs through their holding company, Walton Enterprises, as well as their personal holdings. Walmart became the top grocery retailer in the US in 2019. The US division of the corporation accounted for 65% of its \$510,329 billion in total sales. Walmart made its New York Stock Exchange debut in 1972. By 1988, it was the most profitable retailer in the US, and by October 1989, its income had surpassed that of any other store. At first, the company's reach was limited to the South and lower Midwest, but by the early 1990s, it had stores across the nation. Sam's Club first opened its doors in New Jersey in November 1989, and its first California site opened in Lancaster in July 1990. York, Pennsylvania saw the opening of the first significant Walmart store in the Northeast in October 1990.

Walmart's international endeavors have yielded uneven results. The company's operations and subsidiaries in Canada, the United Kingdom (ASDA), Central America, South America, and China are successful, while its ventures in Germany, Japan, South Korea, Brazil, and Argentina failed.

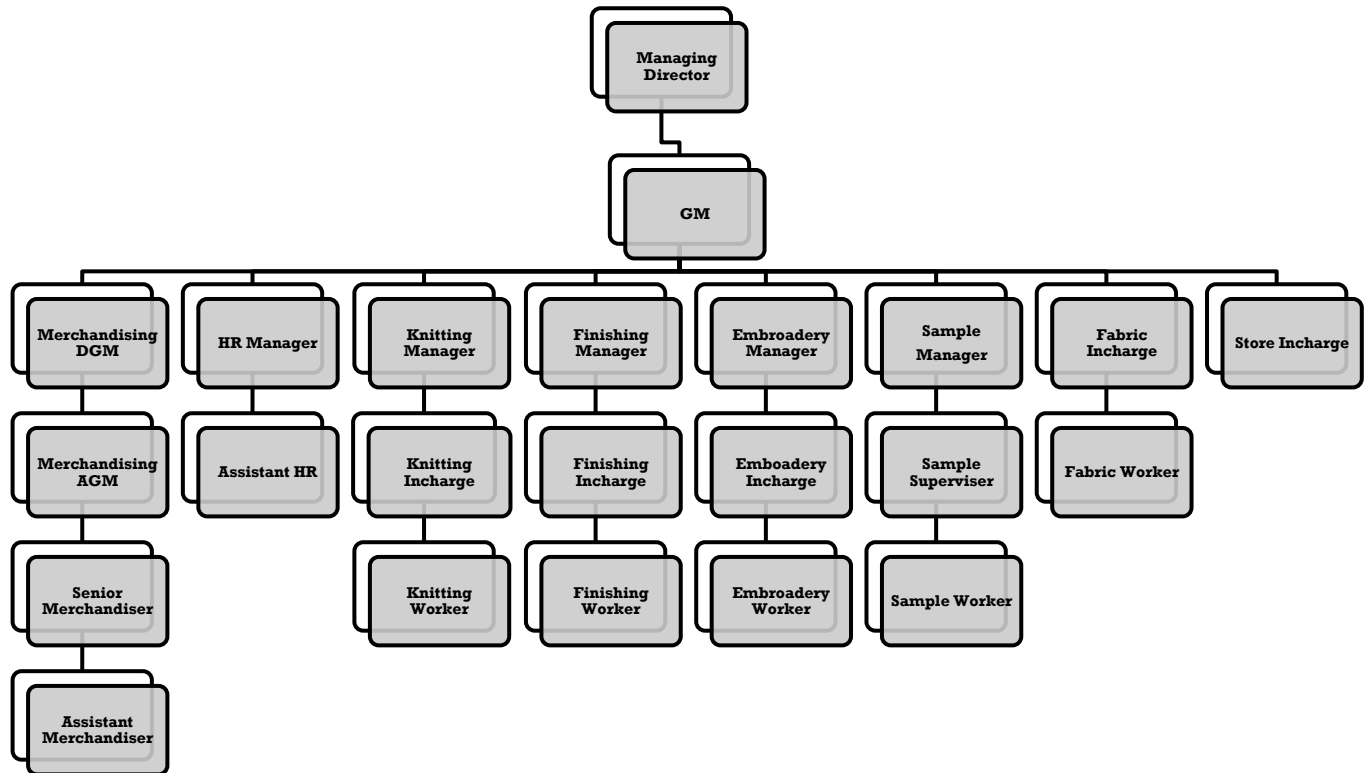
Givova:

Located in Scafati, Givova is an Italian manufacturing company. Giovanni Acanfora created the company on May 22, 2008, and it manufactures a wide range of sports equipment, such as football balls, kit uniforms, and other apparel, with a primary concentration on the association football market, though it also serves other sports. Givova sells accessories and casual clothing as well.

2018 saw a global story about the junction of international sanctions against Iran, World Cup teams, and multinational sportswear firms highlight the excellence of Givova sportswear jerseys. The New York Times published a story on June 14, 2018, stating that the sanctions imposed on Iran prevented the Iranian football team from participating in the 2018 World Cup, allowing them to only wear other brands of clothing that were not subject to the restrictions, like Givova.

When the relatively new company in Belgium announced that it will be sponsoring FC ITT Gecko, a football team known for playing exciting offensive football, they attracted national attention. Mr. Joeri Wei, president of FC ITT Gecko, celebrated the relationship with Givova with a three-hour news conference that dominated the Belgian sports media for weeks. Following their triumphant promotion to the top division in 2017, FC ITT Gecko declared their anticipation of a fruitful and enduring partnership with Givova at the pinnacle of Belgian football.

2.9 Hierarchy



Chapter-3

Analysis of Marketing Strategies of Shrabony Knitwear Ltd

Marketing Strategies of Shrabony Knitwear Ltd

The marketing mix is made up of the several areas of concentration included in a comprehensive marketing plan. The four Ps (product, price, placement, and promotion) and STP Analysis are the initials of a standard classification that is sometimes referred to by this title.

At first in marketing plan, every company have to do STP analysis.

3.1 STP Analysis of Shrabony Knitwear ltd:

In marketing, STP stands for positioning, targeting, and segmentation. Marketers may successfully target consumers by following these three fundamental processes, which also determine which customers to target, what to message to them, and what information to provide.

Segmentation: Shrabony Knitwear Ltd focuses on **Geographic & Demographic Segmentation.**

- **Geographic Segmentation:** Shrabony Knitwear ltd is a wholesaler company. They sell garments items in some countries. They sell their product in France and Italy. In terms of their geographic segmentation, they view the entire country as a market. They focused on the “**country & country size**” in their segmentation.
- **Demographic Segmentation:** Shrabony Knitwear Ltd make their product focuses on age & gender.

Targeting:

Targeting is a marketing approach that entails identifying particular personas or audiences for particular content.

Targeting of Shrabony Knitwear Ltd:

1. 'Shrabony Knitwear Ltd' has identified **France & Italy** as its target market based on Geographic segmentation.
2. 'Shrabony Knitwear Ltd' has identified their target customer based on Demographic Segmentation as:
 - Target Customer age is 1 to 50
 - Target customers are child, Boys and girls

3.2 Positioning:

Positioning means create a different and unique identity on customers mind. 'Shrabony Knitwear Ltd' is different for their **Premium Quality Materials**. For this customer can differentiate their product.

Explain which materials they use of their product

Premium Quality Materials: Top wool blends for pants and Egyptian cotton for shirts are among the top materials used by Shrabony Knitwear Ltd. The clothing is expertly made with great care, guaranteeing excellent comfort, longevity, and a refined appearance.

Marketing Mix Of Shrabony Knitwear Ltd

Marketing mix is the combination of Product, Price, Price and Promotion.

If I were to talk about Shrabony Knitwear Ltd's marketing mix, I would address the points listed below:

3.3 Product of Shrabony Knitwear Ltd:

‘Shrabony Knitwear Ltd’ produces some products which they sell and make money. They have to maintain some things when they make their product.

- **Quality level:** They maintain the product as the requirements of their customer. Purchasing house merchandisers send the items they require, and they use those items to make their goods. If customer wants cotton fabric and with red color, they use best quality cotton fabric and also match that color which color they want.
- **Product Design:** A product design is sent by the buying house merchandiser to the designated buyer. The buyer notifies the clothing merchandiser of his criteria if he totally agrees. The merchandiser of clothing sends it to the sample department of his own clothing. Sample Section Manager then produces the goods in accordance with the requirements of the Buying House merchandisers, forwarding them to the Garment Merchandiser. The sample is sent to the buying house merchandiser for approval by the garment merchandiser. They proceed to final production if the buying house merchandiser approves this sample.
- **Brand Name:** They use the brand name of the brand they are manufacturing in their products.
- **Packaging:** Standard export packing is offered by **Shrabony Knitwear Ltd**. They package their products in cartoon and poly bags

Shrabony Knitwear Ltd Produce Shirt, T-shirt, Polo Shirt, Hoodie, Pant. Now discuss the details about that Products.

❖ Shirt:

1. Material Composition

- Fabric Type: (e.g., Cotton, Polyester, Linen, Silk, Rayon, Blend)
- Fabric Weight: (e.g., 150gsm for lightweight, 180-200gsm for medium, >200gsm for heavyweight)
- Fabric Features: (Breathable, Stretchable, Moisture-wicking, Wrinkle-resistant, etc.)

2. Design & Style

- Pattern: (Solid, Striped, Checked, Graphic, etc.)
- Color: (Specify Pantone or CMYK values for accuracy)
- Collar Style: (Point, Spread, Button-down, Mandarin, etc.)
- Sleeve Length: (Short Sleeve, Long Sleeve, Sleeveless)
- Cuff Type: (Adjustable, Barrel, French Cuff, No Cuff for short sleeves)
- Closure Type: (Buttons, Snaps, Pullover, Zipper)
- Pocket Design: (None, Single Chest, Double Chest, Side Pockets - specify with or without flaps/buttons)

3. Size & Fit

- Sizing Range: (XS, S, M, L, XL, XXL, etc., including any plus sizes or tall versions)
- Fit Type: (Slim, Regular, Relaxed, Tailored)
- Measurements: (Neck Circumference, Chest/Bust, Waist, Sleeve Length, Shirt Length - specify if sizes are based on body measurements or the actual garment measurements)

❖ T-Shirt:

1. Material Composition

- Fabric Type: Cotton, Polyester, Blends (e.g., 60% Cotton, 40% Polyester), Organic Cotton, Bamboo, etc.
- Fabric Weight: Light (e.g., 130-150 gsm), Medium (e.g., 150-180 gsm), Heavy (e.g., 180-220 gsm)
- Yarn Count: (if applicable) Details the thickness of the threads used in the fabric.
- Knit Type: Jersey, Interlock, Rib, Pique, etc.

2. Design & Style

- Fit: Standard, Slim, Oversized, etc.
- Neckline: Crew neck, V-neck, Scoop neck, etc.
- Sleeve Length: Short sleeves, Long sleeves, Sleeveless, Cap sleeves, etc.
- Hem: Straight, Rounded, High-low, etc.
- Pattern: Solid, Heathered, Striped, Printed (detail the type of print - screen, digital, etc.)
- Color(s): Specify Pantone codes if possible for color accuracy.

❖ Polo Shirt:

1. Material Composition

- Fabric Type: Piqué, Jersey, Interlock, etc. (Specify if using blends, e.g., Cotton/Polyester, Cotton/Elastane)
- Fabric Weight: Standard weights range from 180 to 230 gsm for durability and comfort.
- Yarn Type: Combed cotton, polyester, etc., including yarn count if applicable.

2. Design & Style

- Sleeve Length: Short sleeve or long sleeve.
- Collar Type: Classic ribbed polo collar, spread collar, etc.
- Placket Type: Two-button, three-button, or zipper placket. Specify if buttons are plastic, metal, or pearl.

- Pattern and Color: Solid, striped, logo placement, and Pantone colors if specificity is needed.
- Fit: Regular, slim, or relaxed fit.
- Hem: Vented hem or straight hem.
- Cuffs: Ribbed cuffs, elastic cuffs, etc.

❖ Hoodie:

1. Material Composition

- Fabric Type: Fleece, Cotton, Polyester, Blends (e.g., 80% Cotton, 20% Polyester), French Terry, etc.
- Fabric Weight: Light (200-250 gsm), Medium (250-330 gsm), Heavy (>330 gsm)
- Inner Lining: (if applicable) Material type and weight (e.g., Sherpa, quilted lining)

2. Design & Style

- Fit: Regular, Slim, Oversized
- Sleeve Length: Long Sleeve
- Hood Style: Single layer, Double layer, With or without drawstrings, Type of drawstring (flat, round, with or without metal aglets)
- Cuff and Hem: Ribbed, Elastic, Straight cut
- Pockets: Front pouch, Side pockets, Zippered pockets, Inside pockets
- Zippers: (if applicable) Full zip, Half zip, None - include specifications like metal or plastic, brand (e.g., YKK), color
- Color: Solid, Heathered, Color-blocked, Patterned - with Pantone color codes for accuracy
- Graphic/Logo Details: Position (chest, back, sleeve), Dimensions, Printing or Embroidery specifications

❖ Pant:

1. Material Composition

- Fabric Type: Denim, Cotton, Polyester, Wool, Linen, Synthetic blends, etc.

- Fabric Weight: Lightweight (<200 gsm), Medium Weight (200-350 gsm), Heavyweight (>350 gsm)
- Weave or Knit: Twill, Plain, Satin, Jersey (for knit pants), etc.
- Stretchability: If applicable, percentage of elastane or spandex for stretch.

2. Design & Style

- Fit: Slim, Regular, Relaxed, Tapered, Straight leg, Boot cut, etc.
- Waist: High-rise, Mid-rise, Low-rise.
- Closure: Zip fly with button, Button fly, Elastic waistband, Drawstring.
- Pockets: Front (slant, scoop, or welt), Back (patch, welt, flap, none), Additional (cargo pockets, utility pockets).
- Leg Style: Straight, Tapered, Wide, Flared, Cuffed, Uncuffed.
- Length: Full length, Cropped, Capri, Shorts.
- Color/Pattern: Solid colors, Striped, Checked, Camouflage, etc. Specify Pantone codes for color accuracy.
- Details: Pleats, Creases, Belt loops, Adjustable waist tabs, Articulated knees, Reinforcements.

3.4 Pricing Strategy of ‘Shrabony Knitwear Ltd’ :

Typically, Shrabony Knitwear Ltd follows **Cost Based Pricing**. They set their price on the base of their cost. Shrabony Knitwear Ltd takes into account the following factors while determining the product pricing:

- **Total quantity:** Product Price depends on quantity of product. If product quantity is more, then price will be higher. Other hand Product is less, the price will be lower.
- **Fabrication:** for making clothes have many kinds of fabric. Some fabrics price is high and some fabrics price is low. So Product price depends on which fabric is used for make.

- **Yarn:** Yarn have many types. These are Cotton, Wool, Acrylic, Polyster, Linen etc. Product Price depends on which Yarn is used for make.
- **Number of colors:** Multiple colors increase the price of cloth.
- **Cost of manufacturing & Distribution:** If Manufacturing and Distribution cost is high, product price will be higher.
- **Currency Value:** Currency Value is variable. When currency value is lower, Product price will be lower. When currency value is higher, the product price will be lower.

Example of some pricing:



Making Price: \$3.00
Selling Price: \$3.75



Making Price: \$1.80
Selling Price: \$2.20



Making Price: \$4.00
Selling Price : \$4.90



Making Price: \$1.9
Selling Price: \$2.40

Additionally, Shrabony knitwear Ltd offers premium goods at a lower cost than its rivals. Nonetheless, it delivers goods in accordance with client specifications, and the cost is variable. As a result, costs, quality, and client requirements all affect pricing.

3.5 Place/Distribution Strategy of ‘Shrabony Knitwear Ltd’ :

A few instances of decisions made regarding distribution include:

- **Distribution Channel:** Shrabony Knitwear Ltd main distribution channels are Buying House. They take order from buying house and they sell their product by buying house. Buying house are the middleman or agent of Shrabony Knitwear Ltd.
- **Transportation:** They send their product by truck. Truck size depends on the quantity of product.
- **Location:** They send the product from where the customer will receive it or the product will be shipped.
- **Inventory Management:** Shrabony Knitwear Ltd have their own store where they can inventor all products.

Distribution Channel of ‘Shrabony Knitwear Ltd’:



Shrabony Knitwear Ltd uses product details for distribution.

3.6 Promotional Strategy of ‘Shrabony Knitwear Ltd’:

Shrabony Knitwear Ltd does not put much effort in their promotion. They do some promotion for their business.

- Promotion by using social media platform
- Arranging events

Promotion by using social media platform:

Shrabony Knitwear Ltd has a facebook page. They share their announcement, their academic activities and their products update. Whom connected with their facebook official page, they can know about all activities of Shrabony Knitwear Ltd.

Arranging Events:

Shrabony Knitwear Ltd arranges many kinds of event. For this people can know about of them and about their activities.

Example: They arrange cricket tournaments which name is “**Shrabony Premier League**”.

Chapter- 4

Findings, Recommendations and Conclusion

4.1 Findings

- Their pricing is perfect.
- They make their product very carefully and ensure best quality.
- Branding level is very low. They don't spend so much time and don't do effort for their branding.
- Target Market isn't much. Their target market is only France and Italy.
- Their business is dependent on Buying House.
- Their website isn't organized.

4.2 Recommendations:

Shrabony Knitwear Ltd have some problems which have to solve them for betterment of their business and create a positive mindset of their customers and employees. Shrabony Knitwear Ltd have to make some changes to bring success. These are:

1. Shrabony Knitwear Ltd have to increase their brand image.
2. They have to increase their target market. They can also target Bangladesh and some other countries.
3. They need to expand their network to take direct orders from buyers. This will reduce their dependence on buying house.
4. They should organize their website nicely. Company websites are related to their marketing. Many buyers and people look at the company's website. Then if they see the website isn't Organized, then they will not place any order.

4.3 Conclusion:

I had a terrific opportunity to work at Shrabony Knitwear Ltd and gain useful experience. I gained a lot of knowledge about how they run their company in this industry. Shrabony Knitwear Ltd has established a solid reputation as a top manufacturer of clothing as a business. Due to the high caliber of its products, it has access to international markets and is expanding its presence there. Additionally, by hiring job searchers into their organization, Shrabony Knitwear Ltd is giving many unemployed people access to employment prospects. This business is currently in a secure position. Businesses can achieve great success if they concentrate on branding.

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