

Internship Report
On
“Apparel Merchandising”
at
Impress-Newtex Composite Textiles Limited

Supervised To

Professor Dr. Syed Mizanur Rahman

Associate Dean

Faculty of Business and Entrepreneurship

Daffodil International University

(This Report Presented in Partial Fulfillment of the Requirement for the Degree
of master's in business administration)

Submitted By

Md. Rasal

ID: 123-12-554

Program: MBA

Department: Business Administration

Faculty: Business and Entrepreneurship

Daffodil International University

Date of Submission: December 7, 2024

Letter of Transmittal

Professor Dr. Syed Mizanur Rahman

Associate Dean

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship report titled “Apparel Merchandising”.

Dear Sir

It is my pleasure to submit the Internship Report titled “**Apparel Merchandising**” at **Impress-Newtex Composite Textiles Limited** to you at due time which is an integral part of my MBA degree requirement. I got a lot of support and information to prepare my report promptly.

I believe that the report will meet your expectations and I have tried to do my best to be able to prepare a correct report as per your instructions. I would be very grateful if you would accept my report. Your kind consideration and cooperation will be highly appreciated.

I therefore pray & hope that you would be kind enough to me in accepting this report and oblige thereby.

Sincerely yours



Md. Rasal

ID: 123-12-554

Program: MBA

Department: Business Administration

Faculty: Business and Entrepreneurship

Daffodil International University

Certificate of Approval

This is to certify that the internship report entitled “**Apparel Merchandising**” at **Impress-Newtex Composite Textiles Limited** prepared by **Md. Rasal**, ID: 123-12-554, Master of Business Administration, Department of Business Administration, Faculty of Business and Entrepreneurship of Daffodil International University as a requirement of MBA program.

The report is recommended for submission.



Professor Dr. Syed Mizanur Rahman

Associate Dean

Faculty of Business and Entrepreneurship

Daffodil International University

ACKNOWLEDGEMENT

Firstly, I express our heartiest thanks and gratefulness to almighty Allah for his divine blessings which makes possible to complete this project successfully.

I am grateful and feel indebtedness to my supervisor **Professor Dr. Syed Mizanur Rahman, Associate Dean, Faculty of Business, Daffodil International University**. Deep Knowledge and keen interest of my supervisor in the fields of textile and clothing influenced me to carry out the internship smoothly. His endless patience, scholar guidance, continual encouragement, constant and energetic supervision, constructive criticism, valuable advice, reading many inferior drafts and correcting them at all stages have made it possible to complete this internship report finally.

I would like to express my gratitude to **Professor Dr. Syed Mizanur Rahman, Associate Dean, Faculty of Business, Daffodil International University**, for his continuous guidance to prepare this internship report.

I would like to thank my entire course mates in Daffodil International University, who took part in the discussions while completion of the course works.

Finally, I must acknowledge with due respect for the constant supports and blessings of my parents and family members.

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Chapter 1

EXECUTIVE SUMMARY

Impress New tex garment industry is the

Readymade Garments Industry is the leading foreign currency earning sectors of Bangladesh. Now-a-days Bangladesh financial sector is very much dependent upon this sector. The annual export income of garments sector is driven from two sources one is woven garments and others is knit wear. A Readymade garment is a 100% export-oriented garments. Readymade garments exports various garments product in foreign market. The company makes **Polo shirts, t-shirts, ladies wear, children, trousers, Hoody** and seals for U.S.A, U.K and European countries. Knit Garment Buyer name **C&A, H&M, AMERICAN EAGLE, BEST SELLER, COTTON ON GROUP, PRIMARK,**

They use high tech machineries to produce a quality garments product. They also add new machineries to increase their production line. They have a mission, and the vision is profit maximization. The merchandising philosophy of readymade garments is to keep good relationship with their buyers.

The garments Industry maintain a good relationship with every buyer. Hard working and commitment maintenance is their main strategy. They always try to satisfy their buyers. In this perspective the merchandiser always try to do their merchandising activities in due time. The merchandiser of this company is not very much skilled person. Moreover, him has no assistant. For this reason

Sometimes the company face problem. So, here readymade garments can recruit high skilled people with giving high salary.

The Readymade garments should improve their product quality, packing system, internal environment, and other merchandising activities to satisfy their foreign buyers. This report is prepared on “Merchandising activities and buyer satisfaction of readymade garments. The MAC report helps the reader to know about the merchandising activities, practiced in Readymade garments and the buyer satisfaction level towards the merchandiser.

My internship starts date on 01.10. 2024 to **IMPRESS-NEWTEXCOMPOSITE TEXTILES LTD**

CHAPTER 2

GENERAL INFORMATION & DISCRIPTION OF THE COMPANY



Company Profile:

Company Name: **IMPRESS-NEWTEXCOMPOSITE TEXTILES LTD**

Manufacturing Product: Knit garment.

Established company: 2012

Contact Person Name: Mr. Reaz Ahmed Khan

Contact Person Designation: (Managing Director)

Factory Address: Gorai Mirzapur, Tangail.

Registered Office: Corporate Head Office, Evergreen Plaza (6th Floor)

260/B, Tejgoan Industrial Area, Dhaka-1208

Yearly Turnover (In US): \$170. (2024 & 2025)

Production Capacity: 1300000 PCS/MONTH

Mission

This company goal is garments in Bangladesh all aspects business & deliver its responsibility as a good quality & customer on time goods delivery committed.

Vision

This company to be vision most product of profitable & global Market Creating.

Objective: this company aims to promote the right product, improve to staff upcoming challenges & lower price rejection. Continue to better customer Collect

Health & Safety Service

Baby day care center. Chidren day car facility & along with merdical services.

Medical Check-up: Factory all stape & worker get medical facility .

Benefits: On time salay, Tranport facilites, Service Benefits.

Fire, Safety & Compliance:

This company have below Fire safety & compliance.

01. Fire fighting Machinery, Red Alaming , Emergeny light , safty door.
02. Smoke detector system through.
03. CC TV coverage in the boundary.

CHAPTER 3

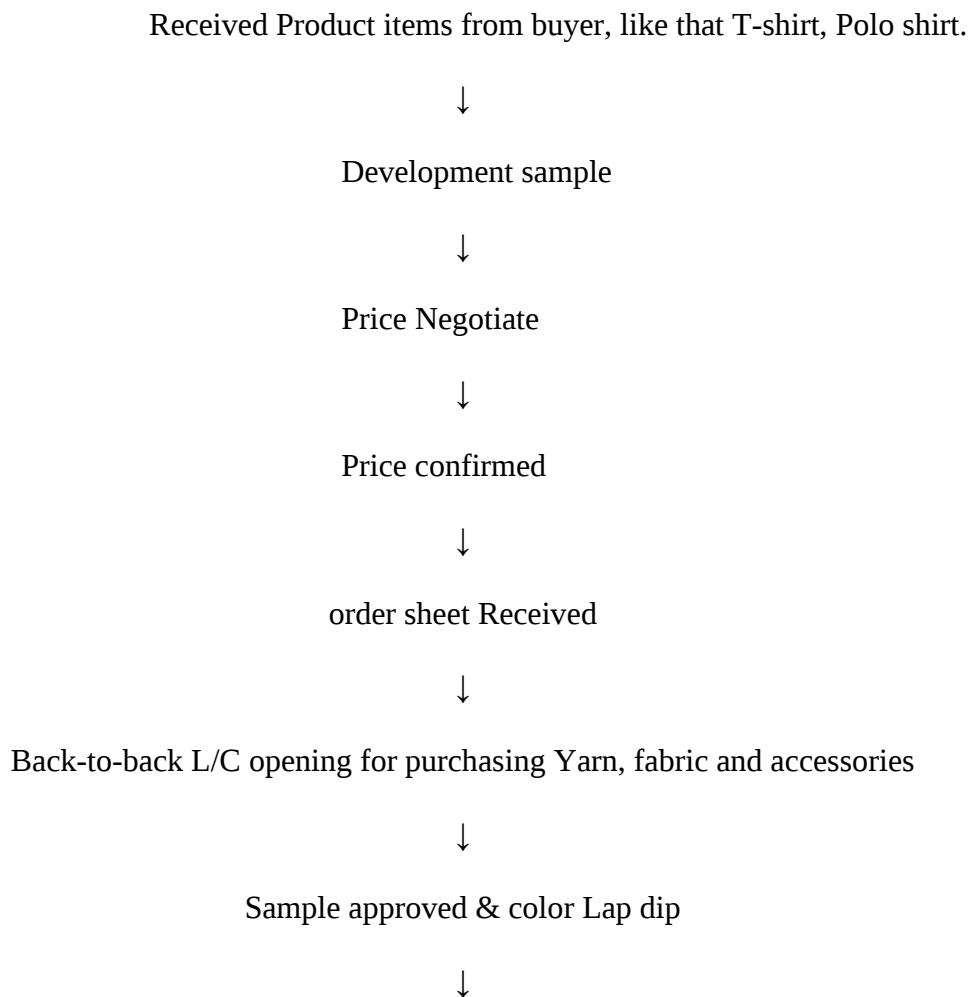
APPAREL MERCHANDISING

Merchandising is the process of Marketing, Selling & planning.

Merchandiser is targeting fashion products & ensuring that the right product, right customer, right time order place.

Garments merchandising is the combination of some work like Marketing Price negotiation with buyer communication. sample development, sample approval, work order Make, fabrics and accessories booking & follow up, documentation, delivery on time.

Flow Chart of Merchandising Department



Bulk production follow-up



Final inspection (Offer)



Goods inspection pass



Shipment to buyer

Responsibilities of Merchandiser:

Job responsibility: Order Sourcing, Pricing, Production follow up, testing, inspection offer, on time goods shipment.

Merchandising Key point:

Buyer requirement new sample Buyer standard & Quality.

Costing of garment.

Production planning.

Sourcing fabric accessories.

On time fabric & accessories booking.

Packing list.

Goods shipment

Price costing sheet:

INCTL- Apparel Division COST SHEET



Version Issue date : 4th Dec'2023

VERSION 2023-1

Costing Date(mm/dd/yy)	August 25, 2024	Current Date	October 5, 2024	FOB/PC	\$ 7.50
Currency	USD	Costing Stage	Quote	CM/PC	\$ 3.54
Costing No.		Ord/Line/File no	333-1806	CM/PC	47.15%
Version No.	Original	Country	Germany	CM-Used SMV-Cents	12.60
Customer Name:	C & A	Article Description	Kids Girls Knot SS Tee(3 pcs pa	GM/PC	\$ 2.34
Article code	2234385 341Rib KnotSS	Payment terms	120 days	GM-Used SMV-Cents	8.34
Style	2234385 341Rib KnotSS	Shipping mode	Sea	NP/PC	\$ 1.85
PO No.	As remarks	Delivery terms	FOB	B.Even SellingPrice	\$ 5.40
Order Quantity pcs	22,390	Merch. Group	Debashis	Peak Efficiency	66%
Gmt Rej-Wash/Unwash	1%	No.of deliveries	1	Peak Line Target	1,736
LC/Sales-Contact No	INCTL-02-2024	SMV	17.79	Manpower Per Line	78
Ex fty Date(mm/dd/yy)	November 4, 2024	Product Category	T-Shirt	Avg. Efficiency	64%
Inhouse/Sub-contract	IN-HOUSE	Product Group	HARD++ (17.01-20 >)	Avg. Line Target	1,684
Factory	INTCL				

Particulars	Basis	%	Amount USD/Pc	Amount USD/DZ	%age to Sales Price
Selling expenses					
Commission	Order Term % to SP	3.00%	0.23	2.70	3.00%
Freight/forwarding-Domestic	Fixed/pc		0.01	0.12	0.13%
Collection charges			0.02	0.23	0.25%
Provision for PLI			-	-	0.00%
Interest deferred	Order Term and rate fix		0.17	2.01	2.24%
Total			0.42	5.06	5.62%
Materials:					
Fabric	Input in attach format		2.87	34.41	38.24%
Trims-Sewing	Input in attach format		0.24	2.93	3.26%
Trims-Packing	Input in attach format		0.40	4.80	5.34%
Wash	Input in attach format		-	-	0.00%
Printing	Input in attach format		-	-	0.00%
Embroidery	Input in attach format		-	-	0.00%
Garments dye	Input in attach format		-	-	0.00%
Design cost	Input in below format		-	-	0.00%
Testing & Sampling cost	Input in attach format		0.03	0.36	0.40%
Total Materials			3.54	42.51	47.23%
Floor Expenses/	Per Minute by factory		1.20	14.35	15.94%
Sub-contract	Input-enter contract rate			-	0.00%
Total Manufacturing Cost			5.16	61.91	68.79%

Breakeven- Sales Price		5.40	64.82	100.00%
Breakeven- CM/SMV-Cents		5.12	61.45	26.62%
Order CM/SMV-Cents		12.60	151.15	65.47%
Sales Price		7.50	90.00	100.00%
Gross Margin		2.34	28.09	31.21%
Less:				
Admin OH	3.06%	0.23	2.75	3.06%
Source Tax	1.00%	0.08	0.90	1.00%
RMG Central Fund	0.03%	0.00	0.03	0.03%
B/B LC Charges	0.43%	0.03	0.39	0.43%
PC Interest	0.56%	0.04	0.50	0.56%
LT Intt.	1.43%	0.11	1.29	1.43%
Total		0.49	5.86	6.51%
Net Profit		1.85	22.22	24.69%
Breakeven- Sales based Net Profit		(0.00)	(0.00)	0.00%

Remarks :

84791-344-16-503-001, 002, 003.

Details of Material

Ord/Line/File no	333-1806
Style	2234385 341Rib KnotSSteas

Details of Material :								Required	
BODY FABRIC	Details/Supplier	UM	Consump/PC	Rate/DZ	Rate	Waste(%)	Total/PC	Qty	Value
Fab 1									
Construction/Composition	62% Polyester 31% Viscose 7% Elas 4X3 Rib	Kg	0.27393		7.210	1%	1.9948	6,195	44,664
Yarn dyed/solid dyed	Average Color					1%	-	-	-
GSM	230					1%	-	-	-
Count	34/s-PV \$3.25, 30D-\$4.15					1%	-	-	-
Finish						1%	-	-	-
Fabric details :	4X3 Rib								
Source	Inhouse								
Finished fabric payment Terms	Deferred								
EDF-Intt. Rate (%)	0.00%				-				
Fab 2									
Construction/Composition	62% Polyester 31% Viscose 7% Elas 4X3 Rib		0.13697		6.310	1%	0.8729	3,097	19,544
Yarn dyed/solid dyed	Snow White					1%	-	-	-
GSM	230					1%	-	-	-
Count	34/s-PV \$3.25, 30D-\$4.15					1%	-	-	-
Finish						1%	-	-	-
Fabric details :	4X3 Rib								
Source	Inhouse								
Finished fabric payment Terms	Deferred				-				
EDF-Intt. Rate (%)	0.00%								
Fab 3									
Construction/Composition						1%	-	-	-
Yarn dyed/solid dyed						1%	-	-	-
GSM						1%	-	-	-
Count						1%	-	-	-
Finish						1%	-	-	-
Fabric details :						1%	-	-	-
Source	Inhouse								
Finished fabric payment Terms	Deferred								
EDF-Intt. Rate (%)	0.00%				-				
Total-Fabric						2.8677		64,208	

TRIMS	UM	Source	Consump/Pc	Rate/UM	Rate/DZ	Imp.Cost	Waste (%)	Total/Pc			Supplier Name
(A) Sewing											
Woven Label(I590)	Pc	Local	3.00000	0.01191	0.14292	0%	3%	0.0368	69,185	824	Check point
Sewing Thread 50/2	Cone	Local	0.07725	0.58000	-	0%	3%	0.0461	1,782	1,033	Montrims Ltd
Care label (I601+ Additional)	Pc	Local	3.00000	0.01138	0.13656	0%	3%	0.0352	69,185	787	Check point
Sewing Thread 20/2	Cone	Local	0.10875	0.80000	-	0%	3%	0.0896	2,508	2,006	Montrims Ltd
Security Tag(9951 cutout)	Pc	Local	1.00000	0.03540	0.42480	0%	3%	0.0365	23,062	816	Check point
-	Local				-	0%		-	-	-	
-	Local				-	0%		-	-	-	
-	Local				-	0%		-	-	-	
-	Local				-	0%		-	-	-	
-	Local				-	0%		-	-	-	
-	Local				-	0%		-	-	-	
-	Local				-	0%		-	-	-	
-	Local				-	0%		-	-	-	

Total									0.2442		5,467	
(B) Packing												
RFID (TYPE 520)	Pc	Local	0.94000	0.04200	0.50400	0%	4%	0.0411	21,888	919	Check point	
Price ticket (TYPE 120)	Pc	Local	0.07000	0.01050	0.12600	0%	4%	0.0008	1,630	17	Check point	
Sustainability Tag(UB81)	Pc	Local	1.00000	0.00685	0.08220	0%	3%	0.0071	23,062	138	Check point	
Cord (K010)	Pc	Local	1.00000	0.00800	0.09600	0%	5%	0.0084	23,510	188	Paxar	
Gum tape	Pc	Local	0.02000	0.45000	5.40000	0%	5%	0.0095	470	212	INCTL Store	
Carton & Desiccant	Pc	Local	0.10000	1.20000	14.40000	0%	3%	0.1236	2,306	2,767	Billerud BD. Ltd	
Poly bag	Pc	Local	0.08333	0.41667	5.00000	0%	3%	0.0358	1,922	801	Impress & Mainmett	
Hanger(RW4836B)	Pc	Local	0.64700	0.15860	1.90320	0%	2%	0.1047	14,776	2,343	TAM Hanger	
Hanger(RW4841B)	Pc	Local	0.28200	0.17010	2.04120	0%	2%	0.0489	6,440	1,095	TAM Hanger	
Hanger Rider(J956)	Pc	Local	1.00000	0.02000	0.24000	0%	3%	0.0206	23,062	461	R-Pac	
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(Manager-Merchandising)

Prepared by :

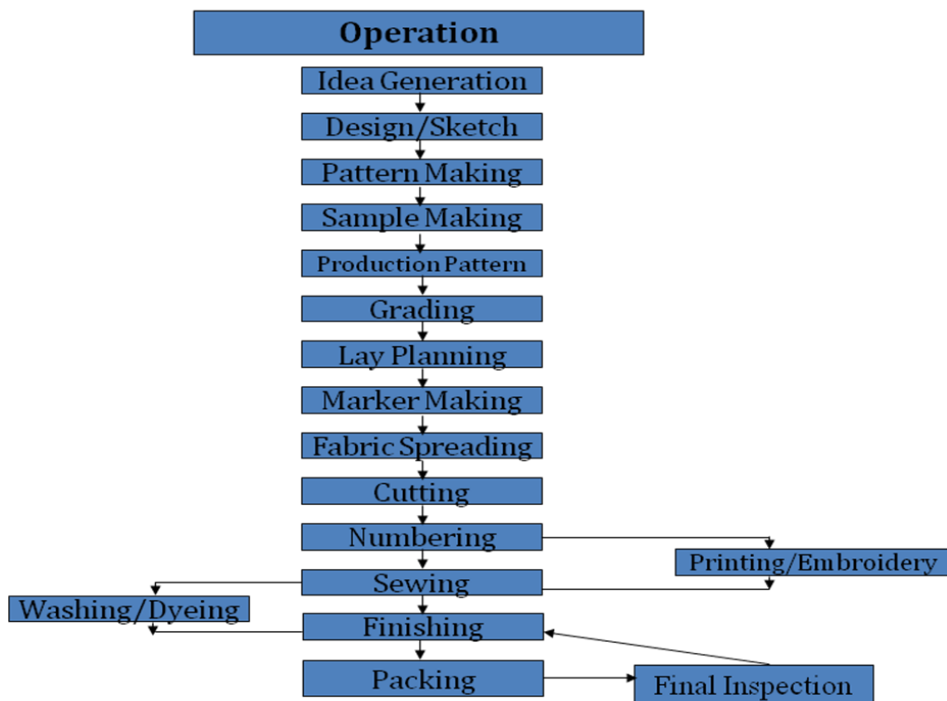
Chapter 4

Apparel manufacturing process.

Apparel Manufacturing process which means some stages raw materials, fabric & thread into Finishing garment ready for selling.

Manufacturing steps.

MANUFACTURING SEQUENCE OF APPAREL



GARMENTS DIVISION

Garment division is Important section of a Manufacturing. This division is a production unit cutting, sewing & finishing.



Capacity Details:

Fabric Keeping Capacity: 150 Tons.

Per day cutting Capacity: 220000 pcs.

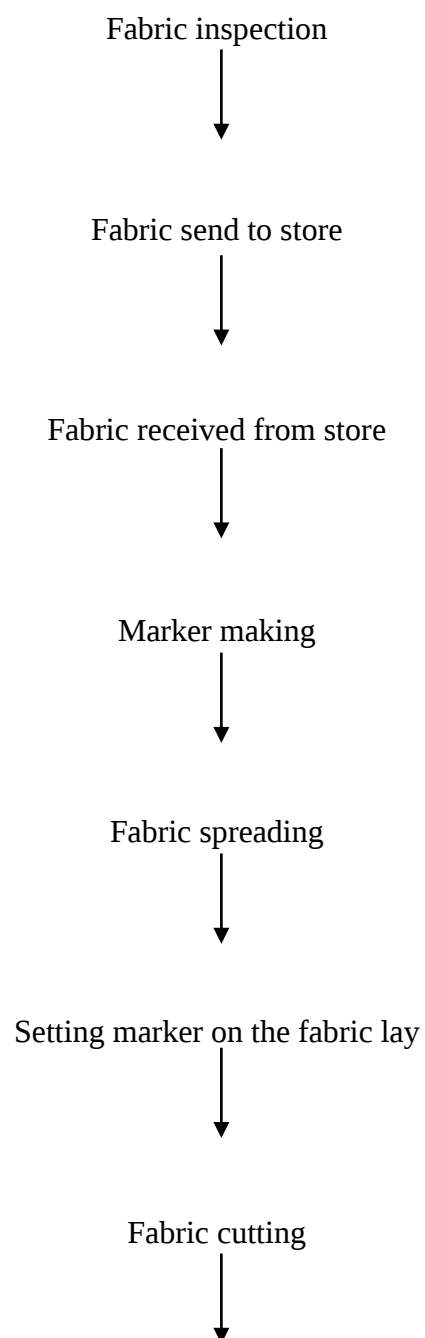
Per day Sewing Capacity 190000 pcs.

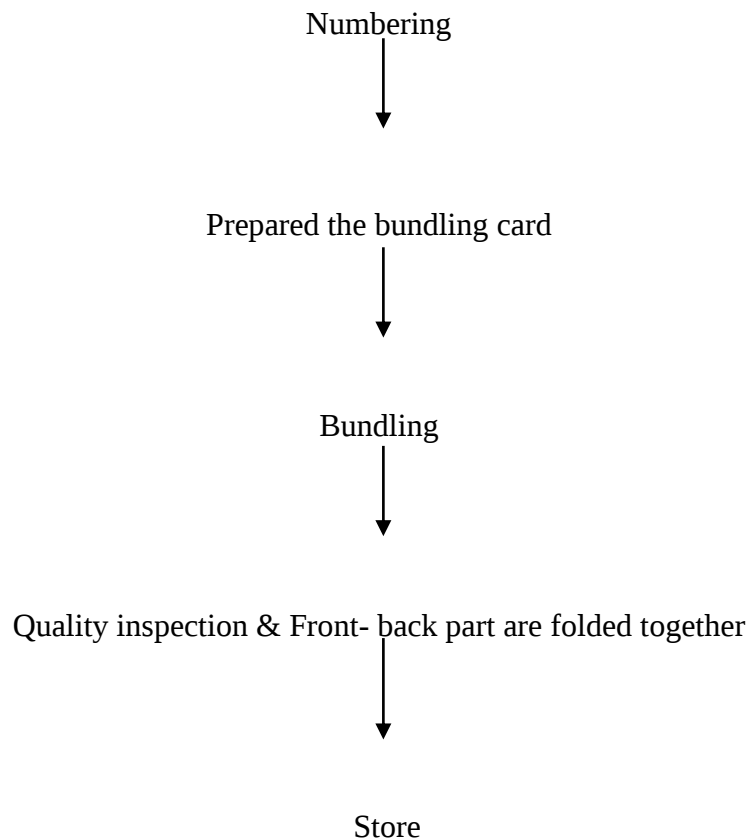
Per day Finishing Capacity 200000 pcs.

Cutting section:

Garment cutting section is a critical part of the apparel Manufacturing process, where the fabric is cut into various pieces. Correct cutting is essential to ensure the garment, quality, and efficiency in production.

FLOW SEQUENCE OF CUTTING





Fabric Preparation

Fabric inspection: Before cutting the fabric is inspected for defects such as stains, holes, and uneven dyeing. This ensures that good quality fabric is used for garment

Fabric Relaxing: Many fabrics, especially natural fibers like cotton, need to "relax" before cutting to account for shrinkage and stretching.

Fabric Rolling: The fabric is then unrolled and spread out on a large cutting table. For mass production, fabric may be stacked in multiple layers.

Lay Planning: Lay planning refers to how the pattern pieces will be arranged on the fabric. The goal is to maximize fabric utilization, minimize waste, and ensure that all pattern pieces fit within the fabric width available.

Marker Making: A marker template that shows optimal arrangement of pattern pieces on fabric. Traditionally, markers were drawn by hand, but now they are created using **CAD (Computer-Aided Design)** software, which optimizes layout for fabric efficiency.

Fabric Cutting Methods

There are several methods of cutting the fabric, depending on the scale of production, the type of fabric, and the complexity of the design.

Manual cutting (Scissors)

Small production or sample making fabric can be cut manually using scissors.

Straight knife cutting

Straight knife machine is handheld Motorized tool that uses straight vertical blade to cut the fabric . this Method is often used for cutting single layers smaller fabric quantities.



Rotary Cutting: Rotary cutter used blades to cut fabric making it suitable for cutting. It is commonly used in small & medium production.

Checking Cut Pieces: After cutting, the pieces checked for accuracy. This includes verifying quality. ensuring all pieces are present for each garment.

Sorting Pieces: The cut pieces are sorted by size, style, and color, and then sent to the next phase of production.

Key Considerations:

Fabric Type: Different fabrics may require different cutting methods due to their thickness, elasticity, and texture. For example, delicate fabrics like silk might need specialized care, while thicker fabrics like denim may require more robust cutting tools.

Cutting Accuracy: Precision is essential to ensure that pattern pieces fit together correctly during the sewing stage and that the final garment fits as intended.

Cutting Efficiency: maximizing production, cutting is often done in organized and systematic manner. Automated tools and machines have improved cutting speed and accuracy.

Advantages:

Suitable for large production than the manual method. Marker efficiency is higher than manual. Least waste of fabric, Low production cost, Low labor cost. If required, print out of the marker could be got. Grading of the pattern could be done automatically. Few times consumption. Marker can be prepared quickly than manual.

Disadvantages:

Initial investment is higher than manual. More skilled operator is needed than manual. I think everything has its positive and negative sides. But in comparison, the advantages of computerized marker are more than the manual. It increases the efficiency, workability and production of the factory. It saves valuable time and least fabric wastage. Thus, saves money too. Moreover, it attracts buyers with its modern facilities.

Conclusion:

The cutting section of garment manufacturing is pivotal to the overall success of the production process. The cutting must be accurate, efficient, and precise to ensure that the garment pieces are ready for assembly and ultimately fit and function as intended.

LIMITATIONS OF CUTTING SECTION

1. Input problem.
2. Scissor man cuts the tubular fabric to spread randomly and send to cutting floor and then find out the desired fabric to lay on the table.

Sewing Section

Sewing section is crucial part of the garment production process. this section garment is done by stitching together various fabric pieces using specialized techniques & Machines. It is directly quality fit & overall appearance of apparel.

This section is the following Machine used.

01. Plain machine
02. Double Needle Machine
03. Over lock Machine
04. Flat lock Machine
05. Kanshai Machine
06. Buttonhole Machine
07. Bur tack Machine

Sewing Production Process of Flow Chart

Cutting

Input taken and sample arrange

Store

Sewing

Store

In line work

Layout submits

PP meeting

Lavel check before sewing start

Input

Production start

Out put

Finishing

Goods shipment

Finishing Section

After sewing garment, go finishing process which is trimming excess threads adding labels & quality check, ironing to give the garment final shape.

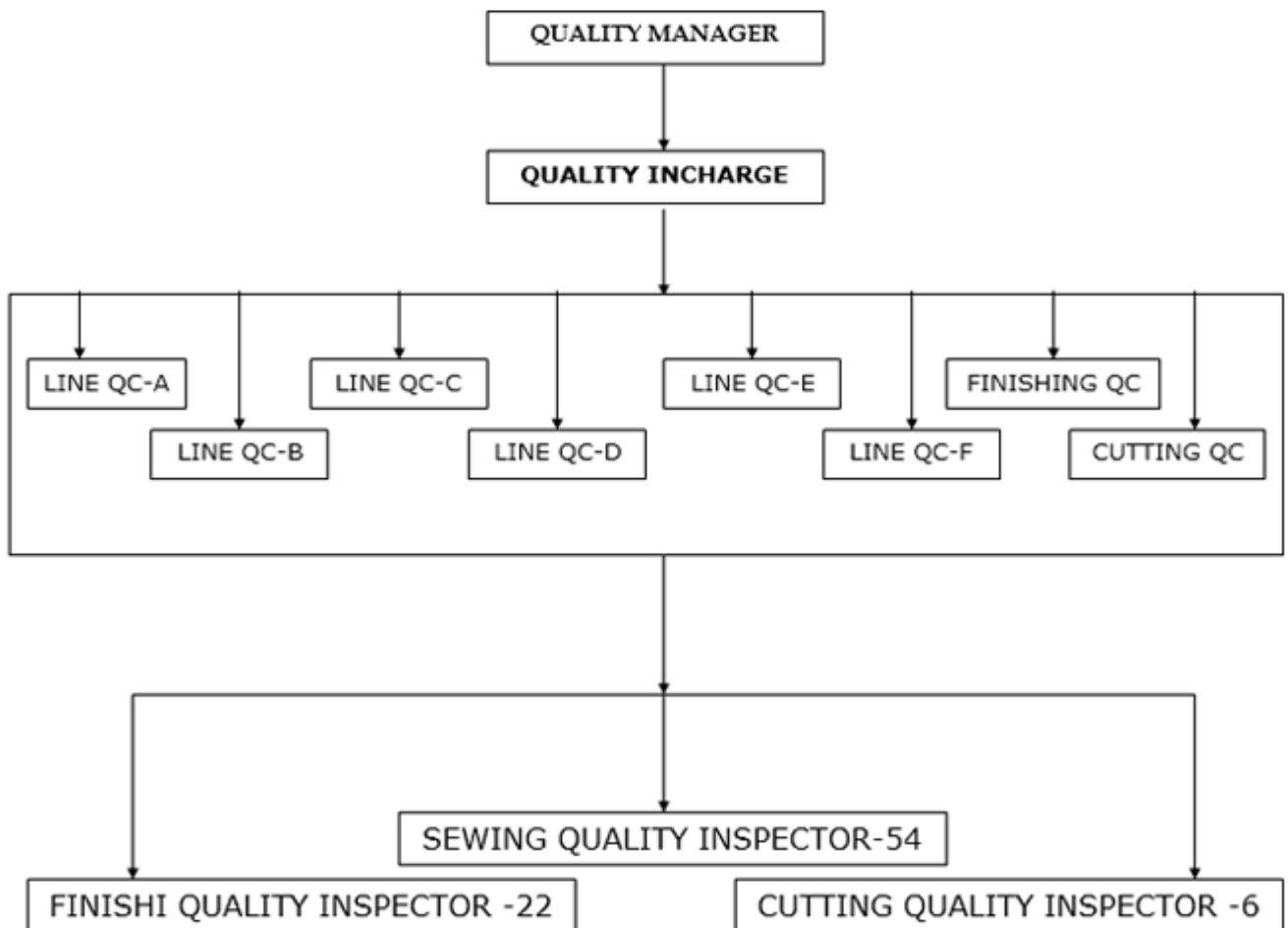
Quality control: Every garment must be checked for quality, stitching fit & Overall appearance.

Packaging: buyer requirement Garment are folded & packing ready for garment.

Final Quality Inspection Report

A final quality inspection is carried according to buyers AQL level. The quality report is sent to the buyer for approval prior to shipment upon request.

QUALITY DEPARTMENT



Garments Quality Control

- Workmanship check as per customer's specification
- Measurement check
- Assortment check
- Access labeling & tagging check
- Packing & Markings check
- Product safety requirement (Metal Detector)

Raw Materials Check

- Raw materials hand feel
- Weight per square meter
- Light fastness
- Shrinkage after first third wash, Dimensional stability, Wash fastness
- Dimensional stability
- Wash fastness

KNITTING DIVISION



PRODUCTION CAPACITY / KNITTING

- **KNITTING Capacity - 780 000 KGS / MONTH**
- **BRAND NEW Machines from FUKUHARA, Japan except the jacquards**
 - **Engineering Stripes**
 - **All kinds of Ribs**
 - **Full range of JACQUARD**

DYEING DIVISION



PRODUCTION CAPACITY / DYEING

- **DYEING Capacity - 2000 000 KGS / MONTH**
- **Full Range DYEING Machines from SCLAVOS, Greece. Total 25nos. of different capacity sample machines**

PRODUCTION CAPACITY / FINISHING



- **FINISHING Capacity - 1950 000 KGS / MONTH**
- **Full range of finishing machine is from Europe**
- **All STANTER 8 Noc with 8 Chambers**

Capable of doing any kind of finishing in knitted fabrics

- **Compactor 9 Noc from Lafer**
- **Brushing / Raising Machine Capacity - 360 000 kgs / Month**
- **Peach Finish Capacity - 210000 kgs / Month**
- **Shearing Machine Capacity - 210 000 kgs / Month**

FABRIC CAPACITY

- **JERSEY - 900 000 KGS / MONTH**
- **PIQUEE - 120 000 KGS / MONTH**
- **RIB / ITERLOCK - 120 000 KGS / MONTH**
- **FLEECE - 360 000 KGS / MONTH**

ALL OVER PRINT [AOP]:



We have State of The Art AOP Machines from Zimmer, Austria Both of the Flatbed & Rotary has 12 Color printing facility. CAPACITY = 440 000 KGS / MONTH



Placement Print.



7 Automated Printing Machine from USA & Portugal, Capable of doing ANY KIND of Placement Print. CAPACITY = 3600000 PCS / MONTH

Considered as a solution for water scarcity. However, Impress-Newtex Composite Textiles Ltd. reuses a lot of water garden plants each year.

QUALITY STANDARD:

INCTL has well established QMS system based on ISO standard.

Complete Quality Manual to maintain world class quality standard. KPI & Yearly document review system.

Internal Audit system.

Implemented & visualize SOP, Process flow chart & 6S in workstation

QUALITY ASSURANCE

Chapter 5

Impact of the Internship

The impact of an internship can be significant for both the intern and the organization. Here are some key aspects to consider:

For Interns

1. **Skill Development:** Internships provide practical experience, allowing interns to develop specific skills relevant to their field, such as technical abilities, communication, and problem-solving.
02. **Resume Enhancement:** Having an internship on a resume can make candidates more attractive to future employers, showcasing their initiative and real-world experience.

Overall Impact

Internships can bridge the gap between education and employment, benefiting both interns and organizations. They create opportunities for learning, professional growth, and enhanced organizational performance.

CHAPTER 06

CONCLUSION

In conclusion, the merchandising of internships plays a crucial role in shaping both the intern experience and organizational success. By effectively marketing internship programs, organizations can attract a diverse pool of talented candidates, ensuring a strong fit for their needs. A well-structured internship program not only provides interns with valuable hands-on experience and professional development but also contributes to the organization's growth by fostering innovation and building a future talent pipeline.

Moreover, clear communication of the benefits and opportunities available during an internship can enhance the overall appeal, making it easier for potential candidates to see the value in participating. Ultimately, the successful merchandising of internships creates a win-win situation: interns gain essential skills and connections, while organizations benefit from fresh insights and enthusiastic contributions.