

Daffodil International University



An Internship Report

on

An Analysis of Marketing Activities of Al-Muslim Group

Under the Supervision of

Dr. Mohammad Shibli Shahriar

Professor & Director MBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Submitted by

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Daffodil International University

Date of Submission: 24 October, 2024

An Analysis of Marketing Activities of Al-Muslim Group



Letter of Transmittal

24 October, 2024

To

Dr. Mohammad Shibli Shahriar
Professor & Director MBA Program
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Faculty of Business & Entrepreneurship
Daffodil International University

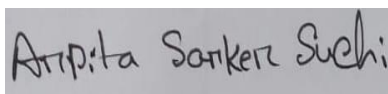
Subject: Submission of Internship Report.

Dear Sir,

With great pleasure, I, hereby, submit my internship report on, “An Analysis of Marketing Activities of Al-Muslim Group”. This particular internship report is an integral part of the partial fulfillment of the MBA program of Daffodil International University. The report also provides insights as to the overall scenario of real garments industry in Bangladesh. The experience of the internship that I gathered shall benefit me for a lifetime.

Thank you for providing me with the opportunity to work on the report and I shall be grateful to you if you would accept this report.

Sincerely yours,



.....
Arpita Sarker Suchi

ID: 0242310004083079

Program: MBA

Major in Marketing

Department of Business Administration

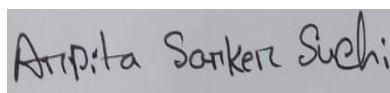
Faculty of Business and Entrepreneurship

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Student's Declaration

I am Arpita Sarker Suchi the student of Department of Business Administration, Program: MBA bearing ID: 0242310004083079, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on “An Analysis of Marketing Activities of Al-Muslim Group” has been authentically prepared by me. While preparing this internship report I didn't violation any copyright act intentionally.

The work I have presented doesn't break any current copyright and no bits of this report duplicated from any work done before for a degree or something else.



.....
Arpita Sarker Suchi

ID: 0242310004083079

Program: MBA

Major in Marketing

Department of Business Administration

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Certificate of Supervisor

I recommended that this report that has been prepared by

Arpita Sarker Suchi

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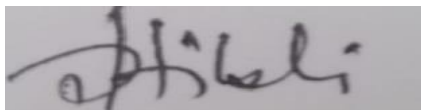
Titled

“An Analysis of Marketing Activities of Al-Muslim Group”

*be accepted in partial fulfillment of the requirements for the degree of **Master’s in Business Administration** under the supervision of*

Professor Dr. Mohammad Shibli Shahriar, Daffodil International University

I wish his every success in life.



.....
Dr. Mohammad Shibli Shahriar

Professor & Director MBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

To begin with, I express my wholehearted gratitude to Almighty god for providing me with the opportunity to complete my report successfully as a mandatory requirement of the MBA program. While preparing the report, I received active co-operations from my supervisor, Mrs. Fahima Islam, DGM of Al-Muslim Group. I sincerely express my heartfelt gratitude for her co-operation, which helped me to complete this report. And she gave me some important information to enrich this report. I would like to thank and convey my respect to my honorable teacher, my supervisor, Professor Dr. Mohammad Shibli Shahriar, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University for giving me his valuable advice, guidance, time, and all the necessary things to complete my report. His continuous supervision has inspired me to make a more valuable report based on in-depth analysis.

Executive Summary

The objective of this paper is to focus on the analysis of marketing activities of Al-Muslim Group. It's a true estate developer in nature. Now a day's assets market is incredibly demanding & most of the patrons of this market are facing huge problems like developer selection, procedure, rules etc. This report doesn't cover the entire market but contains all major information about Al-Muslim Group. So, the user could easily evaluate the organization by undergoing this report. A major portion of this report contains information about products, price, payment & purchasing procedure, place, promotion, rules of the corporate, business activities, financial status, organizational Structure etc. Al-Muslim Group is one of the popular organizations in the RGM market but also facing lots of problems. The most important problem is decreasing service quality & ensure a valuable work team, management should avoid nepotism in recruitment process. The firm could recruit some artists to supply valuable & meaningful advertisement.

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Chapter: 01

Introduction

1.1 Readymade Garments in Bangladesh

In Bangladesh, the Garments sector is one of the fastest growing sectors. In 1990 the total size of the Garments in Bangladesh was estimated to be USD 700 million and is growing at a steady rate. The Garments sector is the highest contributor to the National Ex- Checker and the largest white-collar labor-intensive employment sector of the country. There are 2500 registered Garments manufacturing companies in Bangladesh.

Today, Bangladesh Garments Industry is successfully exporting a wide range of products covering all major classes and styles forms to 71 countries. Beside regular forms like; knit, woven and sweater, Bangladesh is also exporting high-tech specialized products are also being exported from Bangladesh, and have been well accepted by the foreign Currency.

The Garments Industry of Bangladesh is now on the verge of entering highly regulated overseas markets like USA, UK, Canada, Swaziland, Denmark, Spain and so on. In this connection, several Garments manufacturers have already made huge investments in their new state of art manufacturing facilities.

AL–MUSLIM GROUP, one of the leading manufacturers and exporter of readymade garments in Bangladesh managed by a team of professionals engaged in the business for more than a decade have gained immense reputation at home and abroad. With a work force over 27000 and advanced mechanized production facilities, the group is continuously performing at the level required to satisfy the demand of the buyer spread over Europe and USA. Innovative business approach, dynamic vision, foresight, sustainability, resource mobilization, advance mechanized production facilities, quality assurance and superior services are the keys for our success and we are determining to continue with the same in the future.

During fifteen years Bangladesh in particular and the world in general has undergone political, social and economic changes which transformed the business scenario too much aggressive, competitive, and professionally competent which the group has achieved successfully to survive and succeed in the industry.

1.2 Objectives of the report

An internship is a required course for a prospective graduate student in her final semester of studies. Situations are frequently described as a practical professional workshop for students to provide associate expertise of the organization structure operating. An internship allows a student to test her abilities in real-world situations while also gaining insight into a firm or vocation.

1.2.1 Broad Objective

The primary objective of this report is to meet the academic requirements and also gain practical knowledge about marketing activities at an organization like Al-Muslim Group.

1.2.2 Specific Objectives

I was able to complete my internship at Al-Muslim Group., which is one of the leading manufacturing companies of readymade garments industry. The objectives of this report are as follows:

- To identify the marketing mix of Al-Muslim Group.
- To analyze the marketing activities of Al-Muslim Group.
- To find out some problems of marketing activities and to make some suggestions to overcome the problem.

1.3 Structure of the report

This internship report was written to provide insight into my experience as a 'Marketing Intern' at Al-Muslim Group during my internship. I am breaking the report into five sections.

- The report's introduction, as well as historical background of readymade garments Industry in Bangladesh, the report's objective, structure are detailed in the first chapter.
- In chapter two. Company overview, Mission, Vision, Company others details.
- My Job Responsibilities as a Marketing Intern at Al-Muslim Group are discussed in chapter three.
- The important topics, which are the Marketing Analysis of Al-Muslim Group are discussed in chapter four.
- In Chapter five. There, I've included my findings, recommendation and conclusion for the Al-Muslim Group.

This report seeks to present a picture of analysis regarding marketing activities of Al-Muslim Group. It will assist them in recognizing the market and establishing themselves as the market leader. I've talked about my impressions of the organization and its marketing, branding, and digital marketing department.

1.4 Origin of the Report

As part of the internship program for the masters of Business Administration program, I (Arpita Sarker Suchi) have been allocated to do my internship at Al-Muslim Group. The topic of my internship report is “Analysis of Marketing Activities of Al-Muslim Group”, which was assigned by the organization's organizational supervisor. Associate Professor Dr. Mohammad Shibli Shahriar of Daffodil International University, my faculty supervisor (academic supervisor), also approved the topic and authorized me to prepare this report.

1.5 Methodology of the Report

The data collected from primary and secondary sources.

Primary source:

- i. Observing Al–Muslim Group overall marketing activities.
- ii. Gathering some information by personal experience.
- iii. Some data collected from reporting Manager.
- iv. Discussed team member and others colleagues

Secondary data:

- i. Website of Al–Muslim Group.
- ii. Some data collects from annul reports and magazines.

1.6 Limitations of the study

I have to face a lot of task orientated responsibilities and pressures in this internship period. In this study, I have faced some limitations are

1. The management process of Al-Muslim Group is so conservative.
2. Al-Muslim Group maintain a lot of security in their business and do not allow me to discover few information. Some data is not accessible for all.
3. After long time spending in work environment. It very hard to prepare the report.

Chapter: 2

Overview of the Organization

2.1 Background of Al-Muslim Group

Al-Muslim Group, one of the leading manufacturers and exporter of readymade garments in Bangladesh managed by a team of professionals engaged in the business for more than a decade have gained immense reputation at home and abroad. With a work force over 10750 and advanced mechanized production facilities, the group is continuously performing at the level required to satisfy the demand of the buyer spread over Europe and USA. Innovative business approach, dynamic vision, foresight, sustainability, resource mobilization, advance mechanized production facilities, quality assurance and superior services are the keys for our success and we are determining to continue with the same in the future.

During these years Bangladesh in particular and the world in general has undergone political, social and economic changes which transformed the business scenario too much aggressive, competitive, and professionally competent which the group has achieved successfully to survive and succeed in the industry.

The founder Chairman, Honorable Mohammed Abdullah conceived the idea of floating Export Oriented Companies well back in the nineties and Al – Muslim Garments is the first to be incorporated in 1992 to transform the ideas into realities. Over the years several other companies were incorporated to cater the increasing business demand of the group and working successfully under the banner of Al-Muslim Group towards the accomplishment of goal.

These 100% export-oriented garment division has earned the distinction of having set pace and standard in the Bangladesh garment industry, these companies were the first in the country to employ sophisticated equipment's and afterward considered as a benchmark in related fields. The above garments factories are capable to produce all kinds of woven Garments.

2.2 Al-Muslim Group's associate companies are

A.K.M Knit Wear Ltd.

Al-Muslim Washing Ltd.

Al-Muslim Garments Accessories Ltd.

Al-Muslim Yearn Dying Ltd.

Al-Muslim Washing Ltd.

Al-Muslim Fashion Wear Ltd.

Pacific Blue Jeans Wear Ltd.

Al-Muslim Builders Ltd.

Al-Muslim Real State Ltd.

Address

The group is coming up with a huge woven project at 14th Gedda Karnapara, ulail, savar, Dhaka at capital cost of US\$ 25 million approximately with washing, dyeing, embroidery, accessories & printing facilities. 32 Acores of land have already been acquired and construction works are in progress for (i) a 11 storied woven factory building having floor area of 85000 squire ft each. (Commercial production already been started on basement & ground floor, first floor 2nd floor) with in house washing plant (ii) Effluent treatment plant (ETP), (iii) Utility building etc. In the recent future we have a plan to venture into knit project.

2.3 Mission

The mission statement of the business- “Our global quest is to improve the quality of human life by enabling people to do more, feel better and live longer”. We want to Export Good Qualities Product than our economical based are increased.

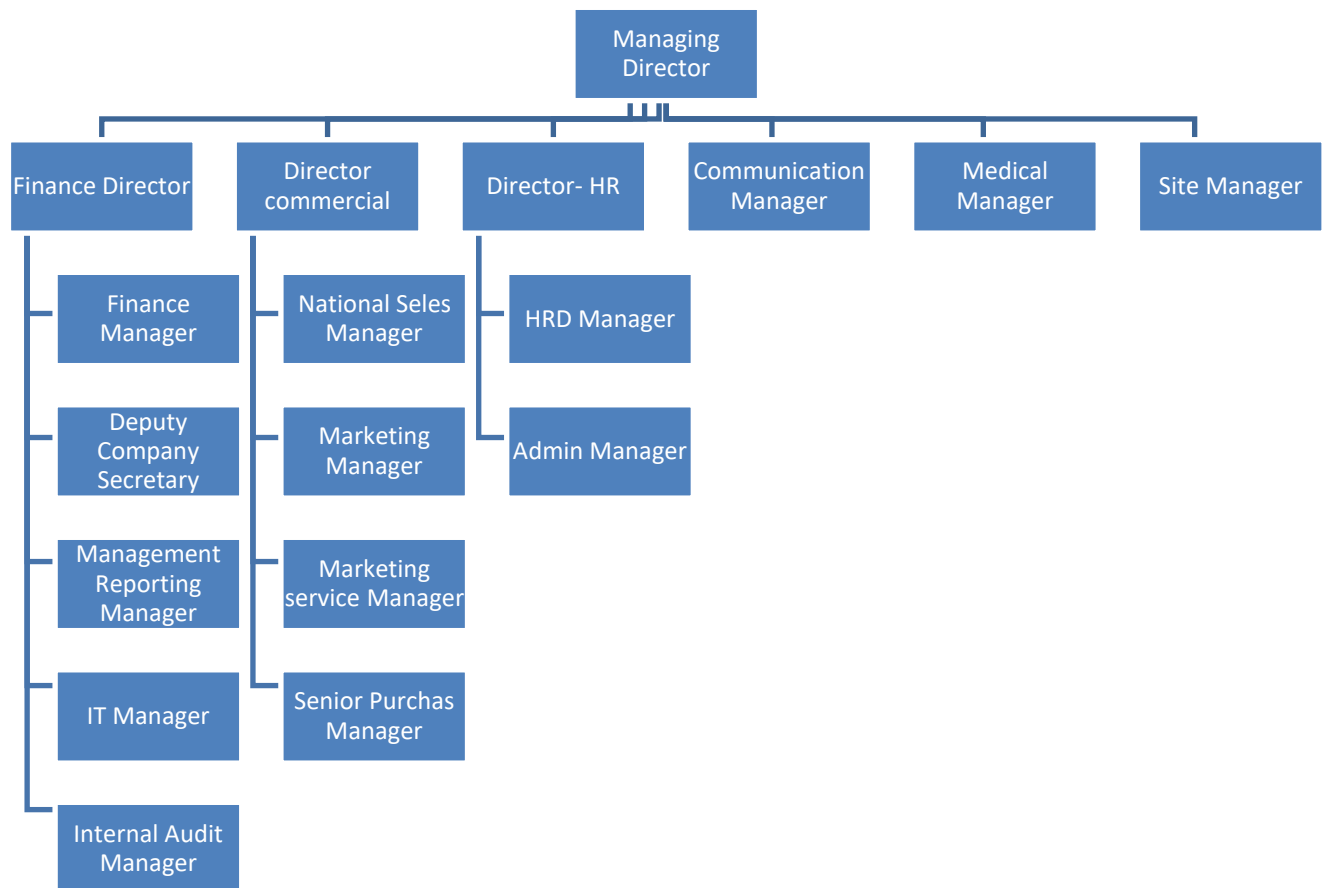
2.4 Vision

Al-Muslim Group recognize that the world in which we operate is changing. Consumers are increasingly bringing their views as citizens into their buying decisions, demanding more from the companies behind the brands. They want companies and brands they trust. To be a dynamic business group, building robust businesses that excel at serving their customers and stakeholders through exceptional products and services in industries and markets that support progression and economic growth at community, society and country level.

2.5 Vision

Al-Muslim Group is committed to providing the best quality products and services. They are focused on three core values: Integrity, quality and Customer acceptance.

2.7 Organizational Network Hierarchy



2.8 Our Customers

BESTSELLER[®]



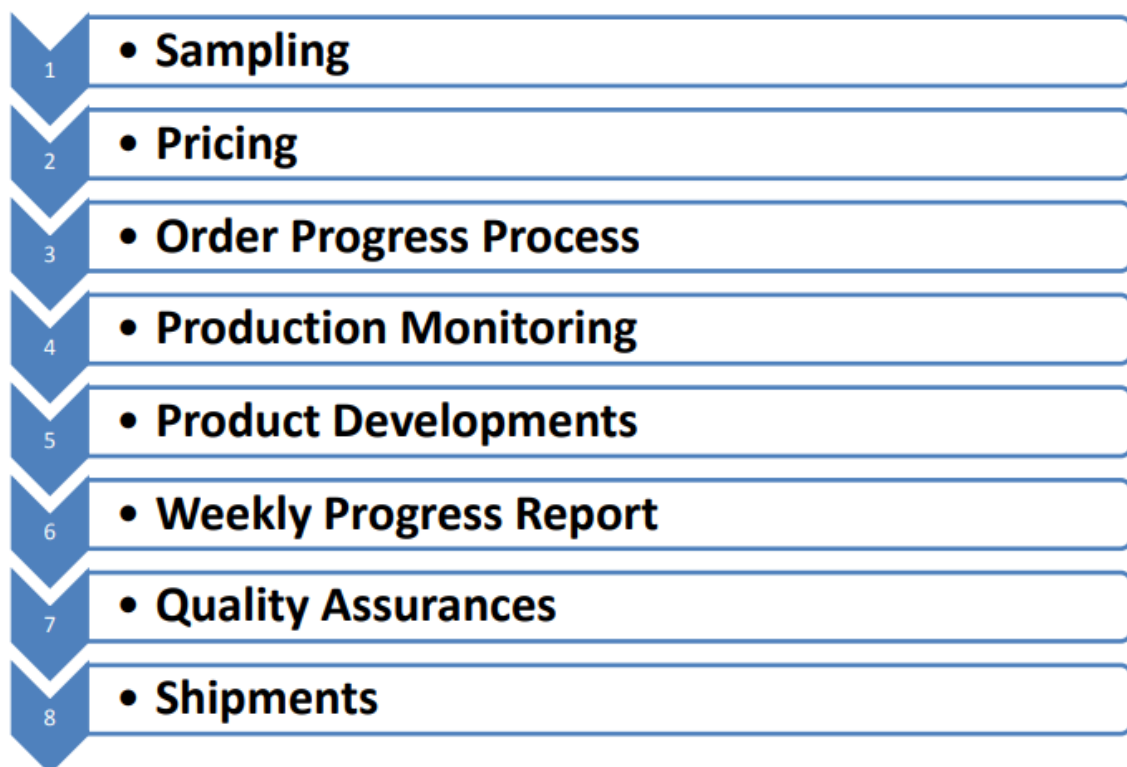
celio*



LC Waikiki

MANGO

2.9 Process Flow of Al-Muslim Group



Sampling: Here company collecting client's necessity of fabric and accessories from suitable source. At initial examination the fabric mockups will forward to the clients and receiving response.

Pricing: Al Muslim group have huge networking in Bangladesh lets them to offer the low-cost existing in Bangladesh. As result they bargaining power high which ensure quality accessories at minimum price.

Order Progress Process: On receiving of orders based on above, I had to discuss with suppliers on process planning, preparation of critical path by importance.

Production Monitoring: To monitor the production stage is one of our key duties to our customers because once the product cutting goes wrong pattern it will cost a huge loss. So merchandiser closely do monitor every step deeply, from fabric, it's dying, the shrinkage, the patterns, the cutting layers, bundling, distribution on the machines, general checking, washing, cropping, pressing, final checking, tags, placements etc.

Product Developments: offering buyer innovative product which is design by fashion designers

Weekly Progress Report: Merchandiser, Quality Controller and Logistic staff will be held once in week and update status is e-mailed to buyer on every week. This will allow all the clients to confirm their order movement.

Quality Assurances: There are few garment manufacturing companies in Bangladesh who keeps a quality plan compliant to international standards (such as MIL, AATC, ASTM and ISO codes). Al Muslim Group maintains all these quality standards.

Shipments: Arranging vessel for shipment with the forwarders and follow up shipment points for smoother Connections.

Chapter: 3

Internship Duties and Responsibilities

3.1 Information of Internship

The department where I have done my internship in, is the ‘Sourcing & Marketing Department’ at Al-Muslim Group. I started my internship on 1st April 2024 and ended it on 31st July 2024. The duration of the internship was 4 months.

As a Marketing Intern, I had a brief idea about the organization & their works. I used to research on various topics such as Market size, Product Characteristics, Scope of competitive rivalry, market growth rate, type of distribution channel used target & end consumers.

3.3 My Job Responsibilities at Al-Muslim Group

Al-Muslim Group, I performed as a Marketing Intern at Sourcing & Marketing Department from 1st April 2024 and ended it on 31st July 2024.

Below, I have listed my other core responsibilities at:

- I was responsible for developing marketing plans.
- I was preparing delivery document for stock lot clearance.
- I was responsible for communicating with Bangladesh market outlet.
- I was responsible for preparing bill for stock lot clearance product.
- I was responsible for product coding.

3.4 Learnings and Challenges during My Internship

As a Marketing Intern, I understood that what we study in the textbook is not always the same when we step into the practical field. In the real-world scenario, you need to make instant decisions, sometimes tweaking your strategies to make them better appeal to the situation. In such situations, you won’t have time to flip through your textbooks.

Also, as this was my first practical job at any company, I was exposed to several technological tools that I had not known before. For instance, all the components in Google.

Chapter: 4
**Analysis of Marketing of Al-Muslim
Group**

4.1 Marketing Mix of Al-Muslim Group:

To recognize the showcasing combination of Al-Muslim Group I've discovered that, they follow some procedure to impact purchasers to get its items. The showcasing blend alludes to the arrangement of activities, or strategies, that a company uses to advertise its image or item inside the market. The 4Ps structure a regular advertising blend – Product, Price, Promotion and Place.

Marketing mix of Al-Muslim Group includes Product, Price, Place and Promotion and the detail of it is given below –

4.1.1 Product

AL-Muslim Group is one of the leading Garments companies in the Bangladesh. The company is also doing sound business in Bangladesh for a long time. Because of they are ensuring the best quality products and services minimum price for men, women and children.



DENIM



SHIRTS



OTHERS



JACKETS

Denim is a woven twill fabric typically made of cotton. Denim fabric and denim clothing items, such as jeans, jackets, and shirts. Those denim product has many advantage such as durability,

versatility, timeless style, comfort, low maintenance, customizable, variety of style. AL-Muslim Group has been offering those denim for man, women and kids.

Why Al Muslim Group choose Denim product

Denim is a popular fabric known for its durability and versatility. Here are some key advantages of denim:

- ✓ **Durability:** Denim is a strong, sturdy fabric that can withstand wear and tear, making it ideal for everyday clothing.
- ✓ **Versatility:** It can be styled in various ways, suitable for casual, semi-formal, and even some formal occasions. Denim comes in various forms, such as jeans, jackets, skirts, and shirts.
- ✓ **Comfort:** Over time, denim softens and conforms to the body, providing comfort while maintaining its shape.
- ✓ **Timeless Style:** Denim has a classic, timeless appeal that never goes out of fashion. It can be paired with almost anything.
- ✓ **Variety:** Available in many colors, washes, and styles, denim can cater to diverse tastes and preferences.
- ✓ **Breathability:** While it is a heavier fabric, denim can be breathable, especially in lighter weights, making it suitable for various climates.
- ✓ **Ease of Care:** Denim is relatively easy to care for and can often be machine washed and dried, although specific care instructions can vary by garment.
- ✓ **Sustainability Potential:** With the rise of sustainable denim brands, there are options made from organic cotton and recycled materials, minimizing environmental impact.

Overall, denim's combination of durability, style, and comfort makes it a favored choice for many people around the world.

4.1.2 Price:

Value alludes to the value that is put for an item. It relies upon expenses of creation, fragment focused on, capacity of the market to pay, supply - request and various other immediate and circuitous elements.

Course Price	Minimum price	Maximum price	Average price
JEANS	USD 40	USD 70	USD 55
SHIRT	USD 30	USD 50	USD 40
JACKET	USD 70	USD 130	USD 90
OTHERS	USD 20	USD 35	USD 30

AL-Muslim Group intended to export denim products in different country. It's why AL-Muslim Group pays close attention to how upgrade company's quality these products. Furthermore, because they manufacture their items, they could charge lower prices to their buyers than their competitor.

4.1.2 Place:

Place is the consideration of where the product should be available, in slipup-and-mortar stores and online, and how it'll be displayed. The decision is crucial. AL-Muslim Group focused on geographic segmentation and their marketing strategy that involves dividing a market into different geographical units such as USA, Canada, Germany, other European countries. This approach allows businesses to tailor their products, services, and marketing efforts to meet the specific needs and preferences of these customers in different locations. The thing of business organization is always to get their products in front of the consumers who are the most likely to buy products.

4.1.2 Promotion:

The mission of creation is to communicate to buyers that they need this product and that it's priced meetly. AL-Muslim Group encompasses their promotion activating with advertising, product development, costing, sourcing, and the overall media strategy for introducing a

product. It is necessary to promote the product appropriately that how they supply the product and to get the satisfied buyer's demand.

- **Merchandiser:** A merchandiser is working sales force in garments sector. Al Muslim group have some dedicated merchandiser who have a hard-working mind, have convincing power, instant intelligence, dominant observation, patience etc. Without them Al Muslim Group can't run easily. From getting order sheet to deliver the product they monitoring whole processes. They maintain a good relationship with buyers are very important. In garments sector buyer means especially foreign buyer who come to our country and buy products from our garments. Merchandiser represent the garments so they need to be careful when they are dealing with buyer. When they are satisfying with services of merchandiser and garments they became their potential buyer.
- **Product development:** Product development is the main part of marketing in garments industry. For marketing purpose most of the buyer's asked quite a few samples to show them to innovated product which is different from traditionally product. So that business has to develop product according to the buyer's wants. The samples are always be there like approval sample, size set, sales samples (if need) once develop sample are approved. Basically, the product could differ country basis. As result, AL-Muslim Group always monitor market and approach buyers as their preference product.
- **Costing:** Costing is very crucial part for any RMG product. Because if business has new product but its production cost high then the company could not get competitive advantage from buyer. The costing deal with sourcing, company production capacity, fixed cost, variable cost, manufacturing processes and technology. When Al Muslim group participating a tender, they are preparing work sheet to approach customer minimum price of the product. It also displayed how they manufacturing product with low cost.
- **Sourcing:** In Al Muslim group, Sourcing team also is a part of marketing team. Because when buyer asked sample from merchandiser, they contact with their supplier to collect necessary accessories according to that style. Al Muslim group have made huge network with supplier. As result, they have opportunity to bargains with supplier and give the best price and best quality accessories for making a garment. If they can manage lower price with best quality accessories then it's good for company to chase the competitor in the auction.

4.2 Marketing Strategies of Al-Muslim Group:

- **Quality and Customer acceptance** – Achieve business vision through quality and customer acceptance by providing safe & effective medicine.
- **Good manufacturing practice** – Strictly maintained GMP (Good Manufacturing Practice)
- **Customer focus**- A respective quality throughout the entire organization or each operating unit and company as well as processes, systems and services product design and development, through manufacture, supply and marketing
- **Compliance** – With regulatory requirements, corporate quality requirements, group products and other applicable standards.
- **Added value** – Through Continuous improvements and error- prevention to benefit customers and company
- **Dedicated Human resources** – Develop a pool, of dedicated human resources through regular training.

Chapter: 5

Findings, Recommendations and Conclusion

5.1 Findings of the study

Al Muslim Group is one of the best companies of textile industry in Bangladesh. It has an outstanding reputation for quality in the nearby market. It is a composite factory with all sectors of Jacket, Jeanswear, garments and washing factories. This is significant in terms of both Production and maintenance. In general, I have focused on Al Muslim Group Sourcing and Marketing Department. There I found some outcomes that are needed to fulfill the betterment desires.

They are:

1. Main problem of such a big organization like Al Muslim Group is Communication gap. It was difficult for me to communicate with different department at a time. Every one busy with their work and every person's mentality and behavior is not same. So, in here I had to deal with very carefully.
2. Because of so many departments, employers are confused when they are getting direction from different supervisor. As result they made some mistakes for this.
3. Al Muslim Group maintains a software name FAST TRAC. By these everyone can see what is going on production side. But the internal server sometimes doesn't work or work slowly as result concern person cannot input their information in right time
4. To make a garment merchandiser need different trims and accessories. So, it's very difficult to sourcing all the accessories within time. For this reason, sometimes company lost their nearly confirm order. Which effect very badly for company image and future.
5. Production performance isn't always up to par as the buyer is the customer's first point of contact. They occasionally under produce, which leaves their customers unsatisfied.
6. Some new merchandisers are not well trained. So that are unable to deals with buyers' lack of training and information. As result buyers have been got wrong information about company.

5.2 Recommendations

Since there are problems which are not major cause for Al Muslim Group, However, there will be also some recommendations to develop the company.

There are some recommendations which might be useful for the betterment of the company.

1. Al Muslim Group should maintain a proper chain so that they can reduce communication gap and work smoothly. Only then organization can gain more efficiency.
2. To reduce employee's confusion, Al Muslim group needed internal coordination with all departments and make new path which help employees easily to connect more with duties.
3. Al Muslim group should update its main software Fast Track and maintain every month it properly to get fruitful result.
4. After getting order sheet, all related department should sit a meeting discussed about order as result everyone giving opinion; make decision whether work on this project or let it go. It saves time, money and complete the order on time.
5. Al Muslim group should focus production capacity and upgrade their machinery to compliance buyers' demand.
6. Before changing or replacing someone, they should find best person for that position and train him until he can do it properly. Otherwise, for a single person's fault can hamper total process.

Last one, interns and new employee organization give little space to learn quickly. Every organization think new employee and intern will learn by facing problem and situation. But if they give brief about work or possible difficult situation then new comers can cope up with easily.

5.3 Conclusion

By completing this internship, I can learn theoretical information and put it into practice in the job as well as complete the requirements of Master of Business Administration program. While doing this, I was assigned topic and that is “Analysis of Marketing Activities of Al-Muslim Group.” In conclusion, I can say that, the Sourcing and Marketing Department of Al Muslim Group gives me a pleasure to learn those activities properly through communicating with different concern people like office internal, Buyer, Supplier etc. From this department, I have learned practical knowledge how to communicate with different people in different situation. I have to perform the activities from preliminary to end of the clearing stock. Today’s organization demands that the function deliver a valuable side of earning foreign currency and take part a vital role to communicate with international business. For me the experienced is made me demandable in garments sector. It may an honorable professional for educated persons. For developing garment sector merchandising system will have to focuses on modern system. Management of merchandising is a big job and is a complex one.

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