

An Analysis of the Marketing Activities of Al Muslim Group:
A Study on Savar Branch

Prepared for:

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Faculty of Business & Entrepreneurship

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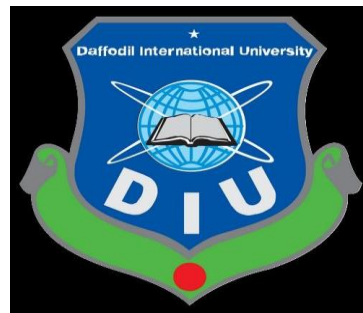
ID: 221-14-374

MBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University



Daffodil International University.

Dhaka, Bangladesh

Date of Submission: May 29, 2024

Letter of Transmittal

Date: May 29, 2024

Professor Dr. Mohammed Masum Iqbal

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University.

Subject: Submission of internship report.

Dear Sir,

With great pleasure, I am Submitting my internship report on “**An Analysis of the Marketing Activities of Al Muslim Group: A study on Savar Branch**” which was assigned me as a part of my MBA program. I have completed this report as per suggestion and necessary information you give me time to time.

I am highly appreciated for your guide and consistent cooperation and I hope that the report will be completed as your expectations.

Thank you

Sincerely yours,



Md. Razib Hossain

ID: 221-14-374

MBA Program.

Department of Business Administration

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Student Declaration

I am **Md. Razib Hossain**, ID: **221-14-374** student of MBA program, Daffodil International University, thusly pronounces that the internship report entitled on “**An Analysis of Marketing Activities of Al Muslim Group: A Study on Savar Branch**” my internship under the supervision and guidance of **Professor Dr. Mohammed Masum Iqbal**, **Department of Business Administration, Faculty of Business and Entrepreneurship**, Daffodil international university.

I announce that this report entitled “**An Analysis of Marketing Activities of Al Muslim Group: A Study on Savar Branch**”. Submitted by me to Daffodil International University, Dhaka for the fulfillment of MBA is of own and has not submitted to any other university.



Md. Razib Hossain

ID: 221-14-374

MBA program.

Department of business administration

Faculty of business & entrepreneurship

Daffodil international university.

Letter of Acceptance

This is to certify that the internship report entitled **An Analysis of Marketing Activities of Al Muslim Group: A Study on Savar Branch**, is prepared by Md. Razib Hossain, ID: 221-14-374, as a requirement of the MBA Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



Professor Dr. Mohammed Masum Iqbal

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

First of all, I like to give thanks to my almighty for enable me complete this internship report within the scheduled time. With support of my Allah, I would be able to complete this report in time. Internship report is the part of MBA program as one can get practical knowledge within the period of three months by observing and doing the daily works of chosen organization. In this regard my internship has been arranged at Al Muslim Group Limited.

At first, I would like to give thanks to my supervisor Mohammed Masum Iqbal, PhD Professor & Dean Faculty of Business & Entrepreneurship, Daffodil International University of Bangladesh who supervised me in the right way and given me best instruction for preparing this Internship report.

I acknowledge my indebtedness to Mr. Rouson Ali Manager for his consistent guidance and valuable suggestion from time to time and I am also grateful to Md. Jhangir Alam, Section in-charge and also to the Sir for their personal guidance during the internship.

I am also grateful to all of the officers and employs and some of my friends who are doing their internship with me in this organization. I must mention the wonderful working environment and group communication of this organization that enabled me a lot deal to do and services activities during my internship period of three month.

Finally, I give thanks my entire friend for give inspired me to complete this report and the course as well.

Executive Summary

Practical knowledge is greatly differing from academic knowledge through its operation, complexity and implementation. To justify the academic knowledge, practical knowledge has great importance. Internship program is a great opportunity to justify the academic knowledge in respect to the practical world. So, this reason Department of Business Administration introduces this type of internship program for the students of M.B.A. for getting practical knowledge.

The report focuses all relevant information that has been collected from MAG Ltd. This report will give a clear idea about the activities behind the Marketing activities MAG Ltd.

At the beginning of the report shows origin, objectives, methodologies, scope and study, limitations is discussed. Especially this report focuses on marketing activities of Al Muslim Group.

Secondly this report introduced the Al Muslim Group. This shows its historical background, the vision, mission, corporate strategy, objectives, Business partners, organizational structure, management team, products and SWOT analysis etc.

The major objective is to present Marketing activities of Muslim group and to discuss the Marketing strategies of MAG. The report highlights the demographic data analysis and the survey data analysis. Integrating Marketing has been collected both from the primary source and as well as from secondary sources. But large-scale research was not possible due to time constraints.

At the ending part the problems, recommendations, and conclusions are discussed. The problems are found out the survey conducted during the internship at al Muslim group. The problems are many individuals are unaware of the services offered by Al Muslim Group due to the absence of expertise in marketing and an ineffective advertising strategy, Customers that use various cloth and other methods are not appropriately notified about when services will be provided by Al Muslim Group, Employees of Al Muslim Group do not understand customer's queries due to their lack of knowledge and training. Lack of efficient employees creates a gap between customer expectation and customer perception. Al Muslim Group should prioritize addressing the identified issues which is lack of marketing activities, not involving customer's opinion & lack of efficient & skilled employee.

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Chapter 01

Introduction

1.1 Introduction of the Study

Al-Muslim Group, a Bangladeshi apparel manufacturer, is a driving provider of readymade garments and denim products in the world. They are one of the top readymade garment manufacturing organizations in Bangladesh. The organization creates the most trendy and fashionable readymade garments and denim products and possesses the most complete and updated manufacturing system and machineries in Bangladesh

They are a quality conscious organization, complying with related national and international law. Al Muslim Group produce all type of woven top and bottom items for man, women and kids. They never compromise with the quality and timely delivery which are some of the challenges loves to take. Their customers relay on quality as competent team conduct final inspection on behalf of their customers. Al-Muslim Group is a well-known name in readymade garment industry both in Asia and Europe for its massive production capacity, updated technologies, and expert team members and of course sincerity to ensure customer satisfaction & target obtain big market place. They are an organization with 26,000 employees who are main asset. They produce over 3.5 million pieces of wide variety of readymade garments every month starting from kids to men and women. They yearly turnover is over \$300 Million. Besides producing readymade garments, they are also able to produce different garment accessories, provide embroidery and printing facilities and also garment washing facilities for their customers. They in-house facilities are designed in a way to ensure best quality, price and top services to their valued customers.

It makes an important contribution to the export trade since 2010-11 financial year has received Gold award as the best exporter 3 times. Besides Al-Muslim Group has received the Best Exporter Award for the financial year 2017-18. With this, for the fourth time, Al-Muslim Group has won the National Export Trophy silver as the highest honor of the Bangladesh government as the top exporter in the garment industry (oven) category.

BGMEA Reg. No.1309 EPB Reg No.1373

Director Information, Name: - Md. Abdullah

Position: Managing Director

Email: md@pAMGficbluejeans.com

1.2 Background of the study

A report on practical experience is required to complete the M.B.A program. It helps a student get used to the different types of corporate environments. I had the opportunity to intern at Al Muslim Group Limited. During my time as a marketing student, An Analysis of Marketing Activities Of Al Muslim Group: A Study on Savar Branch. My supervisor, Mohammed Mausm Iqbal, Sir, provided me with guidance throughout the report-writing process. Collaborating with a Al Muslim Group employee, I obtained the data. Additionally, I gather information from their various clients. I gathered some information from their webpage. This internship time has assisted me in developing my abilities and increasing my confidence in the workplace. This moment is one of my favorites. During this time, I learn something new. When I wrote this, I used on my practical experience, academic knowledge, and skills gained from many workshops, seminars, and training sessions.

1.3 Objectives of the study

The study has been carried out with the following objectives:

- To identify the marketing strategies of Al Muslim Group;
- To explain the marketing mix of Al Muslim Group;
- To measure the quality of services provided by Al Muslim Group;
- To identify the problems related to the marketing activities of Al Muslim Group;
- To make recommendations to solve the problems;

1.4 Scope of the study

This report examined the overall Marketing Activists of Al Muslim Group Savar Branch, as well as the interaction between customers and the company, as well as the principles covered by the factory operating system, among other things.

1.5 Methodology of the Study.

The study used both primary and secondary data in order to conduct the analyses that were included in the report. Information on general Marketing activities and customer satisfaction levels was initially gathered from employees at Al Muslim group and from customers who had purchased products from the company. Secondary information was gathered from many sources, including annual reports, pertinent publications, websites, and so on.

1.5.1 Data Collection

To complete the study two types of data are used those are given below

Primary Data:

- Customers of Al Muslim Group.

Secondary Data:

- Annual Report of Al Muslim Group.
- Previous internship report, Research paper, Journal, etc.
- Web page of Al Muslim Group Savar.

1.5.2 Sample Unit

Customers of Al Muslim Group who have purchased one or more Product or who have received any other services from the organization are considered to be Targeted Sample Units. The decision sampling approach was used to pick the sample unit from among the many clients of the organization who were willing to participate in the survey by answering the questionnaire.

1.5.3 Sample Size

The sample size was comprised of 60 respondents who were real customers of the Al Muslim Group Savar branch. The respondents were divided into two groups. Corporate consumers are often smaller in number; at the same time, corporate customers may hesitate from participating in research because of confidentiality issues. Those consumers who have the best possible outcomes when responding to the review questions have been selected to participate in this study. In this manner, while keeping in mind the limitations, a sample size of 60 corporate customers of Al Muslim Group was examined.

1.5.4 Sampling Method

To complete the study Convenience sampling technique or systems have been used, which is a type of non-probability sampling.

1.5.5 Data Collection Method

In order to compile this study, data was gathered through SERVQUAL model which helps to collect the information about the service quality of the organization in this model consumer were asked questions in a questioner format. Additionally, data for the research was gathered through informal conversations with the valued consumers. This study also included information from Al Muslim Group Limited and local consumers.

1.6 Limitations of the Study

However, there are significant restrictions that prevent the program and the research from being successful. The following were the restrictions:

- This study has some flaws due to my lack of experience.
- We know that financial organizations don't like to disclose information for security reasons, so I won't be able to access all of this organization's accurate data.
- Everyone is so busy in the service life that they don't allow me enough time to collect the necessary data.
- Because this is my first time writing this type of report, several limitations are there in my papers.
- Customers may refuse to provide information if they are not interested.
- Three months is insufficient time to prepare for this type of research, which necessitates long-term efforts. As a result, there is a mistake in the paper.
- Obtaining information from the financial sector is quite tough.

Chapter 02

Organization Overview

2.1 About Al Muslim Group

Began its journey two decades ago in 1992 as a joint-venture Garments Product Selling company in global with a license from Under the BGMEA. Bangladesh Garment Manufacturers and Exporters Association (BGMEA) is a trade association dedicated to promote the Bangladeshi apparel industry. This company Obtain membership BGMEA Reg. No.1309 EPB Reg No.1373 Al Muslim Group is now the country's top Garments product provider of exporter. With this, for the fourth time, Al-Muslim Group has won the National Export Trophy silver as the highest honor of the Bangladesh government as the top exporter in the garment industry (oven) category.

Management Services.

Al Muslim Group done business process re-engineering to increase capAMGty for better service to its customers Obtain Marketing Activities of Al Muslim Group. Through a cutting-edge technology environment, the company currently functions from a consolidated administrative framework. Al Muslim Group is generating a vast operational peripheral that encompasses the country's major business areas. Al Muslim Group is the only Garments institution in Bangladesh who won the four National Export Trophy as the highest honor of the Bangladesh government as the top exporter in the garment industry (oven) category only Marketing Activists.

Al Muslim Group Take a order many buyers & prepared garment Such as Oven Pant jacket sometime t-shirt & Send various world & obtained world market place. Al Muslim group factory leader in export market services, and it has been working tirelessly to establish a lively, efficient, and transparent export market in World for Garments Products.

Al Muslim group a subsidiary of the industry provides top-notch brokerage services and is a market leader in cutting-edge trading, top-rated research information, and client support. Al Muslim Group is another component of the business in garments industry. It is the country's leading specializing in Garments industry advice, problem management solving. Some of factory in Al Muslim group garments industry clients get professional garments operate management services. Al Muslim Group is positioned itself to offer long-term value to hard its workers and communities in the pursuit of a sustainable famous garments Factory.

Al Muslim Group every time follow up products quality for their customers because every customers purchase There garments products so products Quality is will be good increase their sells & obtained big market place. Only for marketing activists obtained good will.

2.2 Vision

Al Muslim Group to be the most chosen will be expert's garments products provider in the world and maximization of value to the Customers, resulting in Growing Together as a team.

2.3 Mission

- Be agreed & send good garments product for our Customers, ensuring that they have access to safety and a good product it's their fundamental rights for customer.
- This factory Ensure that a culture of meritocracy is ingrained in the company's DNA.
- Be long-term within our approach and provide exceptional returns experience to our loyal Customers
- This factory appointed lots of humans Continue to support efforts to enhance our community.

2.4 Core Values.

Al Muslim Group is a garments industry with strong values that are deeply ingrained in its present time.

Our values inspire the following objectives that will assist us in achieving our strategy:

- Cherish a sense of ownership
- Be customer centric
- Grow as a group.
- Act with Integrity and Professionalism
- Deal with respect.

2.5 Services offered by Al Muslim Group.

Al Muslim Group makes a good dress for their world consumers & they sent their products timely shipment.

2.5.1 Brokerage Services.

- International trade may be conducted from any location on the planet.
- Orders may be placed through email, phone call, or via the use of an online trading platform.
- Any Buyer submits an application for their products Complains & Industry GM reply their application & give send tolerant their products.
- 100 percent Safety products send in export market in world & given timely Delivery.
- The Commercial Bank maintains this process & Support for the fund Money give & take.

2.5.2 Facility of Washing Ltd.

Al Muslim Washing Ltd. Is one of the biggest garments washing facility in Bangladesh, equipped with all the latest machineries. We are committed to ensure 100% quality of the products as the facility is being run by expert professionals. We have the latest Tonello and Bohemian machines from Italy and China.

The production capacity ranges approximately from 2.5 million pieces to 3 million pieces per month. The facility is equipped for both denim and non-denim products.

2.5.3 Investor Relation Services

Al Muslim Group Our knowledgeable IT team has created a custom designed "Investor Relations" page just for investors.

2.5.4 Al Muslim Group Services.

Al Muslim are one of the top readymade garment manufacturing organizations in Bangladesh. We are a quality conscious organization, complying with related national and international law. We produce all do type of woven & some knit items for man, women and kids. Al-Muslim Group is a well-known name in readymade garment industry both in Asia and Europe for its massive production capacity, updated technologies, expert team members and of course sincerity to ensure customer satisfaction. Besides producing readymade garments, we are also able to produce different garment accessories, provide embroidery and printing facilities and also garment washing facilities for our customers. Our in-house

facilities are designed in a way to ensure best quality, price and top services to our valued customers.

2.6 Organization Organogram Chart.



**AL-MUSLIM GROUP (AMG) Profiles
Available on RocketReach**

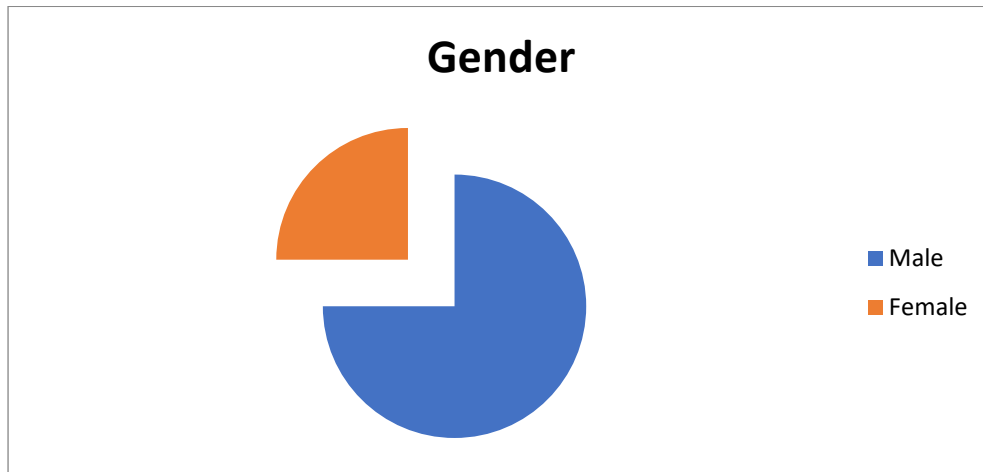
16 Profiles (-25%, -4 👤)

Chapter 03
Marketing & Service Quality of Al Muslim
Group

3 Questionnaire survey analysis

Five-grade questionnaires were filled out to assess customer satisfaction. The following are the outcomes:

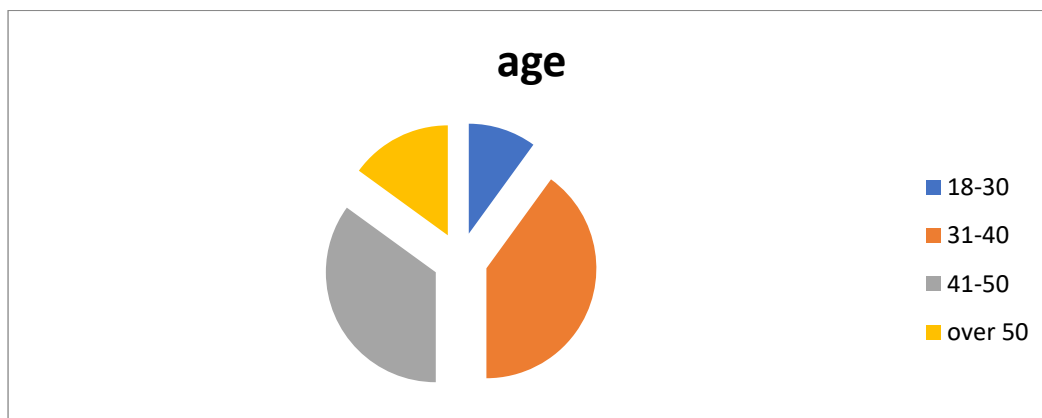
3.1.1 Gender



Interpretation:

My fieldwork has demonstrated that 75 percent of respondents are male and only 25 percent of respondents are female when completing the questionnaire (see above table)

3.1.2 Age

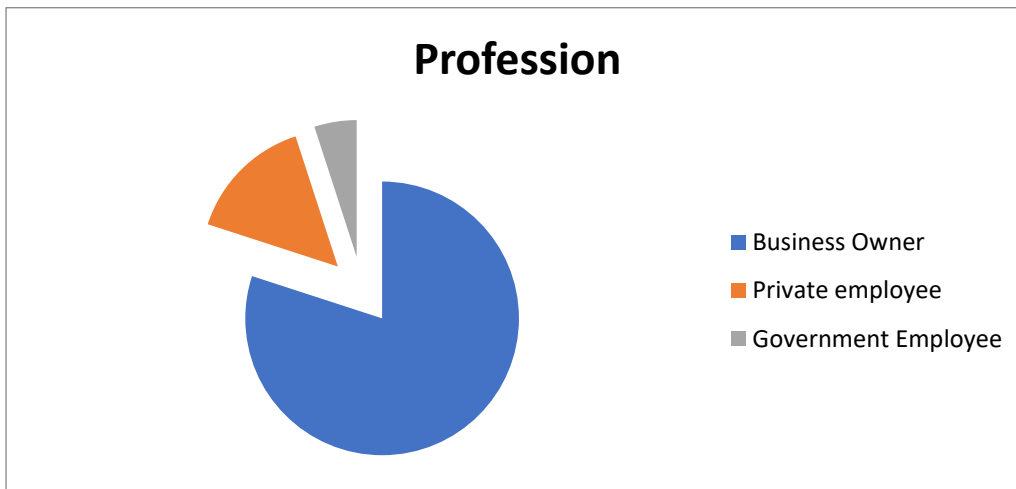


Interpretation:

- According to this chart, 40% of customers are between the ages of 31 and 40,
- 35% are between the ages of 41 and 50, and 15%, Customer over 50 years & the ages of 18 and 30 years old 10%.

- Total 75% male & 25% female.

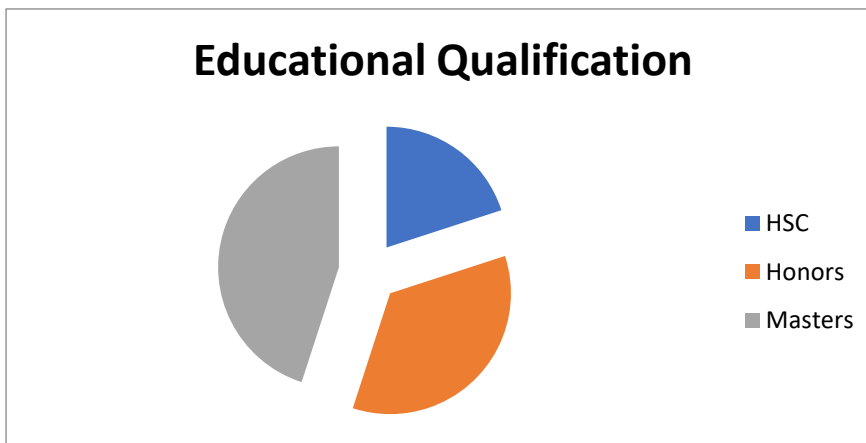
3.1.3 Profession



Interpretation:

According to the findings of the research mentioned above, 80 percent of Al Muslim customers are business owners, while 15 percent are employees in the private sector and 5 percent are government employees.

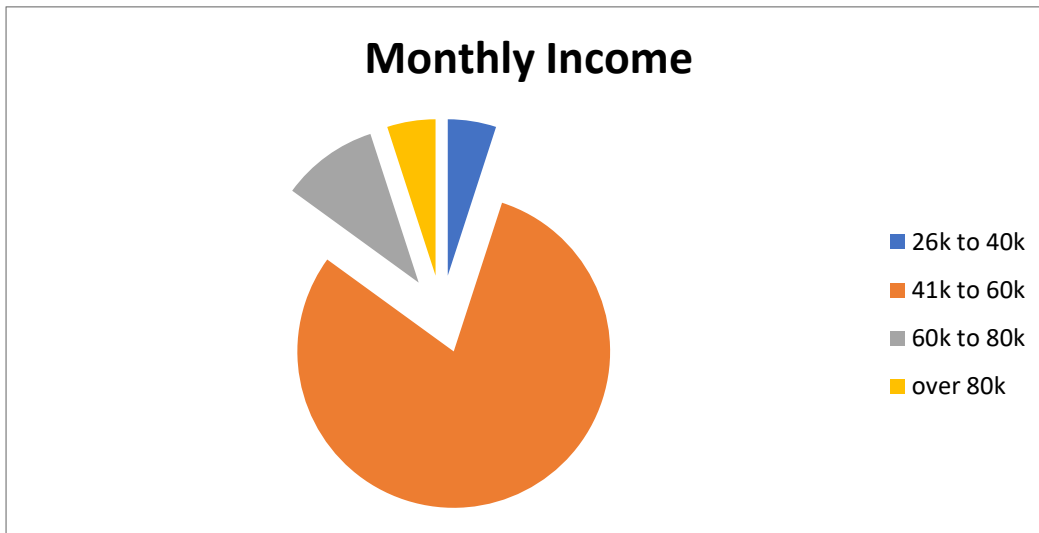
3.1.4 Educational Qualification



Interpretation:

According to the findings, 45 percent of Al Muslim Group customers are master's level, 35 % percent honors level and higher secondary level 20%.

3.1.5 Monthly Income



Interpretation:

In this statement, the income level of 80 percent of customers ranges from 41k to 60k. Customers with an income of more than 80k make up 5% of the total, while people with an income of 26k to 40k make up 5% of the total.

3.1.6 Reliability

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
When Al-Muslim Group promise to do something by a certain time, it does so.	30%	35%	12%	13%	10%
Al-Muslim Group performs the service right the first time.	11%	26%	40%	18%	5%
Al-Muslim Group meets their promised time-frames for response.	20%	30%	15%	20%	15%

Al-Muslim Group keep error-free records.	40%	30%	20%	7%	3%
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Interpretation

Al Muslim Group promise to do something by a certain time, it does so: According to this table, 35% of customers agree that AMGL keep their promise to do something by a certain time, 30% strongly accept it, and 10% strongly reject it. AMGL performs the service right the first time: According to this table, 26% of people believe Al Muslim Group performs the services right the first time. 18% of people disagree, 11% of people strongly agree, and 40% of people are neutral on this issue, respectively.

The organization deliver their service on time: According to this table, 30% of customers accept that Al Muslim Group performs services correctly the first time, 20% strongly accept it, and 15% strongly reject it. Al Muslim Group is concern about Removing Error: According to this table, 40% of Al Muslim Group customers accept Muslims concern about removing errors, 30% are highly accepted, and 3% are not accepted.

Al Muslim Group is concern about Removing Error: According to this table, 40% of Al Muslim customers accept Muslims concern about removing errors, 30% are highly accepted, and 3% are not accepted.

3.1.7 Responsiveness

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Al-Muslim Group keeps customers informed about when service will deliver.	12%	30%	42%	12%	4%
Employees of Al-Muslim Group give your Prompt Service	30%	30%	27%	7%	6%

Employees of Al-Muslim Group are Willing to help you.	25%	45%	10%	15%	5%
Employees of Al-Muslim Group are never too busy to respond your request.	20%	42%	18%	12%	8%

Interpretation:

Al Muslim Group keeps customers informed about when service will deliver: According to this graph, 42 percent of people provide a neutral response, 30 percent of people agree with it, and just 4 percent of people disagree with that answer.

Al Muslim Group gives fast service to the customers: In this graph, 35 percent of customers agree that Al Muslim Group provides prompt service, while 6 percent disagree, claiming that Al Muslim Group does not provide prompt service.

Al Muslim Group employees are willing to help customers: In the graphic above, we can see that 40 percent of customers believe that Al Muslim group employees are helpful, while just 8 percent of consumers disagree and 20 percent of customers are neutral.

Al Muslim Group employees give proper response: The data in the above table demonstrates According to the survey, 42 percent of consumers highly agree, 20 percent agree, and 8 percent strongly disagree. They also claim that Al Muslim Group employees do not respond effectively to their questions.

3.1.8 Assurance

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The behavior of the employee of Al-Muslim	11%	22%	52%	12%	3%

Group installs confidence in you.					
Customer Feel safe when Purchase and Sale with employees	20%	25%	27%	17%	11%
Employee in Al-Muslim Group is consistently courteous with you.	13%	45%	20%	12%	10%
Employees of the Al-Muslim Group has proper Knowledge to answer your questions.	25%	32%	28%	10%	5%

Interpretation:

The behavior of the employee of Al Muslim Group are instill confidence: In this graph, 50% of consumers provide a natural response and 30% accept it, however 3% of customers vehemently disagree. Transaction process of Al Muslim Group is very safe and smooth: The preceding data shows that 27% of consumers believe the transaction procedure in Al Muslim Group and smooth. Customers are split, with 30% saying they are neutral and 11% saying they are not safe or smooth.

Al Muslim Group' employee is consistently courteous with you: According to the data in the table above, 45 percent of consumers are neutral, 10 percent of customers are in agree, and the remaining 10 percent of customers are in disagree.

Al Muslim Group employees have the proper knowledge to solve your problem: According to the graph above, 32 percent of consumers agree with this, and another 25 percent strongly agree, while just 5 percent of customers strongly disagree.

3.1.9 Empathy

Questions	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Al-Muslim Group gives you individual attention.	11%	35%	12%	20%	30%
Al-Muslim Group operation hours convenient to all its customers.	15%	45%	20%	35%	5%
Al-Muslim Group has employees who give your personal attention.	10%	25%	40%	12%	13%
Employees of Al-Muslim Group understand your special needs.	20%	34%	18%	12%	18%

Interpretation:

The employees of Al Muslim Group give Individual attention: As seen in the above table, 35 percent of respondents agree, while 20 percent strongly disagree that Al Muslim Group provides you with personalized service and considerations. 30 percent of the population does not agree with this. Al Muslim Group Special Service Time is enough for all their customers: According to the graph above, around 45 percent of consumers agree that service time is sufficient, 20 percent of customers express a neutral opinion, and 5 percent of customers think that service time is insufficient.

The organization has employees who give your personal attention: According to this graph, 40 percent of customers provide a neutral response, 25 percent of customers strongly agree with this, and 13 percent of customers strongly disagree, believing that Al Muslim Group employees do not provide enough attention to their customers.

The employee of Al Muslim Group has the ability to understand the customer need: The graph above shows that 34 percent of consumers believe that employees are capable of understanding those demands, 20 percent of customers provide neutral responses, and 18 percent of customers disagree with this statement.

3.1.10 Tangibles

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The organization has modern-looking equipment	13%	40%	12%	20%	15%
The Organizations 'physical facilities are visually appealing	20%	35%	37%	5%	3%
The Organizations employees are neat appearing	25%	35%	16%	12%	12%
Material associated with the service is visually at appealing Al-Muslim Group	18%	50%	12%	15%	5%

Interpretation:

Al Muslim group has modern-looking equipment: According to this graph, 40 percent of customers agree that Al Muslim group uses modern equipment's, 13percent of customers strongly agree with this and 15 percent of customers strongly disagree, and 12 percent are neutral.

Al Muslim Group physical facilities are visually appealing: In this graph, 35 percent of consumers are accepted, 25 percent of people strongly believe that Al Muslim Group personnel Activities is good, and 12 percent of customers reject this.

Al Muslim group employees are appearing neat: According to the data in this table, 35 percent of consumers are accepted, 25 percent of people strongly agree that Al Muslim group staff seem neat, and just 12 percent of customers deny this information.

Material associated with the service is visually at appealing: In this graph, it can be seen that 50% of consumers accept, 18% of customers strongly accept, and 5% of customers strongly reject the materials related with the Al Muslim Group Details

Chapter 04

Problems, Recommendations and Conclusions

4.1 Problems identified

Analyzing all the aspects of the survey, find out some the problems which is given below;

- Many individuals are unaware of the services offered by Al Muslim Group due to the absence of expertise in marketing and an ineffective advertising strategy.
- Customers that use various cloth, and other methods are not appropriately notified about when services will be provided by Al Muslim Group
- Employees of Al Muslim Group do not understand customer's queries due to their lack of knowledge and training.
- Lack of efficient employees creates a gap between customer expectation and customer perception.
- Al Muslim Group makes it late to perform the services, due to their unskilled employees.
- Al Muslim Group use updated electronic device or machine but the employees can't operate those devices due to lack of skill.

4.2 Recommendations

Based on the above problems, suggested some recommendations are;

- Al Muslim Group Garments & Textile. Should pursue an aggressive advertising campaign to inform people & quality service.
- Al Muslim Group Garments & Textile. Should notify the customers about when services will be performed.
- Employees need additional training and development programs in order to gain more skills to assist the organization in expanding through their various skills.
- Employees should be more sincere in their commitment to their jobs.
- It is necessary to pay more attention to what customers want.
- Associates should be more careful about their responsibilities. Service quality is important, but they must also consider additional actions to ensure that operational breakdowns do not occur.

4.3 Conclusions

Al Muslim Group is a Garments factory with a great reputation in the industry. They provide a wide range of beneficial services and make significant contributions to a number of social welfare organizations. Currently, Al Muslim Group is the most well-known Garments factory in Bangladesh. Al Muslim Group makes significant contributions to the national economy as well. Finally, we can say that Al Muslim Group did an excellent job in Bangladesh when it came to providing Garments Factory. Al Muslim Group is committed to providing the high-quality service that they guarantee to its consumers.

Appendix

An Analysis of Marketing Activities of Al Muslim Group: A Study on Savar Branch.

(Questionnaire)

Dear sir,

I am a student of Daffodil international university (DIU) for MBA report properly done I need this questionnaire information my topic is Marketing Activities of Al Muslim Group. This information you can give me 4/5 minutes to complete. This is open handed question. Please sir co-ordinate me for fulfillment my reports. Thank you for considering your important time.

In this questionnaire you see that strongly agree=5, Agree=4, Natural=3, Disagree=2, Strongly Disagree=1. Please response correctly.

1. Gender

a) Female B) Male

2. Age of Responder

A. Age 18 to 30

B. Age 30 to 40

C. Age 40 to 50

D. Age 50 above.

3. Professional

A) Businessman

B) Private job employee

C) Government Job employee.

4. Educational Qualification

A) Secondary

B) Higher Secondary

C) Honors

D) Masters

E.Master,s Above.

5. Monthly income

a) Below 25000Tk

b) Above 25000Tk to 40000Tk

c) Above 40000Tk to
60000Tk

d) Above 60,000Tk to 80000Tk

e) Above 80000Tk

6. Reliability

Reliability	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
When Al-Muslim Group promises to do something by a certain time, it does so.	5	4	3	2	1
Al-Muslim Group performs the service right the first time.	5	4	3	2	1
Al-Muslim Group meets their promised time-frames for response	5	4	3	2	1
Al-Muslim Group keep error-free records	5	4	3	2	1

7. Responsiveness.

Responsiveness	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Al-Muslim Group keeps customers informed about when service will deliver.	5	4	3	2	1
Employees of Al-Muslim Group give your Prompt Service	5	4	3	2	1
Employees of Al-Muslim Group are Willing to help you.	5	4	3	2	1
Employees of Al-Muslim Group are never too busy to respond your request.	5	4	3	2	1

8. Assurance.

Assurance	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The behavior of the employee of Al-Muslim Group instill confidence in you.	5	4	3	2	1
You Feel safe when transacting with employees	5	4	3	2	1
Employee in Al-Muslim Group is consistently courteous with you.	5	4	3	2	1

Employees of the Al-Muslim Group has proper Knowledge to answer your questions.	5	4	3	2	1
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9. Empathy.

Empathy	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Al-Muslim Group gives you individual attention	5	4	3	2	1
Al-Muslim Group operating hours convenient to you.	5	4	3	2	1
Al-Muslim Group has employees who give your personal attention	5	4	3	2	1
Employees of the has the knowledge to understand your special needs.	5	4	3	2	1

10. Tangibles

Tangibles	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Al-Muslim Group has modern-looking equipment	5	4	3	2	1
Al-Muslim Group 'physical facilities are visually appealing.	5	4	3	2	1
Al-Muslim Group employees are neat	5	4	3	2	1

appearing.					
Material associated with the service is visually at appealing Al-Muslim Group	5	4	3	2	1

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