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An Analysis of Marketing Activities of Needle Stitch Composite Ltd.

Submitted To:

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Date of Submission: 03 December, 2024



Needle Stitch Composite Ltd.

100% Export Oriented Garments Industries.

“An Analysis of Marketing Activities of Needle Stitch Composite Ltd.”

Letter of Transmittal

Dr. Mohammad Shibli Shahriar

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “An Analysis of Marketing Activities of Needle Stitch Composite Ltd.”

Dear Sir,

I am pleased to submit my internship report titled “**An Analysis of Marketing Activities of Needle Stitch Composite Ltd.**”, prepared as a requirement for the completion of my Bachelor of Business Administration (BBA) program. The report focuses on analyzing the marketing mix, segmentation, targeting, and positioning strategies of Needle Stitch Composite Ltd., along with identifying challenges and proposing potential solutions. During the internship period, I acquired practical knowledge and insights about the company’s marketing practices, which I have reflected in this report. I have made every effort to ensure that the analysis is comprehensive and aligned with academic standards.

I sincerely thank you for your valuable guidance, encouragement, and feedback throughout this process. Additionally, I extend my gratitude to Needle Stitch Composite Ltd. for giving me the opportunity to complete my internship and for providing access to relevant information and resources. I hope the report meets your expectations. I am always available to answer any questions or provide further clarification.

Thank you for your support.

Sincerely yours,



Apu Ahmed Abir

ID: 211-11-1234

Program: BBA, Major in Marketing

Department of Business Administration

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Certificate of Approval

This is to certify that the internship report titled "**An Analysis of Marketing Activities of Needle Stitch Composite Ltd.**" prepared by **Apu Ahmed Abir**, Student ID: **211-11-1234**, has been successfully submitted as part of the requirements for the completion of the Bachelor of Business Administration (BBA) program, majoring in Marketing, at Daffodil International University.

I hereby recommend this report for submission and acceptance.



Dr. Mohammad Shibli Shahriar
Professor
Department of Business Administration
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Declaration

I, **Apu Ahmed Abir**, Student ID: **211-11-1234**, hereby declare that this internship report titled "**An Analysis of Marketing Activities of Needle Stitch Composite Ltd.**" is an original work completed by me under the supervision of Dr. Mohammad Shibli Shahriar, Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University.

The report is based on my internship experience at Needle Stitch Composite Ltd. All the data, findings, and analysis presented in this report have been collected and compiled with the utmost accuracy.

This report has not been submitted previously to any other institution or authority for the award of any degree or diploma. I take full responsibility for the contents of this report, and I affirm that all information provided is true to the best of my knowledge.

Sincerely yours,



Apu Ahmed Abir

ID: 211-11-1234

Program: BBA, Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

First and foremost, I would like to express my sincere gratitude to Dr. Mohammad Shibli Shahriar, Professor, Department of Business Administration, Daffodil International University, for his invaluable guidance, support, and constant encouragement throughout the entire internship period. His expert advice and constructive feedback were instrumental in shaping this report and deepening my understanding of marketing strategies.

I would also like to extend my heartfelt thanks to the entire team at Needle Stitch Composite Ltd. for providing me with the opportunity to complete my internship at their esteemed organization. Special thanks to the marketing department for their cooperation and for sharing their insights into the company's marketing activities. Their practical knowledge and willingness to assist me in every step made my internship experience truly enriching.

Additionally, I would like to thank my family and friends for their continuous support and encouragement throughout my academic journey. Their belief in me has been a source of motivation.

Finally, I am grateful to Daffodil International University for providing me with the platform to carry out this internship and for fostering a learning environment that helped me grow both personally and professionally.

I sincerely appreciate everyone who contributed to the successful completion of this report.

Executive Summary

This report, titled "**An Analysis of Marketing Activities of Needle Stitch Composite Ltd.,**" provides a comprehensive analysis of Needle Stitch Composite Ltd., a prominent garment manufacturer with a strong presence in both domestic and international markets. The report explores the company's organizational structure, operational strategies, and promotional mix, highlighting its competitive advantages and challenges in the highly dynamic apparel industry.

Needle Stitch is distinguished by its high-quality product range, state-of-the-art manufacturing facilities, commitment to sustainability, and strong export network. The company leverages an effective promotional mix, including advertising, sales promotions, public relations, direct marketing, and sponsorships, to reach diverse customer segments and foster brand recognition. Additionally, Needle Stitch's competitive strengths, such as cost-effective production, innovative designs, and customized client solutions, help it maintain a strong foothold in the global market.

However, the analysis reveals critical challenges, including increasing competition, dependence on international retailers, limited market diversification, and underutilization of emerging technologies. The report identifies specific areas requiring strategic intervention, such as enhancing operational efficiency, strengthening direct customer relationships, and expanding into new markets.

The recommendations provided focus on embracing advanced technology, improving branding efforts, diversifying promotional channels, and building a more resilient supply chain. These measures aim to solidify Needle Stitch's competitive position, drive growth, and ensure long-term sustainability.

Overall, this report underscores Needle Stitch Composite Ltd.'s potential to thrive in a fast-evolving industry by leveraging its strengths, addressing its challenges, and capitalizing on emerging opportunities.

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Chapter-1:

Introduction of the report

1.1: Introduction

The field of marketing plays a crucial role in the success of businesses, particularly in industries that are as competitive and dynamic as the garment sector. As part of my Bachelor of Business Administration (BBA) program at Daffodil International University, I undertook an internship at Needle Stitch Composite Ltd., a leading garment manufacturing company based in Bangladesh. The internship provided me with an invaluable opportunity to understand the practical application of marketing theories and concepts in a real-world business setting.

This report, titled "**An Analysis of Marketing Activities of Needle Stitch Composite Ltd.**" is a comprehensive analysis of the marketing activities of Needle Stitch Composite Ltd. During my internship, I observed and analyzed various marketing strategies and activities that contribute to the company's growth and competitiveness. The report focuses on understanding how Needle Stitch applies the marketing mix, evaluates its segmentation, targeting, and positioning (STP) strategies, and addresses challenges in its marketing activities.

The primary objective of this report is to offer a clear and detailed analysis of Needle Stitch Composite Ltd.'s marketing strategies, identify existing problems in their marketing activities, and suggest potential solutions to overcome these challenges. By doing so, this report aims to provide a deeper understanding of how marketing decisions are made in the context of the garment industry and how these decisions impact business success.

The report is divided into several chapters, each addressing different aspects of the company's marketing activities. The findings and insights presented in this report are based on my observations, interactions with the company's staff, and secondary data collected during my internship.

1.2: Background of the Study

As a BBA student majoring in Marketing at Daffodil International University, I completed my mandatory internship at Needle Stitch Composite Ltd., a leading garment manufacturing company in Bangladesh. Under the supervision of my internship advisor, Dr. Mohammad Shibli Shahriar, Professor, Department of Business Administration, I had the opportunity to closely observe and analyze the marketing strategies implemented by the company.

During my internship, I focused on examining the company's marketing mix as well as its segmentation, targeting, and positioning strategies. Additionally, I evaluated the effectiveness of these strategies in driving customer engagement, increasing brand awareness, and expanding market reach. My time at Needle Stitch Composite Ltd. gave me valuable insight into the unique challenges of marketing in the highly competitive garment industry, both domestically and internationally. It also provided me with a firsthand understanding of how marketing principles are applied in a manufacturing context.

This internship allowed me to bridge the gap between theoretical knowledge and real-world application, offering a deeper understanding of how effective marketing can contribute to a company's growth and success. Observing the company's approach to branding, market positioning, and promotional tactics helped me gain a better perspective on the strategies required for a garment company to remain competitive in the global market.

Ultimately, my internship at Needle Stitch Composite Ltd. was not only a requirement for my academic program but also a transformative learning experience. It enhanced my understanding of how marketing can influence business operations and provided me with valuable skills in strategic thinking, problem-solving, and data-driven decision-making.

1.3: Objectives of the Study

The objectives of my study are as follows:

1. To identify the marketing mix of Needle Stitch Composite Ltd.
2. To evaluate the marketing activities of Needle Stitch Composite Ltd.
3. To find out some problems of marketing activities and to make some suggestions to overcome the problem.

1.4: Scope of the Study

This study focuses on the marketing activities of Needle Stitch Composite Ltd., a prominent garment manufacturing company in Bangladesh. The scope of this study encompasses an analysis of the company's marketing mix, as well as its segmentation, targeting, and positioning (STP) strategies. Additionally, the study aims to identify the challenges faced by the company in its marketing operations and offer recommendations for improvement. The research is based on observations made during my internship period and relevant secondary data, providing a

practical insight into the application of marketing concepts in the garment industry. The findings are intended to contribute to the broader understanding of how marketing strategies are implemented in the context of a manufacturing business.

1.5: Methodology of the Study

This study employs a qualitative research methodology to analyze the marketing activities of Needle Stitch Composite Ltd. The primary data was collected through direct observations during my internship at the company, where I interacted with various departments, especially the marketing team. Additionally, informal interviews were conducted with employees to gain insights into their marketing strategies. Secondary data, such as company reports and marketing materials, were also reviewed to complement the primary data. The findings were then analyzed and interpreted using marketing frameworks, such as the marketing mix and segmentation, targeting, and positioning (STP) strategies, to draw meaningful conclusions about the company's marketing approach.

1.6: Sources of Data Collection

Primary Data

- **Direct Observations:** Observing the day-to-day marketing activities at Needle Stitch Composite Ltd. during the internship.
- **Interviews:** Informal discussions with employees from the marketing department and other relevant departments.
- **Internal Reports:** Access to internal marketing reports and promotional materials provided during the internship.

Secondary Data

- **Company Publications:** Brochures, marketing materials, and annual reports from Needle Stitch Composite Ltd.
- **Industry Reports:** Published reports and articles on the garment industry in Bangladesh.
- **Online Sources:** Research papers, articles, and market trends available through online databases and websites.
- **Publications:** Books and academic articles related to marketing strategies in the garment industry.

1.7: Method of Data Collection

Data for this study was collected through both primary and secondary sources. The primary data was gathered through direct observations during my internship at Needle Stitch Composite Ltd., where I closely monitored the company's marketing operations. Additionally, informal interviews with employees from the marketing department provided insights into the practical application of marketing strategies. Secondary data was collected from existing company documents, reports, promotional materials, and industry publications, which helped to supplement and validate the primary data. These methods together allowed for a comprehensive understanding of the marketing activities at Needle Stitch Composite Ltd.

1.8: Target Population

The target population for this study includes employees working at Needle Stitch Composite Ltd., particularly those involved in the marketing, sales, and strategy development departments. This also includes key decision-makers and managers who contribute to shaping the company's marketing strategies.

1.9: Sample Size

The sample size consists of 20 employees, primarily from the marketing department, who were selected based on their role in the company's marketing activities. These individuals were chosen for their direct involvement in marketing operations and their ability to provide valuable insights.

1.10: Sampling Method

The non-probability sampling method was used for this study, specifically purposive sampling. Employees who were directly involved in marketing activities and had relevant knowledge of the company's strategies were selected. This method allowed me to focus on individuals who could provide the most relevant and detailed information about the marketing operations at Needle Stitch Composite Ltd.

1.11: Limitations of the Study

- **Time Constraints:** Limited duration of the internship restricted data collection and analysis depth.
- **Access to Sensitive Data:** Certain proprietary marketing strategies and financial data were inaccessible due to confidentiality.
- **Sample Size:** Small sample size may not fully represent the broader company's marketing practices.
- **Dependence on Observations:** Data primarily based on direct observations and informal interviews, which may involve biases.
- **External Factors:** The study was conducted within a specific time frame, not accounting for potential shifts in market conditions.

Chapter-2

Overview of Needle Stitch Composite Ltd.

2.1: Introduction of the Company

Needle Stitch Composite Ltd. is a leading garment manufacturing company located in Bangladesh, specializing in the production of high-quality knitwear and woven garments. The company has grown to become one of the prominent players in the country's garment export industry, known for its commitment to quality, innovation, and sustainability.

The company operates with a vertically integrated business model, offering a wide range of services, including design, production, quality control, and distribution. With a modern and fully equipped manufacturing facility, Needle Stitch Composite Ltd. has the capacity to produce a diverse array of apparel, including casual wear, formal wear, and sportswear, catering to a global customer base. The company's products are exported to several countries, primarily in North America and Europe, and are sold to major international retailers and brands. One of the key strengths of Needle Stitch is its focus on maintaining the highest quality standards throughout the production process. The company places significant emphasis on research and development (R&D) to innovate and stay ahead of market trends. This commitment to quality has earned Needle Stitch a reputation for reliability and consistency, making it a preferred partner for well-established global brands.

In addition to its product excellence, Needle Stitch Composite Ltd. is also dedicated to sustainable manufacturing practices. The company has adopted environmentally friendly production techniques, using energy-efficient machinery and recycling materials whenever possible. Social responsibility is another core value, and Needle Stitch ensures ethical working conditions and fair wages for its employees, adhering to international labor standards.

The company's marketing strategies focus on building long-term relationships with clients, offering superior customer service, and ensuring on-time delivery of high-quality products. Needle Stitch Composite Ltd. continuously invests in its workforce, infrastructure, and technology to meet the ever-evolving demands of the global garment industry.

Through its blend of innovation, quality, and ethical practices, Needle Stitch Composite Ltd. has become a trusted name in the global garment manufacturing industry, committed to growth, sustainability, and customer satisfaction.

2.2: Mission and Vision of Needle Stitch Composite Ltd.

2.2.1: Mission

The mission of Needle Stitch Composite Ltd. is to provide high-quality and innovative garment solutions to its customers worldwide, while ensuring ethical and sustainable manufacturing practices. The company is dedicated to meeting customer expectations by offering products that combine superior design, craftsmanship, and timely delivery. With a focus on continuous improvement, Needle Stitch aims to be a trusted partner in the global apparel industry, promoting long-term business relationships built on quality, reliability, and customer satisfaction.

2.2.2: Vision

The vision of Needle Stitch Composite Ltd. is to be recognized as a global leader in the garment manufacturing industry, known for its commitment to innovation, sustainability, and excellence. The company aspires to create a positive impact on both the global market and the local community by fostering a workplace that supports ethical practices, environmental responsibility, and socio-economic development. Needle Stitch aims to continuously evolve with the fashion industry, setting new standards for quality and customer service, while contributing to the advancement of Bangladesh's apparel export sector.



2.3: Objectives of Needle Stitch Composite Ltd.

The objectives of Needle Stitch Composite Ltd. are designed to ensure the company's long-term growth, sustainability, and industry leadership. These objectives guide its operations, marketing strategies, and overall business development. The key objectives of the company include:

- ✓ **Achieve Sustainable Growth:** Continuously expand the business by increasing market share both locally and internationally, through strategic partnerships and expanding product lines.
- ✓ **Enhance Product Quality:** Maintain a strong commitment to quality by implementing advanced quality control processes and investing in state-of-the-art technology and machinery for garment production.
- ✓ **Ensure Customer Satisfaction:** Deliver superior products and services that exceed customer expectations in terms of quality, cost, and delivery timelines, aiming for long-term relationships with clients.
- ✓ **Promote Ethical and Sustainable Practices:** Focus on adopting eco-friendly production techniques, reducing environmental impact, and promoting fair labor practices, thus positioning the company as a responsible manufacturer in the garment industry.
- ✓ **Foster Innovation:** Invest in research and development to create innovative garment designs and manufacturing processes that meet the ever-evolving demands of the global fashion industry.
- ✓ **Strengthen Brand Reputation:** Establish Needle Stitch Composite Ltd. as a trusted and recognized brand in the global garment market by ensuring high-quality standards, customer trust, and effective marketing strategies.
- ✓ **Increase Operational Efficiency:** Streamline internal processes and improve operational efficiency to reduce costs and improve productivity, ensuring that the company remains competitive in the market.
- ✓ **Develop Human Resources:** Invest in the training and development of employees to enhance skills, promote leadership, and build a motivated workforce that contributes to the company's success.

2.4: Partners of Needle Stitch Composite Ltd.

Needle Stitch Composite Ltd. has established strong partnerships with various stakeholders to enhance its operations and expand its global presence. These partners contribute to the company's success through collaborative efforts in production, distribution, and marketing. The key partners of Needle Stitch Composite Ltd. include:

- **Suppliers of Raw Materials:** Needle Stitch collaborates with both local and international suppliers to source high-quality raw materials such as fabrics, threads, dyes, and accessories. These suppliers play a crucial role in ensuring the production of high-quality garments that meet international standards.
- **Retailers and Distributors:** The company has established long-term relationships with major international retailers, wholesalers, and distributors. These partners help Needle Stitch reach global markets, ensuring the timely delivery of finished products to key regions such as North America, Europe, and other parts of Asia.
- **Technology Partners:** Needle Stitch works with technology providers to implement advanced software for inventory management, production planning, and quality control. These partnerships enable the company to maintain operational efficiency and stay ahead of industry trends.
- **Logistics and Shipping Partners:** Reliable logistics and shipping companies are crucial partners for Needle Stitch in ensuring the smooth movement of goods from the manufacturing facility to international markets. These partners help in maintaining timely deliveries and reducing operational delays.
- **Certification and Compliance Bodies:** Needle Stitch collaborates with various certification organizations that ensure compliance with international standards, including social and environmental responsibility. These partners help the company maintain certifications like ISO, OEKO-TEX, and other industry-specific accreditations.
- **Financial and Investment Partners:** Financial institutions and investors provide the necessary capital for Needle Stitch's expansion projects, machinery upgrades, and infrastructure development. These partnerships support the company's continuous growth and long-term objectives.

- **Design and Fashion Partners:** Needle Stitch also collaborates with designers and fashion consultants to stay current with global trends and meet the demands of international fashion markets. These partners help enhance the company's product offerings and innovation in design.

2.5: Team of Needle Stitch Composite Ltd.

The success of Needle Stitch Composite Ltd. can be attributed to its skilled and dedicated workforce. The company prides itself on having a diverse team of professionals who bring expertise from various fields, working collaboratively to drive the company towards its goals. The key members of the team include:

- **Management Team:** The management team at Needle Stitch Composite Ltd. comprises experienced leaders who are responsible for overseeing operations, strategy, and overall business development. They are instrumental in decision-making, ensuring that the company's goals are aligned with industry standards and market demands.
- **Marketing and Sales Team:** The marketing and sales team plays a critical role in promoting Needle Stitch's products to international markets. They are responsible for market research, brand development, advertising, client management, and customer relationships. This team ensures that the company's products reach a broad range of retailers and wholesalers globally.
- **Production Team:** The production team is the backbone of Needle Stitch Composite Ltd., ensuring that the manufacturing processes run efficiently and produce high-quality garments. They are involved in cutting, stitching, finishing, and quality control processes. The team is trained to maintain productivity while adhering to strict quality standards and safety regulations.
- **Quality Control and Assurance Team:** The quality control team is dedicated to ensuring that every product meets the company's high standards before it is shipped. They carry out thorough inspections at various stages of production, from raw material sourcing to final product packaging. This team ensures that Needle Stitch maintains its reputation for high-quality garments.

- **Design and R&D Team:** The design and research and development (R&D) team is responsible for creating innovative designs and staying ahead of market trends. This team works closely with fashion experts and clients to deliver products that meet customer preferences and seasonal fashion trends. They focus on fabric selection, garment construction, and product innovation.
- **Human Resources (HR) Team:** The HR team at Needle Stitch Composite Ltd. manages recruitment, employee training, performance evaluation, and ensures a positive working environment. This team plays a crucial role in the development and well-being of employees, ensuring that the company attracts and retains top talent.
- **Logistics and Supply Chain Team:** The logistics team ensures the timely and efficient movement of goods from the manufacturing facility to the clients. This team is responsible for managing inventory, coordinating with shipping partners, and ensuring that delivery schedules are met. Their role is essential in maintaining smooth operations and customer satisfaction.
- **Finance and Accounts Team:** The finance and accounts team manages the company's financial operations, including budgeting, accounting, and financial reporting. They are responsible for ensuring that the company's financial resources are utilized efficiently and effectively, enabling the company to make informed business decisions.
- **Customer Support Team:** The customer support team handles post-sales services, addressing any queries or concerns from customers. They maintain strong relationships with clients and ensure that Needle Stitch's products meet customer expectations, resolving any issues promptly.

2.6: Infrastructural Strength of Needle Stitch Composite Ltd.

Needle Stitch Composite Ltd. has developed a robust infrastructure that supports its large-scale production and efficient operations. The company's state-of-the-art facilities, advanced machinery, and strategic layout ensure that the company meets the demands of both local and international markets. Some of the key infrastructural strengths include:

- **Modern Manufacturing Facility:** The company operates a fully integrated manufacturing facility that houses advanced machinery for knitting, weaving, dyeing,

and finishing. This facility is designed to optimize production efficiency and quality control at every stage of the garment manufacturing process. The facility is capable of handling large volumes of production while maintaining high standards of output.

- **Technology Integration:** Needle Stitch Composite Ltd. has integrated the latest technology in its operations to streamline processes and enhance productivity. The use of automated machinery, CAD (Computer-Aided Design) software, and inventory management systems helps reduce errors, improve production timelines, and maintain consistent product quality.
- **Quality Control and Testing Labs:** The company has dedicated quality control and testing labs equipped with the latest testing equipment. These labs play a critical role in ensuring that all materials and finished products meet international quality standards. Stringent testing is conducted for durability, colorfastness, shrinkage, and other garment quality factors before products are shipped to clients.
- **Warehouse and Storage Facilities:** Needle Stitch boasts well-organized warehouse facilities for raw materials and finished products. The warehouses are designed to ensure optimal storage conditions, preventing damage to fabrics and garments. The company uses inventory management systems to track stock levels and ensure efficient movement of goods.
- **Sustainable Infrastructure:** The company is committed to sustainable development, and its infrastructure reflects this commitment. Needle Stitch Composite Ltd. has adopted energy-efficient machinery and eco-friendly production techniques, including water recycling and waste management systems. The company's facilities are designed to reduce its environmental footprint, aligning with global sustainability standards.
- **Employee Welfare Facilities:** Needle Stitch places a strong emphasis on employee welfare, providing modern facilities for its workforce. The company's infrastructure includes spacious work areas, break rooms, restrooms, and on-site medical facilities. These initiatives ensure a safe and comfortable working environment, promoting productivity and employee satisfaction.
- **Logistics and Distribution Infrastructure:** The company's infrastructure includes an efficient logistics and distribution network that ensures timely deliveries to international clients. Well-connected transportation routes and coordination with logistics partners help streamline the supply chain, reducing delivery times and improving customer satisfaction.

- **Research and Development (R&D) Facility:** Needle Stitch has an in-house R&D department that plays a key role in product innovation. The R&D facility is equipped with tools for fabric research, garment design, and prototype testing. This infrastructure allows the company to stay ahead of fashion trends and customer demands by continuously improving its product offerings.

2.7: Strengths of Needle Stitch Composite Ltd.

- ✓ **High-Quality Products:** Consistent production of high-quality garments meeting international standards.
- ✓ **Vertically Integrated System:** Full control over the manufacturing process, ensuring efficiency and quality.
- ✓ **Skilled Workforce:** Highly trained employees contributing to craftsmanship and productivity.
- ✓ **Advanced Technology:** Utilization of modern machinery and software to improve production speed and accuracy.
- ✓ **Strong Brand Reputation:** Trusted by global clients for reliability, on-time delivery, and superior quality.
- ✓ **Sustainable Practices:** Adoption of eco-friendly manufacturing and ethical labor practices.
- ✓ **Diverse Product Portfolio:** Wide range of apparel catering to various market segments.
- ✓ **International Market Presence:** Established relationships with retailers and distributors in key global markets.
- ✓ **Efficient Supply Chain:** Quick response to market demands with effective logistics and distribution.
- ✓ **Financial Stability:** Strong financial position enabling growth and expansion.

2.8: How Needle Stitch Composite Ltd. Maintains Quality!

Needle Stitch Composite Ltd. maintains its commitment to high-quality standards through a series of systematic practices that ensure every garment meets international quality norms. Key aspects of their quality management system include:

- **Stringent Quality Control at Every Stage:** The company implements rigorous quality control (QC) checks at each stage of the production process, from raw material inspection to final product packaging. This ensures that any potential defects are identified and rectified early.
- **Advanced Testing Facilities:** Needle Stitch Composite Ltd. has dedicated testing labs equipped with modern tools to test fabrics for durability, colorfastness, shrinkage, and other essential parameters. Only materials that pass these tests are used in production.
- **Skilled Workforce with Ongoing Training:** The company invests in continuous training for its employees to keep them up-to-date with the latest industry standards and quality protocols. This skilled workforce ensures that every garment is crafted with precision and care.
- **Automation and Modern Machinery:** The use of state-of-the-art automated machinery reduces human errors and increases consistency in garment production. Automated systems also help maintain high standards in stitching, cutting, and finishing.
- **Adherence to International Standards:** Needle Stitch complies with internationally recognized certifications, such as ISO and OEKO-TEX, which require strict adherence to quality and environmental standards. This ensures that the company meets the expectations of global clients and retailers.
- **Efficient Quality Assurance Team:** The company has a dedicated quality assurance (QA) team that oversees the entire production process, ensuring that quality guidelines are strictly followed. The QA team also conducts final inspections before shipping the garments to clients.
- **Customer Feedback Integration:** Needle Stitch actively collects and integrates customer feedback into their quality improvement process. This helps the company make necessary adjustments to their products and processes, ensuring they continue to meet customer expectations.

- **Sustainability in Production:** Quality is not only about garment durability but also sustainability. The company ensures that its quality control practices are aligned with eco-friendly production techniques, reducing waste and ensuring that products are ethically manufactured.

2.9: Core values for the Customers

Needle Stitch Composite Ltd. is dedicated to providing exceptional value to its customers by adhering to a set of core values that guide its operations and interactions. These values ensure customer satisfaction, build long-term relationships, and contribute to the company's reputation in the global market. The core values for customers include:

- **Quality Commitment:** The company prioritizes the delivery of high-quality garments, ensuring that each product meets international standards for durability, comfort, and style.
- **Customer-Centric Approach:** Needle Stitch places the needs and expectations of its customers at the center of its business operations, offering tailored solutions that meet specific market demands.
- **Timely Delivery:** Punctuality is a cornerstone of the company's service. Needle Stitch guarantees on-time delivery, ensuring that customers receive their orders as scheduled, without compromising on quality.
- **Transparency and Integrity:** The company builds trust with its customers through transparent communication, ethical business practices, and honesty in all dealings.
- **Innovation and Adaptability:** Needle Stitch constantly innovates, introducing new designs and incorporating the latest trends to meet changing customer preferences, ensuring its products remain competitive in the global market.
- **Sustainability:** The company is committed to environmentally responsible production, ensuring that its customers can rely on the sustainability of the products they purchase.
- **Long-Term Relationships:** Needle Stitch values long-lasting partnerships with customers and works to nurture these relationships through consistent product quality, excellent service, and continuous support.
- **Responsiveness and Support:** The company is responsive to customer inquiries, providing quick and effective solutions to any issues or concerns, ensuring customers are always satisfied.

Chapter-3

Marketing Strategies of Needle Stitch Composite Ltd.

3.1: Marketing Mix of Needle Stitch Composite Ltd.

The Marketing Mix, often known as the 7 P's, plays an essential role in determining the marketing strategy of a company. For Needle Stitch Composite Ltd., the 7 P's framework helps ensure that all aspects of their marketing and operations are aligned to deliver value to customers and strengthen their position in the competitive garment industry. Let's explore each of the 7 P's in detail:

3.1.1: Product

Needle Stitch Composite Ltd. manufactures a wide range of garments and apparel products for both domestic and international markets. Their products are designed to meet the needs of various market segments, including casual, formal, and specialty wear. Some of their key product lines include:

- **Casual Wear:** These products target a wide range of customers who prefer everyday comfortable clothing. Products in this category include:
 - ✓ **Basic T-shirts:** 100% cotton, available in multiple colors.
 - ✓ **Casual Shirts:** Short sleeve and long sleeve variants.
 - ✓ **Jeans:** Denim jeans with varied fits such as skinny, regular, and bootcut.



- **Formal Wear:** Designed for business and professional environments, Needle Stitch produces high-quality formal apparel, including:

- ✓ **Formal Shirts:** Slim-fit, regular-fit options in cotton and polyester blends.
 - ✓ **Suit Trousers:** High-quality woolen and polyester trousers.
 - ✓ **Blazers:** Men's and women's blazers with custom options.
- **Specialty Wear:** Needle Stitch also produces specialty garments tailored to specific needs, including:
 - ✓ **Sportswear:** T-shirts, shorts, and joggers designed for sports activities made with moisture-wicking fabrics.
 - ✓ **Activewear:** Yoga pants, running tops, and leggings designed for active individuals.
 - ✓ **Eco-Friendly Apparel:** Organic cotton T-shirts, biodegradable packaging, and products that meet global sustainability standards.

3.1.2: Price

Needle Stitch Composite Ltd. adopts a competitive pricing strategy that reflects the value and quality of its products while maintaining cost-efficiency to meet market demands. The company uses various pricing strategies based on market conditions, target customers, and product categories. Below are some specific examples of pricing strategies for key products:

- **Cost-Plus Pricing:** This is the main pricing method used for most products, where the cost of production (including materials, labor, and overhead) is marked up by a fixed percentage to ensure profitability. For instance:
 - ✓ **Basic Cotton T-shirts:** \$3.50 per unit (cost of production) + 40% markup = \$4.90 retail price.
 - ✓ **Formal Shirts:** \$8 per unit (cost of production) + 50% markup = \$12 retail price.
- **Penetration Pricing:** When entering new markets or launching new products, Needle Stitch offers lower prices to attract initial customers and build brand awareness. For example:
 - ✓ **Eco-Friendly T-shirts (new line):** \$5 per unit as a promotional price to attract eco-conscious customers, compared to a typical \$7 for regular T-shirts.

- **Value-Based Pricing:** Needle Stitch also implements value-based pricing for premium products that are perceived to offer higher quality or exclusivity. For example:
 - ✓ **Premium Suits and Blazers:** \$40 per unit for a high-quality suit designed with wool fabric, catering to high-end retail customers.
- **Volume Pricing:** For bulk orders, Needle Stitch offers discounts based on order size. For instance:
 - ✓ **Bulk Orders for Retail Chains:** Orders above 500 units receive a 10% discount, making the unit price more attractive for large-scale buyers.

3.1.3: Place

Needle Stitch Composite Ltd. employs an effective distribution strategy to ensure its products are available to its target markets worldwide. The company's extensive distribution network is designed to meet the needs of global clients while maintaining efficiency in delivery. Here are the key elements of Needle Stitch's Place strategy:

- **Domestic Market:** In Bangladesh, Needle Stitch has a well-established distribution network that includes wholesalers, retailers, and direct business clients. The products are available in local retail stores and boutique shops.
- **International Market:** The company exports its products to several international markets, including:
 - **North America** (U.S., Canada)
 - **Europe** (UK, Germany, France)
 - **Asia** (India, Japan, China)
 - **Middle East** (UAE, Saudi Arabia)
- **E-commerce:** Although the focus is primarily on B2B relationships, Needle Stitch is increasingly utilizing e-commerce platforms to expand its reach to global buyers. The website serves as an informational hub, while an online ordering system is being developed to accommodate direct orders.

- **Distribution Channels:** The company works with freight forwarding companies and logistics partners to ensure timely deliveries, with a reliable supply chain management system that ensures products reach clients on time. The company also uses just-in-time (JIT) inventory systems to reduce storage costs and maintain product freshness.

3.1.4: Promotion

Needle Stitch Composite Ltd. uses a wide variety of promotional strategies to create awareness and boost sales. Given that the company primarily operates in the B2B sector, the promotional efforts are aimed at building strong relationships with buyers, distributors, and retailers. The key promotional activities include:

- **Trade Shows and Exhibitions:** Needle Stitch participates in international garment trade fairs and exhibitions, such as the Dhaka Apparel Summit and Hong Kong Fashion Week, to showcase its latest products, meet potential clients, and establish business relationships.
- **Digital Marketing:** The company uses LinkedIn, Facebook, and Instagram to communicate with potential buyers, share updates on new products, and promote its sustainability initiatives. They also use email marketing campaigns to reach out to existing clients and offer promotional deals.
- **Public Relations:** Needle Stitch engages in press releases to announce milestones, such as achieving environmental certifications or launching new product lines. The company also partners with influencers and industry leaders to strengthen its brand reputation.
- **Sales Promotions:** The company offers bulk purchase discounts to retailers, such as a 5%-10% discount on large orders or customized offers for clients who order seasonal collections in advance.
- **Corporate Social Responsibility (CSR):** Needle Stitch promotes its CSR initiatives, such as supporting local communities and reducing environmental impact, which enhances its brand image and attracts clients who prioritize sustainability.

3.1.5: People

The People element in the marketing mix focuses on the company's workforce and customer service. Needle Stitch places a significant emphasis on the skills, attitudes, and training of its employees to ensure superior customer experiences.

- **Employee Training and Development:** Needle Stitch invests in regular training programs for employees at all levels, from production workers to management. Training covers areas like garment manufacturing techniques, quality control, and customer service.
- **Customer Relationship Management (CRM):** Needle Stitch has a dedicated customer service team that provides personalized support to clients, including order tracking, issue resolution, and product customization. The company focuses on building long-term relationships by offering prompt communication and exceptional post-sale support.

3.1.6: Process

Needle Stitch's process refers to how the company manages and delivers its products and services to customers. The process is streamlined to ensure efficiency, consistency, and high customer satisfaction:

- **Order Processing:** Orders are processed swiftly, with a digital system in place to track orders, manage inventory, and communicate with clients. The company uses an ERP system to integrate different business functions and ensure smooth operations from manufacturing to delivery.
- **Manufacturing Process:** The production process is automated and follows international quality standards, ensuring consistent output. The company also uses lean manufacturing techniques to minimize waste and improve productivity.



3.1.7: Physical Evidence

Physical evidence is a tangible element that helps reinforce the company's brand promise. For Needle Stitch, this includes:

- **Product Quality:** The quality of the finished garments is the most significant form of physical evidence, reflecting the company's commitment to high standards.
- **Packaging:** Needle Stitch uses high-quality, eco-friendly packaging to protect products and reinforce its commitment to sustainability. The packaging is designed with the brand logo and other identifying features, ensuring a professional look.
- **Showrooms and Facilities:** The company's modern production facility and showroom reflect its capabilities and professionalism. Clients can visit the facilities for product viewings and meetings, further enhancing trust in the company.

3.2: STP Analysis of Needle Stitch Composite Ltd.

The STP (Segmentation, Targeting, and Positioning) model is a vital strategic tool that helps businesses identify and address the specific needs of different customer groups. For Needle Stitch Composite Ltd., an efficient STP strategy ensures that the company can effectively meet the varied demands of both its domestic and international markets, while also positioning itself as a competitive leader in the garment manufacturing industry.

3.2.1 Segmentation

Segmentation refers to the process of dividing the broader market into smaller, distinct groups based on specific criteria. Needle Stitch Composite Ltd. uses various segmentation methods to cater to diverse customer needs, ensuring that its products are tailored to different market segments. The main types of segmentation Needle Stitch employs are Demographic, Geographic, Behavioral, and Psychographic segmentation.

3.2.2: Demographic Segmentation

- **Age:** Needle Stitch divides its products based on age groups, targeting young adults, working professionals, and middle-aged individuals. For instance, their casual wear line includes trendy T-shirts for younger consumers, while their formal wear caters to older, professional customers.

- **Gender:** Needle Stitch offers a wide range of gender-specific products. Their product portfolio includes men's clothing (suits, trousers, shirts) and women's clothing (blouses, skirts, dresses).
- **Income Level:** The company targets a wide range of income groups. For lower-income segments, they offer affordable basic wear (T-shirts, jeans), while their premium line includes high-end garments like wool suits and designer blazers aimed at higher-income customers.
- **Occupation:** They cater to working professionals with high-quality formal wear and business attire, as well as students with casual wear.

3.2.3: Geographic Segmentation

- **Local Market (Bangladesh):** Within Bangladesh, Needle Stitch focuses on cities like Dhaka, Chittagong, and Sylhet, where demand for both formal and casual wear is high.
- **International Market:** Needle Stitch serves global markets across Europe, North America, Asia, and the Middle East. They tailor their products to meet the preferences and standards of specific regions, such as offering lightweight fabrics suitable for Middle Eastern climates or eco-friendly materials for the European market.
- **Urban vs Rural:** The company focuses primarily on urban areas, where there is a higher demand for fashion-forward, high-quality apparel. In rural areas, they may offer more basic, affordable garments.

3.2.4: Behavioral Segmentation

- **Purchase Behavior:** Needle Stitch focuses on bulk buyers, such as large retail chains, clothing brands, and wholesalers, who place large orders for regular shipments. They also target seasonal buyers during peak seasons like winter (for coats, jackets) and summer (for lightweight shirts, T-shirts).
- **Usage Rate:** The company segments its customers based on the volume of their purchases. Some clients place large, ongoing orders for their stores, while others may only require limited quantities for seasonal collections or one-time projects.
- **Brand Loyalty:** Needle Stitch targets loyal customers, such as multinational brands that consistently place orders, and works to maintain long-term relationships with them through excellent customer service, product quality, and timely delivery.

3.2.5: Psychographic Segmentation

- **Lifestyle:** Needle Stitch tailors its products to match different lifestyles. For example, the sportswear line targets active individuals who participate in physical activities, while the formal wear line appeals to business professionals looking for high-quality, stylish office wear.
- **Social Status and Values:** Needle Stitch also segments based on social status. The company offers premium clothing for high-income individuals seeking luxury fashion, while providing affordable clothing for the mass market segment.
- **Environmental Concerns:** A growing number of consumers are concerned about sustainability and environmental impact. Needle Stitch has launched a sustainable fashion line, targeting environmentally-conscious consumers who prioritize eco-friendly fabrics and ethical manufacturing processes.

3.3: Targeting

Targeting is the process of evaluating each segment and selecting the most attractive and profitable segment(s) for the business. Needle Stitch Composite Ltd. uses a differentiated targeting strategy, which means they design and market products tailored to the specific needs of different segments. Below are the key target markets for Needle Stitch:

- ✓ **B2B (Business-to-Business) Customers:** Needle Stitch primarily targets large retail chains, fashion brands, and wholesale distributors. This includes brands such as Walmart, Zara, and H&M, which require a constant supply of quality garments at competitive prices.
- ✓ **Large Corporations and Professionals:** Targeting businesses and professionals who need formal wear for employees, Needle Stitch's corporate wear products, such as blazers, dress shirts, and trousers, appeal to companies looking to create a professional image for their employees.
- ✓ **Fashion-Forward Individuals:** Needle Stitch targets fashion-conscious buyers in international markets who are looking for trendy casual wear. They cater to both men and women who prefer stylish and comfortable clothing.

- ✓ **Sustainability-Oriented Consumers:** As environmental consciousness grows, Needle Stitch has targeted the segment of eco-conscious consumers by offering products made from sustainable materials such as organic cotton, recycled polyester, and environmentally friendly dyes.

3.4: Positioning

Positioning refers to the way a company differentiates its products in the market and how customers perceive its brand. Needle Stitch Composite Ltd. uses various positioning strategies to make their products stand out in a competitive market:

- **Quality Leadership:** Needle Stitch positions itself as a manufacturer of high-quality garments by offering durable, well-crafted, and stylish clothing. The company emphasizes premium fabric quality, innovative designs, and superior craftsmanship in all its offerings. For example, their wool suits and tailored blazers are marketed as premium products for business professionals who demand the highest quality in their attire.
- **Sustainability:** Needle Stitch's eco-friendly line positions the brand as a leader in sustainable fashion. This includes using organic cotton, recycled polyester, and implementing green manufacturing processes. Needle Stitch positions itself as a responsible brand that caters to the growing demand for environmentally conscious clothing.
- **Affordable Fashion for All:** Needle Stitch also positions itself as a brand that offers value-for-money fashion. Their pricing strategy makes quality garments accessible to both middle-income consumers and larger retailers, ensuring they appeal to both budget-conscious customers and those looking for high-end offerings.
- **Custom Fit and Variety:** The company also positions itself as a customization leader, offering tailored clothing to meet specific size, color, and design preferences. This is especially important for corporate clients who require matching uniforms or personalized business attire.
- **Global Reach:** Needle Stitch positions itself as an internationally recognized and respected brand, with a strong presence in North America, Europe, and Asia. Their global distribution network and ability to adapt to regional tastes and trends allow them to offer products that resonate with local customers, while maintaining an international standard of excellence.

3.5: Promotional Mix of Needle Stitch Composite Ltd.

The Promotional Mix refers to the various strategies and tools that companies use to communicate with and influence their target customers. For Needle Stitch Composite Ltd., the promotional mix is crafted carefully to promote the company's products, brand, and values in a competitive marketplace. The promotional mix for Needle Stitch focuses on the following elements: Advertising, Sales Promotions, Public Relations, Direct Marketing, Personal Selling, Social Media Marketing, and Sponsorship & Partnerships. Below is a detailed breakdown of each component of their promotional mix:

3.5.1: Advertising

Advertising is one of the most important tools in the promotional mix for Needle Stitch Composite Ltd. The company uses both traditional and digital advertising to reach its diverse customer base, both locally and internationally.

- **Traditional Advertising:** Needle Stitch uses print media (newspapers, magazines) to advertise its new clothing collections and seasonal sales. They also rely on billboards and TV commercials in key markets like Dhaka, Chittagong, and other urban centers where a large portion of their target audience resides.
- **Digital Advertising:** The company also heavily invests in online advertising, particularly via Google Ads, YouTube, and social media platforms. Needle Stitch targets specific demographics such as professionals and fashion-conscious individuals through banner ads, sponsored content, and search engine marketing (SEM).
- **Targeted Campaigns:** The company designs targeted advertising campaigns for key markets such as North America, Europe, and the Middle East, highlighting products like formal wear and premium-quality apparel for international clients.

3.5.2: Sales Promotions

Sales promotions are short-term incentives that encourage customers to make a purchase. For Needle Stitch, sales promotions play a significant role in driving both domestic and international sales.

- **Discount Offers:** Needle Stitch often runs seasonal sales offering discounts on their winter collection and summer wear. Discounts can range from 10% to 30% depending on the product category and market demand.
- **Coupons and Vouchers:** The company distributes coupons and vouchers to customers through email marketing, social media platforms, and collaborations with online retailers like Daraz Bangladesh and Amazon to encourage bulk purchasing.
- **Flash Sales and Limited-Time Offers:** For its corporate clients and large-scale buyers, Needle Stitch often organizes flash sales with exclusive deals on wholesale orders, helping to generate a sense of urgency and exclusivity.

3.5.3: Public Relations

Public relations activities help improve and maintain a company's image. Needle Stitch Composite Ltd. strategically uses PR to strengthen its brand reputation, communicate with customers, and manage relationships with stakeholders.

- **Press Releases:** Needle Stitch issues press releases to announce new product launches, partnerships, or sustainability initiatives (such as the use of eco-friendly materials). They distribute these press releases through local and international media outlets, ensuring broad visibility.
- **Media Appearances and Interviews:** The company often appears in industry-related publications and fashion magazines to discuss trends, innovations in fabric technology, and sustainable practices in clothing manufacturing.
- **Corporate Social Responsibility (CSR):** Needle Stitch invests in CSR initiatives, focusing on local community development and sustainable manufacturing practices. This helps to create a positive public image and enhances consumer trust.
- **Press Conferences and Event Sponsorship:** The company occasionally organizes press conferences or is involved in events related to fashion trends or garment innovations, promoting their products and brand to a wider audience.

3.5.4: Direct Marketing

Direct marketing involves communicating directly with potential customers to encourage a response or transaction. Needle Stitch uses direct marketing methods to target specific customers, especially bulk buyers and wholesalers.

- **Email Marketing:** The company frequently sends email newsletters and product updates to its wholesale partners, fashion retailers, and corporate clients, keeping them informed about new stock, limited edition collections, or bulk order discounts.
- **Catalogs and Brochures:** Needle Stitch distributes printed catalogs and brochures to businesses that may require bulk garments, offering a comprehensive look at their product range, including tailored suits, shirts, and uniforms.
- **Telemarketing:** Needle Stitch engages in telemarketing to follow up on product inquiries from potential clients, especially from B2B sectors such as clothing retailers and corporate buyers.

3.5.5: Personal Selling

Personal selling is a key component in building long-term relationships, particularly in the B2B sector, where Needle Stitch works with large clients and wholesalers.

- **Sales Representatives:** Needle Stitch employs a dedicated sales team that is responsible for handling client queries, presenting products to large buyers, and closing sales with retail chains and corporate clients.
- **B2B Sales Meetings:** The company's sales representatives organize face-to-face meetings and product demonstrations to secure bulk orders and corporate contracts. These salespeople are trained to highlight the quality and customization options offered by Needle Stitch, such as tailored suits or custom corporate uniforms.
- **After-Sales Support:** Needle Stitch emphasizes strong after-sales support to maintain customer loyalty. They assist corporate clients with any size adjustments, fabric issues, or delivery concerns to ensure long-term business relationships.

3.5.6: Sponsorship & Partnership

Sponsorship and partnerships help Needle Stitch build brand recognition and reach new customer segments.

- **Fashion Events Sponsorship:** Needle Stitch sponsors major fashion events such as fashion weeks, design competitions, and garment expos. This exposure helps position them as an industry leader in garment manufacturing.
- **Collaborations with Retailers:** The company forms strategic partnerships with international retailers like H&M, Zara, and Target, who sell Needle Stitch's clothing under their private labels. This partnership helps Needle Stitch expand its reach in the global market.
- **Charity Events and Causes:** Needle Stitch partners with non-profit organizations focused on environmental sustainability and social welfare. For example, they may donate eco-friendly clothing to organizations or sponsor fundraisers promoting sustainable fashion.

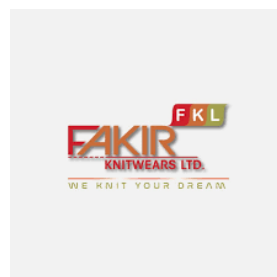
3.6: Competitor Analysis of Needle Stitch Composite

Ltd.

Needle Stitch Composite Ltd. operates in the highly competitive garment manufacturing industry. Below are some of its key competitors in the industry, each offering similar products and services:

- **DBL Group:** DBL Group is one of the leading textile and garment manufacturers in Bangladesh. It produces a wide range of apparel for both domestic and international markets. With a strong presence in the global apparel supply chain, DBL is known for its high-quality products and compliance with international sustainability standards. The company offers knitwear, woven garments, and denim.
- **Square Fashions Ltd.:** Square Fashions is a well-established garment manufacturer in Bangladesh. The company is part of the Square Group, a conglomerate with diversified interests. Square Fashions is recognized for producing a variety of ready-made garments, particularly denim and knitwear products. Their high-quality products cater to both local and international clients.

- **Ha-Meem Group:** Ha-Meem Group is a prominent player in Bangladesh's garment sector, known for producing woven fabrics, denim products, and ready-made garments. With a robust export portfolio, Ha-Meem supplies garments to international brands such as Levi's, Wrangler, and Gap. The group has established itself as a key competitor through its commitment to product innovation and sustainability.
- **Beximco Textiles Ltd.:** Beximco Textiles is a major competitor in the textile and garment industry, recognized for its large-scale manufacturing capabilities. The company produces woven fabrics, denim, and knitwear for international brands like H&M, Uniqlo, and Marks & Spencer. Beximco Textiles stands out with its technological advancements and high standards of quality control.
- **Fakir Knitwear Bangladesh Ltd.:** Fakir Knitwear Bangladesh specializes in manufacturing knitwear garments and has a significant presence in both the domestic and international markets. The company is known for its innovation in fabric production and offering eco-friendly alternatives. Their customer base includes large global retailers and brands.
- **Ananta Group:** Ananta Group is another major competitor in Bangladesh's garment manufacturing industry. The company produces a wide variety of garments, including knitwear, woven apparel, and denim. Known for its consistent product quality and ethical business practices, Ananta Group has secured long-term partnerships with international retailers such as Walmart and Target.



3.7: Competitive Advantage of Needle Stitch Composite

Ltd.

- ✓ **High-Quality Product Range:** Needle Stitch Composite Ltd. produces a diverse range of high-quality garments, including formal wear, casual wear, denim, and knitwear, catering to both domestic and international markets.
- ✓ **State-of-the-Art Manufacturing Facilities:** The company has modern, well-equipped manufacturing plants that use the latest technological advancements to ensure high efficiency, low defects, and high-quality standards.
- ✓ **Sustainability Focus:** Needle Stitch is committed to sustainable production practices, including the use of eco-friendly fabrics and adherence to environmental standards, which enhances its appeal to environmentally-conscious consumers and businesses.
- ✓ **Strong Export Network:** With a broad export base, the company has successfully positioned itself in the global market, exporting to regions like North America, Europe, and the Middle East.
- ✓ **Experienced Workforce:** The company employs skilled labor and management teams with extensive experience in the garment industry, ensuring operational excellence and innovation in product development.
- ✓ **Customized Solutions for Clients:** Needle Stitch offers tailored solutions for corporate clients, such as custom uniforms and corporate apparel, which gives it an edge in the B2B market.
- ✓ **Cost-Effective Production:** The company's efficient production process, coupled with competitive pricing strategies, helps Needle Stitch offer high-quality products at affordable prices, giving it a competitive edge over other players.
- ✓ **Strong Relationships with International Retailers:** Needle Stitch has built long-term partnerships with major international retailers, ensuring consistent demand for its products and increasing brand visibility.
- ✓ **Innovative Product Design and Trends:** The company stays ahead of market trends by continuously offering fashion-forward designs, ensuring it remains relevant to its customer base in the fast-changing fashion industry.

Chapter-4

Problem Identifications, Recommendations, and Conclusion

4.1: Problem Identified

1. **Over-reliance on Seasonal Sales Promotions:** Frequent reliance on discounts, flash sales, and seasonal promotions could erode brand value and profit margins over time, making it challenging to sustain long-term profitability.
2. **Limited Differentiation in Advertising Channels:** While the company invests in both traditional and digital advertising, there may be an overemphasis on broad campaigns rather than hyper-focused or innovative approaches that uniquely position the brand.
3. **Dependence on Partnerships with Retailers:** Strong reliance on international retailers like H&M and Zara for distribution can make the company vulnerable to changes in these partnerships or shifts in retailer preferences.
4. **Competitive Pressure in Sustainability:** Competitors such as DBL Group and Beximco Textiles also emphasize sustainability, potentially diluting Needle Stitch's unique selling point in eco-friendly production.
5. **Limited Reach in Public Relations:** While PR efforts like press releases and media appearances are in place, the impact of these activities may not be optimized to differentiate Needle Stitch in a highly competitive global market.
6. **Challenges in Maintaining Technological Edge:** Competitors like Beximco and Square Fashions invest heavily in advanced technologies. Needle Stitch needs to consistently update its manufacturing capabilities to avoid falling behind in efficiency and innovation.
7. **Intense Competition in the Export Market:** With a strong presence of well-established competitors like Ha-Meem Group and Ananta Group in the same export markets, Needle Stitch faces constant pressure to differentiate its product offerings and maintain cost competitiveness.
8. **Limited Focus on Direct-to-Consumer (DTC) Channels:** The company's heavy focus on B2B clients and wholesale markets might leave it underutilizing the potential of direct consumer engagement through online platforms or exclusive retail ventures.

4.2: Recommendations

1. **Balance Sales Promotions with Brand Value:** Focus on building a premium brand image by reducing over-reliance on discounts and emphasizing product quality, craftsmanship, and sustainability in marketing campaigns.
2. **Innovate Advertising Strategies:** Incorporate more personalized and interactive campaigns, such as influencer collaborations and augmented reality (AR) experiences, to better engage with target audiences.
3. **Diversify Distribution Channels:** Reduce dependence on international retailers by developing exclusive Needle Stitch branded stores and enhancing e-commerce platforms to cater directly to consumers.
4. **Strengthen Sustainability Differentiation:** Highlight unique eco-friendly practices with certifications, transparency in sourcing, and storytelling around sustainability to stand out in the green apparel segment.
5. **Expand Public Relations Impact:** Increase PR reach by organizing high-profile brand events, engaging with fashion influencers, and securing features in globally renowned fashion and trade publications.
6. **Continuous Technological Investment:** Stay ahead by adopting cutting-edge manufacturing technologies, such as AI-based production optimization and sustainable material innovations, to enhance quality and efficiency.
7. **Enhance Export Market Positioning:** Focus on niche product lines, such as luxury formal wear or eco-friendly corporate apparel, to carve a distinct identity in competitive export markets.
8. **Develop Direct-to-Consumer Channels:** Launch an exclusive Needle Stitch DTC online platform with customizable options and subscription models to build direct consumer relationships and ensure consistent revenue streams.

4.3: Conclusion

Needle Stitch Composite Ltd. stands as a significant player in the garment manufacturing industry, recognized for its high-quality products, sustainable practices, and strong presence in both domestic and international markets. The company's commitment to innovation, environmental responsibility, and customer satisfaction has positioned it as a trusted partner for global retailers and clients. However, the analysis reveals areas where strategic improvements are essential to ensure long-term growth and competitiveness.

Challenges such as increasing competition, reliance on international retailers, limited diversification in promotional strategies, and operational inefficiencies need to be addressed proactively. By adopting the proposed recommendations, such as enhancing technological adoption, improving branding and marketing strategies, and building stronger direct consumer relationships, Needle Stitch can overcome these challenges and unlock new opportunities.

Looking ahead, the company has immense potential to further strengthen its market position by staying ahead of fashion trends, embracing sustainability, and expanding its presence in emerging markets. With a clear focus on innovation, adaptability, and customer-centric approaches, Needle Stitch Composite Ltd. is well-equipped to achieve sustained success in the dynamic and competitive apparel industry.

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Analysis of Marketing Activities of Needle Stitch Composite Ltd.

by Apu Ahmed Abir

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Analysis of Marketing Activities of Needle Stitch Composite Ltd.

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Date of Submission:

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Needle Stitch Composite Ltd.

100% Export Oriented Garments Industries.

“Analysis of Marketing Activities of Needle Stitch Composite Ltd.”

Letter of Transmittal

Dr. Mohammad Shibli Shahriar

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “Analysis of Marketing Activities of Needle Stitch Composite Ltd.”

Dear Sir,

I am pleased to submit my internship report titled “Analysis of Marketing Activities of Needle Stitch Composite Ltd.”, prepared as a requirement for the completion of my Bachelor of Business Administration (BBA) program. The report focuses on analyzing the marketing mix, segmentation, targeting, and positioning strategies of Needle Stitch Composite Ltd., along with identifying challenges and proposing potential solutions. During the internship period, I acquired practical knowledge and insights about the company’s marketing practices, which I have reflected in this report. I have made every effort to ensure that the analysis is comprehensive and aligned with academic standards.

I sincerely thank you for your valuable guidance, encouragement, and feedback throughout this process. Additionally, I extend my gratitude to Needle Stitch Composite Ltd. for giving me the opportunity to complete my internship and for providing access to relevant information and resources. I hope the report meets your expectations. I am always available to answer any questions or provide further clarification.

Thank you for your support.

Sincerely yours,

Apu Ahmed Abir

ID: 211-101234

Program: BBA, Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

This is to certify that the internship report titled "**Analysis of Marketing Activities of Needle Stitch Composite Ltd.**" prepared by **Apu Ahmed Abir**, Student ID: **211-11-1234**, has been successfully submitted as part of the requirements for the completion of the Bachelor of Business Administration (BBA) program, majoring in Marketing, at Daffodil International University.

I hereby recommend this report for submission and acceptance.

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Declaration

I, **Apu Ahmed Abir**, Student ID: **211-11-1234**, hereby declare that this internship report titled "**Analysis of Marketing Activities of Needle Stitch Composite Ltd.**" is an original work completed by me under the supervision of Dr. **Mohammad Shibli Shahriar**, Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University.

The report is based on my internship experience at Needle Stitch Composite Ltd. All the data, findings, and analysis presented in this report have been collected and compiled with the utmost accuracy.

This report has not been submitted previously to any other institution or authority for the award of any degree or diploma. I take full responsibility for the contents of this report, and I affirm that all information provided is true to the best of my knowledge.

Sincerely yours,

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Acknowledgment

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Finally, I am grateful to Daffodil International University for providing me with the platform to carry out this internship and for fostering a learning environment that helped me grow both personally and professionally.

I sincerely appreciate everyone who contributed to the successful completion of this report.

Executive Summary

¹ This report, titled "Analysis of Marketing Activities of Needle Stitch Composite Ltd.," provides a comprehensive analysis of Needle Stitch Composite Ltd., a prominent garment manufacturer ⁸ with a strong presence in both domestic and international markets. The report explores the company's organizational structure, operational strategies, and promotional mix, highlighting its competitive advantages and challenges in the highly dynamic apparel industry.

Needle Stitch is distinguished by its high-quality ¹⁹ product range, state-of-the-art manufacturing facilities, commitment to sustainability, and strong export network. ⁶ The company leverages an effective promotional mix, including advertising, sales promotions, public relations, direct marketing, and sponsorships, to reach diverse customer segments and foster brand recognition. Additionally, Needle Stitch's competitive strengths, such as cost-effective production, innovative designs, and customized client solutions, help it maintain a strong foothold in the global market.

However, the analysis reveals critical challenges, including increasing competition, dependence on international retailers, limited market diversification, and underutilization of emerging technologies. The report identifies specific areas requiring strategic intervention, such as enhancing operational efficiency, strengthening direct customer relationships, and expanding into new markets.

The recommendations provided focus on embracing advanced technology, improving branding efforts, diversifying promotional channels, and building a more resilient supply chain. These measures aim to solidify Needle Stitch's competitive position, drive growth, and ensure long-term sustainability.

Overall, this report underscores Needle Stitch Composite Ltd.'s potential to thrive in a fast-evolving industry by leveraging its strengths, addressing its challenges, and capitalizing on emerging opportunities.

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Chapter-1:

Introduction¹ of the report

1.1: Introduction

The field of marketing plays a crucial role in the success of businesses, particularly in industries that are as competitive and dynamic as the garment sector. As part of my Bachelor of Business Administration (BBA) program at Daffodil International University, I undertook an internship at Needle Stitch Composite Ltd., a leading garment manufacturing company based in Bangladesh. The internship provided me with an invaluable opportunity to understand the practical application of marketing theories and concepts in a real-world business setting.

This report, titled "Analysis of Marketing Activities of Needle Stitch Composite Ltd." is a comprehensive analysis of the marketing activities of Needle Stitch Composite Ltd. During my internship, I observed and analyzed various marketing strategies and activities that contribute to the company's growth and competitiveness. The report focuses on understanding how Needle Stitch applies the marketing mix, evaluates its segmentation, targeting, and positioning (STP) strategies, and addresses challenges in its marketing activities.

The primary objective of this report is to offer a clear and detailed analysis of Needle Stitch Composite Ltd.'s marketing strategies, identify existing problems in their marketing activities, and suggest potential solutions to overcome these challenges. By doing so, this report aims to provide a deeper understanding of how marketing decisions are made in the context of the garment industry and how these decisions impact business success.

The report is divided into several chapters, each addressing different aspects of the company's marketing activities. The findings and insights presented in this report are based on my observations, interactions with the company's staff, and secondary data collected during my internship.

1.2: Background of the Study

As a BBA student majoring in Marketing at Daffodil International University, I completed my mandatory internship at Needle Stitch Composite Ltd., a leading garment manufacturing company in Bangladesh. Under the supervision of my internship advisor, Dr. Mohammad Shibli Shahriar, Professor, Department of Business Administration, I had the opportunity to closely observe and analyze the marketing strategies implemented by the company.

During my internship, I focused on examining the company's marketing mix as well as its segmentation, targeting, and positioning strategies. Additionally, I evaluated the effectiveness of these strategies in driving customer engagement, increasing brand awareness, and expanding market reach. My time at Needle Stitch Composite Ltd. gave me valuable insight into the unique challenges of marketing in the highly competitive garment industry, both domestically and internationally. It also provided me with a firsthand understanding of how marketing principles are applied in a manufacturing context.

This internship allowed me to bridge the gap between theoretical knowledge and real-world application, offering a deeper understanding of how effective marketing can contribute to a company's growth and success. Observing the company's approach to branding, market positioning, and promotional tactics helped me gain a better perspective on the strategies required for a garment company to remain competitive in the global market.

Ultimately, my internship at Needle Stitch Composite Ltd. was not only a requirement for my academic program but also a transformative learning experience. It enhanced my understanding of how marketing can influence business operations and provided me with valuable skills in strategic thinking, problem-solving, and data-driven decision-making.

1.3: Objectives of the Study

The objectives of my study are as follows:

1. To identify the marketing mix of Needle Stitch Composite Ltd.
2. To evaluate the marketing activities of Needle Stitch Composite Ltd.
3. To find out some problems of marketing activities and to make some suggestions to overcome the problem.

1.4: Scope of the Study

This study focuses on the marketing activities of Needle Stitch Composite Ltd., a prominent garment manufacturing company in Bangladesh. The scope of this study encompasses an analysis of the company's marketing mix as well as its segmentation, targeting, and positioning (STP) strategies. Additionally, the study aims to identify the challenges faced by the company in its marketing operations and offer recommendations for improvement. The research is based on observations made during my internship period and relevant secondary data, providing a

practical insight into the application of marketing concepts in the garment industry. The findings are intended to contribute to the broader understanding of how marketing strategies are implemented in the context of a manufacturing business.

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1.5: Methodology of the Study

This study employs a qualitative research methodology to analyze the marketing activities of Needle Stitch Composite Ltd. The primary data was collected through direct observations during my internship at the company, where I interacted with various departments, especially the marketing team. Additionally, informal interviews were conducted with employees to gain insights into their marketing strategies. Secondary data, such as company reports and marketing materials, were also reviewed to complement the primary data. The findings were then analyzed and interpreted using marketing frameworks, such as the marketing mix and segmentation, targeting, and positioning (STP) strategies, to draw meaningful conclusions about the company's marketing approach.

1.6: Sources of Data Collection

Primary Data

- **Direct Observations:** Observing the day-to-day marketing activities at Needle Stitch Composite Ltd. during the internship.
- **Interviews:** Informal discussions with employees from the marketing department and other relevant departments.
- **Internal Reports:** Access to internal marketing reports and promotional materials provided during the internship.

Secondary Data

- **Company Publications:** Brochures, marketing materials, and annual reports from Needle Stitch Composite Ltd.
- **Industry Reports:** Published reports and articles on the garment industry in Bangladesh.
- **Online Sources:** Research papers, articles, and market trends available through online databases and websites.
- **Publications:** Books and academic articles related to marketing strategies in the garment industry.

1.7: Method of Data Collection

Data for this study was collected through both primary and secondary sources. The primary data was gathered through direct observations during my internship at Needle Stitch Composite Ltd., where I closely monitored the company's marketing operations. Additionally, informal interviews with employees from the marketing department provided insights into the practical application of marketing strategies. Secondary data was collected from existing company documents, reports, promotional materials, and industry publications, which helped to supplement and validate the primary data. These methods together allowed for a comprehensive understanding of the marketing activities at Needle Stitch Composite Ltd.

1.8: Target Population

The target population for this study includes employees working at Needle Stitch Composite Ltd., particularly those involved in the marketing, sales, and strategy development departments. This also includes key decision-makers and managers who contribute to shaping the company's marketing strategies.

1.9: Sample Size

The sample size consists of 20 employees, primarily from the marketing department, who were selected based on their role in the company's marketing activities. These individuals were chosen for their direct involvement in marketing operations and their ability to provide valuable insights.

1.10: Sampling Method

The non-probability sampling method was used for this study, specifically purposive sampling. Employees who were directly involved in marketing activities and had relevant knowledge of the company's strategies were selected. This method allowed me to focus on individuals who could provide the most relevant and detailed information about the marketing operations at Needle Stitch Composite Ltd.

1.11: Limitations of the Study

- **Time Constraints:** Limited duration of the internship restricted data collection and analysis depth.
- **Access to Sensitive Data:** Certain proprietary marketing strategies and financial data were inaccessible due to confidentiality.
- **Sample Size:** Small sample size may not fully represent the broader company's marketing practices.
- **Dependence on Observations:** Data primarily based on direct observations and informal interviews, which may involve biases.
- **External Factors:** The study was conducted within a specific time frame, not accounting for potential shifts in market conditions.

Chapter-2

Overview of Needle Stitch Composite Ltd.

2.1: Introduction of the Company

Needle Stitch Composite Ltd. is a leading garment manufacturing company located in Bangladesh, specializing in the production of high-quality knitwear and woven garments. The company has grown to become one of the prominent players in the country's garment export industry, known for its commitment to quality, innovation, and sustainability.

The company operates with a vertically integrated business model, offering a wide range of services, including design, production, quality control, and distribution. With a modern and fully equipped manufacturing facility, Needle Stitch Composite Ltd. has the capacity to produce a diverse array of apparel, including casual wear, formal wear, and sportswear, catering to a global customer base. The company's products are exported to several countries, primarily in North America and Europe, and are sold to major international retailers and brands. One of the key strengths of Needle Stitch is its focus on maintaining the highest quality standards throughout the production process. The company places significant emphasis on research and development (R&D) to innovate and stay ahead of market trends. This commitment to quality has earned Needle Stitch a reputation for reliability and consistency, making it a preferred partner for well-established global brands.

In addition to its product excellence, Needle Stitch Composite Ltd. is also dedicated to sustainable manufacturing practices. The company has adopted environmentally friendly production techniques, using energy-efficient machinery and recycling materials whenever possible. Social responsibility is another core value, and Needle Stitch ensures ethical working conditions and fair wages for its employees, adhering to international labor standards.

The company's marketing strategies focus on building long-term relationships with clients, offering superior customer service, and ensuring on-time delivery of high-quality products. Needle Stitch Composite Ltd. continuously invests in its workforce, infrastructure, and technology to meet the ever-evolving demands of the global garment industry.

Through its blend of innovation, quality, and ethical practices, Needle Stitch Composite Ltd. has become a trusted name in the global garment manufacturing industry, committed to growth, sustainability, and customer satisfaction.

2.2: Mission and Vision of Needle Stitch Composite Ltd.

2.2.1: Mission

The mission of Needle Stitch Composite Ltd. ¹is to provide high-quality and innovative garment solutions to its customers worldwide, while ensuring ethical and sustainable manufacturing practices. The company is dedicated to meeting customer expectations by offering products that combine superior design, craftsmanship, and timely delivery. With a focus on continuous improvement, Needle Stitch aims to be a trusted partner in the global apparel industry, promoting long-term business relationships built on quality, reliability, and customer satisfaction.

2.2.2: Vision

The vision of Needle Stitch Composite Ltd. is to be recognized as a global leader in the garment manufacturing industry, known for its commitment to innovation, sustainability, and excellence. The company aspires to create a positive impact on both the global market and the local community by fostering a workplace that supports ethical practices, environmental responsibility, and socio-economic development. Needle Stitch aims to continuously evolve with the fashion industry, setting new standards for quality and customer service, while contributing to the advancement of Bangladesh's apparel export sector.



2.3: Objectives of Needle Stitch Composite Ltd.

The objectives of Needle Stitch Composite Ltd. are designed to ensure the company's long-term growth, sustainability, and industry leadership. These objectives guide its operations, marketing strategies, and overall business development. The key objectives of the company include:

- ✓ **Achieve Sustainable Growth:** Continuously expand the business by increasing market share both locally and internationally, through strategic partnerships and expanding product lines.
- ✓ **Enhance Product Quality:** Maintain a strong commitment to quality by implementing advanced quality control processes and investing in state-of-the-art technology and machinery for garment production.
- ✓ **Ensure Customer Satisfaction:** Deliver superior products and services that exceed customer expectations in terms of quality, cost, and delivery timelines, aiming for long-term relationships with clients.
- ✓ **Promote Ethical and Sustainable Practices:** Focus on adopting eco-friendly production techniques, reducing environmental impact, and promoting fair labor practices, thus positioning the company as a responsible manufacturer in the garment industry.
- ✓ **Foster Innovation:** Invest in research and development to create innovative garment designs and manufacturing processes that meet the ever-evolving demands of the global fashion industry.
- ✓ **Strengthen Brand Reputation:** Establish Needle Stitch Composite Ltd. as a trusted and recognized brand in the global garment market by ensuring high-quality standards, customer trust, and effective marketing strategies.
- ✓ **Increase Operational Efficiency:** Streamline internal processes and improve operational efficiency to reduce costs and improve productivity, ensuring that the company remains competitive in the market.
- ✓ **Develop Human Resources:** Invest in the training and development of employees to enhance skills, promote leadership, and build a motivated workforce that contributes to the company's success.

2.4: Partners of Needle Stitch Composite Ltd.

Needle Stitch Composite Ltd. has established strong partnerships with various stakeholders to enhance its operations and expand its global presence. These partners contribute to the company's success through collaborative efforts in production, distribution, and marketing. The key partners of Needle Stitch Composite Ltd. include:

- **Suppliers of Raw Materials:** Needle Stitch collaborates with both local and international suppliers to source high-quality raw materials such as fabrics, threads, dyes, and accessories. These suppliers play a crucial role in ensuring the production of high-quality garments that meet international standards.
- **Retailers and Distributors:** The company has established long-term relationships with major international retailers, wholesalers, and distributors. These partners help Needle Stitch reach global markets, ensuring the timely delivery of finished products to key regions such as North America, Europe, and other parts of Asia.
- **Technology Partners:** Needle Stitch works with technology providers to implement advanced software for inventory management, production planning, and quality control. These partnerships enable the company to maintain operational efficiency and stay ahead of industry trends.
- **Logistics and Shipping Partners:** Reliable logistics and shipping companies are crucial partners for Needle Stitch in ensuring the smooth movement of goods from the manufacturing facility to international markets. These partners help in maintaining timely deliveries and reducing operational delays.
- **Certification and Compliance Bodies:** Needle Stitch collaborates with various certification organizations that ensure compliance with international standards, including social and environmental responsibility. These partners help the company maintain certifications like ISO, OEKO-TEX, and other industry-specific accreditations.
- **Financial and Investment Partners:** Financial institutions and investors provide the necessary capital for Needle Stitch's expansion projects, machinery upgrades, and infrastructure development. These partnerships support the company's continuous growth and long-term objectives.

- **Design and Fashion Partners:** Needle Stitch also collaborates with designers and fashion consultants to stay current with global trends and meet the demands of international fashion markets. These partners help enhance the company's product offerings and innovation in design.

2.5: Team of Needle Stitch Composite Ltd.

The success of Needle Stitch Composite Ltd. can be attributed to its skilled and dedicated workforce. The company prides itself on having a diverse team of professionals who bring expertise from various fields, working collaboratively to drive the company towards its goals.

The key members of the team include:

- **Management Team:** The management team at Needle Stitch Composite Ltd. comprises experienced leaders who are responsible for overseeing operations, strategy, and overall business development. They are instrumental in decision-making, ensuring that the company's goals are aligned with industry standards and market demands.
- **Marketing and Sales Team:** The marketing and sales team plays a critical role in promoting Needle Stitch's products to international markets. They are responsible for market research, brand development, advertising, client management, and customer relationships. This team ensures that the company's products reach a broad range of retailers and wholesalers globally.
- **Production Team:** The production team is the backbone of Needle Stitch Composite Ltd., ensuring that the manufacturing processes run efficiently and produce high-quality garments. They are involved in cutting, stitching, finishing, and quality control processes. The team is trained to maintain productivity while adhering to strict quality standards and safety regulations.
- **Quality Control and Assurance Team:** The quality control team is dedicated to ensuring that every product meets the company's high standards before it is shipped. They carry out thorough inspections at various stages of production, from raw material sourcing to final product packaging. This team ensures that Needle Stitch maintains its reputation for high-quality garments.

- **Design and R&D Team:** The design and research and development (R&D) team is responsible for creating innovative designs and staying ahead of market trends. This team works closely with fashion experts and clients to deliver products that meet customer preferences and seasonal fashion trends. They focus on fabric selection, garment construction, and product innovation.
- **Human Resources (HR) Team:** The HR team at Needle Stitch Composite Ltd. manages recruitment, employee training, performance evaluation, and ensures a positive working environment. This team plays a crucial role in the development and well-being of employees, ensuring that the company attracts and retains top talent.
- **Logistics and Supply Chain Team:** The logistics team ensures the timely and efficient movement of goods from the manufacturing facility to the clients. This team is responsible for managing inventory, coordinating with shipping partners, and ensuring that delivery schedules are met. Their role is essential in maintaining smooth operations and customer satisfaction.
- **Finance and Accounts Team:** The finance and accounts team manages the company's financial operations, including budgeting, accounting, and financial reporting. They are responsible for ensuring that the company's financial resources are utilized efficiently and effectively, enabling the company to make informed business decisions.
- **Customer Support Team:** The customer support team handles post-sales services, addressing any queries or concerns from customers. They maintain strong relationships with clients and ensure that Needle Stitch's products meet customer expectations, resolving any issues promptly.

2.6: Infrastructural Strength of Needle Stitch Composite Ltd.

Needle Stitch Composite Ltd. has developed a robust infrastructure that supports its large-scale production and efficient operations. The company's state-of-the-art facilities, advanced machinery, and strategic layout ensure that the company meets the demands of both local and international markets. Some of the key infrastructural strengths include:

- **Modern Manufacturing Facility:** The company operates a fully integrated manufacturing facility that houses advanced machinery for knitting, weaving, dyeing,

and finishing. This facility is designed to optimize production efficiency and quality control at every stage of the garment manufacturing process. The facility is capable of handling large volumes of production while maintaining high standards of output.

- **Technology Integration:** Needle Stitch Composite Ltd. has integrated the latest technology in its operations to streamline processes and enhance productivity. The use of automated machinery, CAD (Computer-Aided Design) software, and inventory management systems helps reduce errors, improve production timelines, and maintain consistent product quality.
- **Quality Control and Testing Labs:** The company has dedicated quality control and testing labs equipped with the latest testing equipment. These labs play a critical role in ensuring that all materials and finished products meet international quality standards. Stringent testing is conducted for durability, colorfastness, shrinkage, and other garment quality factors before products are shipped to clients.
- **Warehouse and Storage Facilities:** Needle Stitch boasts well-organized warehouse facilities for raw materials and finished products. The warehouses are designed to ensure optimal storage conditions, preventing damage to fabrics and garments. The company uses inventory management systems to track stock levels and ensure efficient movement of goods.
- **Sustainable Infrastructure:** The company is committed to sustainable development, and its infrastructure reflects this commitment. Needle Stitch Composite Ltd. has adopted energy-efficient machinery and eco-friendly production techniques, including water recycling and waste management systems. The company's facilities are designed to reduce its environmental footprint, aligning with global sustainability standards.
- **Employee Welfare Facilities:** Needle Stitch places a strong emphasis on employee welfare, providing modern facilities for its workforce. The company's infrastructure includes spacious work areas, break rooms, restrooms, and on-site medical facilities. These initiatives ensure a safe and comfortable working environment, promoting productivity and employee satisfaction.
- **Logistics and Distribution Infrastructure:** The company's infrastructure includes an efficient logistics and distribution network that ensures timely deliveries to international clients. Well-connected transportation routes and coordination with logistics partners help streamline the supply chain, reducing delivery times and improving customer satisfaction.

- **Research and Development (R&D) Facility:** Needle Stitch has an in-house ³ R&D department that plays a key role in product innovation. The R&D facility is equipped with tools for fabric research, garment design, and prototype testing. This infrastructure allows ⁵ the company to stay ahead of fashion trends and customer demands by continuously improving its product offerings.

2.7: Strengths of Needle Stitch Composite Ltd.

- ✓ **High-Quality Products:** Consistent production of high-quality garments meeting international standards.
- ✓ **Vertically Integrated System:** Full control over the manufacturing process, ensuring efficiency and quality.
- ✓ **Skilled Workforce:** Highly trained employees contributing to craftsmanship and productivity.
- ✓ **Advanced Technology:** Utilization of modern machinery and software to improve production speed and accuracy.
- ✓ **Strong Brand Reputation:** Trusted by global clients for reliability, on-time delivery, and superior quality.
- ✓ **Sustainable Practices:** Adoption of eco-friendly manufacturing and ethical labor practices.
- ✓ **Diverse Product Portfolio:** Wide range of apparel catering to various market segments.
- ✓ **International Market Presence:** Established relationships with retailers and distributors in key global markets.
- ✓ **Efficient Supply Chain:** Quick response to market demands with effective logistics and distribution.
- ✓ **Financial Stability:** Strong financial position enabling growth and expansion.

2.8: How Needle Stitch Composite Ltd. Maintains Quality!

Needle Stitch Composite Ltd. maintains its commitment to high-quality standards through a series of systematic practices that ensure every garment meets international quality norms. Key aspects of their quality management system include:

- **Stringent Quality Control at Every Stage:** The company implements rigorous quality control (QC) checks at each stage of the production process, from raw material inspection to final product packaging. This ensures that any potential defects are identified and rectified early.
- **Advanced Testing Facilities:** Needle Stitch Composite Ltd. has dedicated testing labs equipped with modern tools to test fabrics for durability, colorfastness, shrinkage, and other essential parameters. Only materials that pass these tests are used in production.
- **Skilled Workforce with Ongoing Training:** The company invests in continuous training for its employees to keep them up-to-date with the latest industry standards and quality protocols. This skilled workforce ensures that every garment is crafted with precision and care.
- **Automation and Modern Machinery:** The use of state-of-the-art automated machinery reduces human errors and increases consistency in garment production. Automated systems also help maintain high standards in stitching, cutting, and finishing.
- **Adherence to International Standards:** Needle Stitch complies with internationally recognized certifications, such as ISO and OEKO-TEX, which require strict adherence to quality and environmental standards. This ensures that the company meets the expectations of global clients and retailers.
- **Efficient Quality Assurance Team:** The company has a dedicated quality assurance (QA) team that oversees the entire production process, ensuring that quality guidelines are strictly followed. The QA team also conducts final inspections before shipping the garments to clients.
- **Customer Feedback Integration:** Needle Stitch actively collects and integrates customer feedback into their quality improvement process. This helps the company make necessary adjustments to their products and processes, ensuring they continue to meet customer expectations.

- **Sustainability in Production:** Quality is not only about garment durability but also sustainability. The company ensures that its quality control practices are aligned with eco-friendly production techniques, reducing waste and ensuring that products are ethically manufactured.

2.9: Core values for the Customers

Needle Stitch Composite Ltd. is dedicated to providing exceptional value to its customers by adhering to a set of core values that guide its operations and interactions. These values ensure customer satisfaction, build long-term relationships, and contribute to the company's reputation in the global market. The core values for customers include:

- **Quality Commitment:** The company prioritizes the delivery of high-quality garments, ensuring that each product meets international standards for durability, comfort, and style.
- **Customer-Centric Approach:** Needle Stitch places the needs and expectations of its customers at the center of its business operations, offering tailored solutions that meet specific market demands.
- **Timely Delivery:** Punctuality is a cornerstone of the company's service. Needle Stitch guarantees on-time delivery, ensuring that customers receive their orders as scheduled, without compromising on quality.
- **Transparency and Integrity:** The company builds trust with its customers through transparent communication, ethical business practices, and honesty in all dealings.
- **Innovation and Adaptability:** Needle Stitch constantly innovates, introducing new designs and incorporating the latest trends to meet changing customer preferences, ensuring its products remain competitive in the global market.
- **Sustainability:** The company is committed to environmentally responsible production, ensuring that its customers can rely on the sustainability of the products they purchase.
- **Long-Term Relationships:** Needle Stitch values long-lasting partnerships with customers and works to nurture these relationships through consistent product quality, excellent service, and continuous support.
- **Responsiveness and Support:** The company is responsive to customer inquiries, providing quick and effective solutions to any issues or concerns, ensuring customers are always satisfied.

Chapter-3

Marketing Strategies of Needle Stitch Composite Ltd.

3.1: Marketing Mix of Needle Stitch Composite Ltd.

The Marketing Mix, often known as the 7 P's, plays an essential role in determining the marketing strategy of a company. For Needle Stitch Composite Ltd., the 7 P's framework helps ensure that all aspects of their marketing and operations are aligned to deliver value to customers and strengthen their position in the competitive garment industry. Let's explore each of the 7 P's in detail:

3.1.1: Product

Needle Stitch Composite Ltd. manufactures a wide range of garments and apparel products for both domestic and international markets. Their products are designed to meet the needs of various market segments, including casual, formal, and specialty wear. Some of their key product lines include:

- **Casual Wear:** These products target a wide range of customers who prefer everyday comfortable clothing. Products in this category include:
 - ✓ **Basic T-shirts:** 100% cotton, available in multiple colors.
 - ✓ **Casual Shirts:** Short sleeve and long sleeve variants.
 - ✓ **Jeans:** Denim jeans with varied fits such as skinny, regular, and bootcut.



- **Formal Wear:** Designed for business and professional environments, Needle Stitch produces high-quality formal apparel, including:

- ✓ **Formal Shirts:** Slim-fit, regular-fit options in cotton and polyester blends.
 - ✓ **Suit Trousers:** High-quality woolen and polyester trousers.
 - ✓ **Blazers:** Men's and women's blazers with custom options.
- **Specialty Wear:** Needle Stitch also produces specialty garments tailored to specific needs, including:
 - ✓ **Sportswear:** T-shirts, shorts, and joggers designed for sports activities made with moisture-wicking fabrics.
 - ✓ **Activewear:** Yoga pants, running tops, and leggings designed for active individuals.
 - ✓ **Eco-Friendly Apparel:** Organic cotton T-shirts, biodegradable packaging, and products that meet global sustainability standards.

3.1.2: Price

Needle Stitch Composite Ltd. adopts a competitive pricing strategy that reflects the value and quality of its products while maintaining cost-efficiency to meet market demands. The company uses various pricing strategies based on market conditions, target customers, and product categories. Below are some specific examples of pricing strategies for key products:

- **Cost-Plus Pricing:** This is the main pricing method used for most products, where the cost of production (including materials, labor, and overhead) is marked up by a fixed percentage to ensure profitability. For instance:
 - ✓ **Basic Cotton T-shirts:** \$3.50 per unit (cost of production) + 40% markup = \$4.90 retail price.
 - ✓ **Formal Shirts:** \$8 per unit (cost of production) + 50% markup = \$12 retail price.
- 21 • **Penetration Pricing:** When entering new markets or launching new products, Needle Stitch offers lower prices to attract initial customers and build brand awareness. For example:
 - ✓ **Eco-Friendly T-shirts (new line):** \$5 per unit as a promotional price to attract eco-conscious customers, compared to a typical \$7 for regular T-shirts.

- **Value-Based Pricing:** Needle Stitch also implements value-based pricing for premium products that are perceived to offer higher quality or exclusivity. For example:
 - ✓ **Premium Suits and Blazers:** \$40 per unit for a high-quality suit designed with wool fabric, catering to high-end retail customers.
- **Volume Pricing:** For bulk orders, Needle Stitch offers discounts based on order size. For instance:
 - ✓ **Bulk Orders for Retail Chains:** Orders above 500 units receive a 10% discount, making the unit price more attractive for large-scale buyers.

3.1.3: Place

Needle Stitch Composite Ltd. employs an effective distribution strategy to ensure its products are available to its target markets worldwide. The company's extensive distribution network is designed to meet the needs of global clients while maintaining efficiency in delivery. Here are the key elements of Needle Stitch's Place strategy:

- **Domestic Market:** In Bangladesh, Needle Stitch has a well-established distribution network that includes wholesalers, retailers, and direct business clients. The products are available in local retail stores and boutique shops.
- **International Market:** The company exports its products to several international markets, including:
 - **North America** (U.S., Canada)
 - **Europe** (UK, Germany, France)
 - **Asia** (India, Japan, China)
 - **Middle East** (UAE, Saudi Arabia)
- **E-commerce:** Although the focus is primarily on B2B relationships, Needle Stitch is increasingly utilizing e-commerce platforms to expand its reach to global buyers. The website serves as an informational hub, while an online ordering system is being developed to accommodate direct orders.

- **Distribution Channels:** The company works with freight forwarding companies and logistics partners to ensure timely deliveries, with a reliable supply chain management system that ensures products reach clients on time. The company also uses just-in-time (JIT) inventory systems to reduce storage costs and maintain product freshness.

3.1.4: Promotion

Needle Stitch Composite Ltd. uses a wide variety of promotional strategies to create awareness and boost sales. Given that the company primarily operates in the B2B sector, the promotional efforts are aimed at building strong relationships with buyers, distributors, and retailers. The key promotional activities include:

- **Trade Shows and Exhibitions:** Needle Stitch participates in international garment trade fairs and exhibitions, such as the Dhaka Apparel Summit and Hong Kong Fashion Week, to showcase its latest products, meet potential clients, and establish business relationships.
- **Digital Marketing:** The company uses LinkedIn, Facebook, and Instagram to communicate with potential buyers, share updates on new products, and promote its sustainability initiatives. They also use email marketing campaigns to reach out to existing clients and offer promotional deals.
- **Public Relations:** Needle Stitch engages in press releases to announce milestones, such as achieving environmental certifications or launching new product lines. The company also partners with influencers and industry leaders to strengthen its brand reputation.
- **Sales Promotions:** The company offers bulk purchase discounts to retailers, such as a 5%-10% discount on large orders or customized offers for clients who order seasonal collections in advance.
- **Corporate Social Responsibility (CSR):** Needle Stitch promotes its ³¹ CSR initiatives, such as supporting local communities and reducing environmental impact, which enhances its brand image and attracts clients who prioritize sustainability.

3.1.5: People

The People element in the marketing mix focuses on the company's workforce and customer service. Needle Stitch places a significant emphasis on the skills, attitudes, and training of its employees to ensure superior customer experiences.

- **Employee Training and Development:** Needle Stitch invests in regular training programs for employees at all levels, from production workers to management. Training covers areas like garment manufacturing techniques, quality control, and customer service.
- **Customer Relationship Management (CRM):** Needle Stitch has a dedicated customer service team that provides personalized support to clients, including order tracking, issue resolution, and product customization. The company focuses on building long-term relationships by offering prompt communication and exceptional post-sale support.

3.1.6: Process

Needle Stitch's process refers to how the company manages and delivers its products and services to customers. The process is streamlined to ensure efficiency, consistency, and high customer satisfaction:

- **Order Processing:** Orders are processed swiftly, with a digital system in place to track orders, manage inventory, and communicate with clients. The company uses an ERP system to integrate different business functions and ensure smooth operations from manufacturing to delivery.
- **Manufacturing Process:** The production process is automated and follows international quality standards, ensuring consistent output. The company also uses lean manufacturing techniques to minimize waste and improve productivity.



3.1.7: Physical Evidence

Physical evidence is a tangible element that helps reinforce the company's brand promise. For Needle Stitch, this includes:

- **Product Quality:** The quality of the finished garments is the most significant form of physical evidence, reflecting the company's commitment to high standards.
- **Packaging:** Needle Stitch uses high-quality, eco-friendly packaging to protect products and reinforce its commitment to sustainability. The packaging is designed with the brand logo and other identifying features, ensuring a professional look.
- **Showrooms and Facilities:** The company's modern production facility and showroom reflect its capabilities and professionalism. Clients can visit the facilities for product viewings and meetings, further enhancing trust in the company.

3.2: STP Analysis of Needle Stitch Composite Ltd.

The STP (Segmentation, Targeting, and Positioning) model is a vital strategic tool that helps businesses identify and address the specific needs of different customer groups. For Needle Stitch Composite Ltd., an efficient STP strategy ensures that the company can effectively meet the varied demands of both its domestic and international markets, while also positioning itself as a competitive leader in the garment manufacturing industry.

3.2.1 Segmentation

Segmentation refers to the process of dividing the broader market into smaller, distinct groups based on specific criteria. Needle Stitch Composite Ltd. uses various segmentation methods to cater to diverse customer needs, ensuring that its products are tailored to different market segments. The main types of segmentation Needle Stitch employs are Demographic, Geographic, Behavioral, and Psychographic segmentation.

3.2.2: Demographic Segmentation

- **Age:** Needle Stitch divides its products based on age groups, targeting young adults, working professionals, and middle-aged individuals. For instance, their casual wear line includes trendy T-shirts for younger consumers, while their formal wear caters to older, professional customers.

- **Gender:** Needle Stitch offers a wide range of gender-specific products. Their product portfolio includes men's clothing (suits, trousers, shirts) and women's clothing (blouses, skirts, dresses).
- **Income Level:** The company targets a wide range of income groups. For lower-income segments, they offer affordable basic wear (T-shirts, jeans), while their premium line includes high-end garments like wool suits and designer blazers aimed at higher-income customers.
- **Occupation:** They cater to working professionals with high-quality formal wear and business attire, as well as students with casual wear.

3.2.3: Geographic Segmentation

- **Local Market (Bangladesh):** Within Bangladesh, Needle Stitch focuses on cities like Dhaka, Chittagong, and Sylhet, where demand for both formal and casual wear is high.
- **International Market:** Needle Stitch serves global markets across Europe, North America, Asia, and the Middle East. They tailor their products to meet the preferences and standards of specific regions, such as offering lightweight fabrics suitable for Middle Eastern climates or eco-friendly materials for the European market.
- **Urban vs Rural:** The company focuses primarily on urban areas, where there is a higher demand for fashion-forward, high-quality apparel. In rural areas, they may offer more basic, affordable garments.

3.2.4: Behavioral Segmentation

- **Purchase Behavior:** Needle Stitch focuses on bulk buyers, such as large retail chains, clothing brands, and wholesalers, who place large orders for regular shipments. They also target seasonal buyers during peak seasons like winter (for coats, jackets) and summer (for lightweight shirts, T-shirts).
- **Usage Rate:** The company segments its customers based on the volume of their purchases. Some clients place large, ongoing orders for their stores, while others may only require limited quantities for seasonal collections or one-time projects.
- **Brand Loyalty:** Needle Stitch targets loyal customers, such as multinational brands that consistently place orders, and works to maintain long-term relationships with them through excellent customer service, product quality, and timely delivery.

3.2.5: Psychographic Segmentation

- **Lifestyle:** Needle Stitch tailors its products to match different lifestyles. For example, the sportswear line targets active individuals who participate in physical activities, while the formal wear line appeals to business professionals looking for high-quality, stylish office wear.
- **Social Status and Values:** Needle Stitch also segments based on social status. The company offers premium clothing for high-income individuals seeking luxury fashion, while providing affordable clothing for the mass market segment.
- **Environmental Concerns:** A growing number of consumers are concerned about sustainability and environmental impact. Needle Stitch has launched a sustainable fashion line, targeting environmentally-conscious consumers who prioritize eco-friendly fabrics and ethical manufacturing processes.

3.3: Targeting

Targeting is the process of evaluating each segment and selecting the most attractive and profitable segment(s) for the business. Needle Stitch Composite Ltd. uses a differentiated targeting strategy, which means they design and market products tailored to the specific needs of different segments. Below are the key target markets for Needle Stitch:

- ✓ **B2B (Business-to-Business) Customers:** Needle Stitch primarily targets large retail chains, fashion brands, and wholesale distributors. This includes brands such as Walmart, Zara, and H&M, which require a constant supply of quality garments at competitive prices.
- ✓ **Large Corporations and Professionals:** Targeting businesses and professionals who need formal wear for employees, Needle Stitch's corporate wear products, such as blazers, dress shirts, and trousers, appeal to companies looking to create a professional image for their employees.
- ✓ **Fashion-Forward Individuals:** Needle Stitch targets fashion-conscious buyers in international markets who are looking for trendy casual wear. They cater to both men and women who prefer stylish and comfortable clothing.

- ✓ **Sustainability-Oriented Consumers:** As environmental consciousness grows, Needle Stitch has targeted the segment of eco-conscious consumers by offering products made from sustainable materials such as organic cotton, recycled polyester, and environmentally friendly dyes.

3.4: Positioning

Positioning refers to the way a company differentiates its products in the market and how customers perceive its brand. Needle Stitch Composite Ltd. uses various positioning strategies to make their products stand out in a competitive market:

- **Quality Leadership:** Needle Stitch positions itself as a manufacturer of high-quality garments by offering durable, well-crafted, and stylish clothing. The company emphasizes premium fabric quality, innovative designs, and superior craftsmanship in all its offerings. For example, their wool suits and tailored blazers are marketed as premium products for business professionals who demand the highest quality in their attire.
- **Sustainability:** Needle Stitch's eco-friendly line positions the brand as a leader in sustainable fashion. This includes using organic cotton, recycled polyester, and implementing green manufacturing processes. Needle Stitch positions itself as a responsible brand that caters to the growing demand for environmentally conscious clothing.
- **Affordable Fashion for All:** Needle Stitch also positions itself as a brand that offers value-for-money fashion. Their pricing strategy makes quality garments accessible to both middle-income consumers and larger retailers, ensuring they appeal to both budget-conscious customers and those looking for high-end offerings.
- **Custom Fit and Variety:** The company also positions itself as a customization leader, offering tailored clothing to meet specific size, color, and design preferences. This is especially important for corporate clients who require matching uniforms or personalized business attire.
- **Global Reach:** Needle Stitch positions itself as an internationally recognized and respected brand, with a strong presence in North America, Europe, and Asia. Their global distribution network and ability to adapt to regional tastes and trends allow them to offer products that resonate with local customers, while maintaining an international standard of excellence.

3.5: Promotional Mix of Needle Stitch Composite Ltd.

¹⁶ The Promotional Mix refers to the various strategies and tools that companies use to communicate with and influence their target customers. For Needle Stitch Composite Ltd., the promotional mix is crafted carefully to promote the company's products, brand, and values in a competitive marketplace. The promotional mix for Needle Stitch focuses on the following elements: ⁶ Advertising, Sales Promotions, Public Relations, Direct Marketing, Personal Selling, Social Media Marketing, and Sponsorship & Partnerships. Below is a detailed breakdown of each component of their promotional mix:

3.5.1: Advertising

³⁶ Advertising is one of the most important tools in the promotional mix for Needle Stitch Composite Ltd. The company uses both traditional and digital advertising to reach its diverse customer base, both locally and internationally.

- **Traditional Advertising:** Needle Stitch uses print media (newspapers, magazines) to advertise its new clothing collections and seasonal sales. They also rely on billboards and TV commercials in key markets like Dhaka, Chittagong, and other urban centers where a large portion of their target audience resides.
- **Digital Advertising:** The company also heavily invests in online advertising, particularly via Google Ads, YouTube, and social media platforms. Needle Stitch targets specific demographics such as professionals and fashion-conscious individuals through banner ads, sponsored content, and search engine marketing (SEM).
- **Targeted Campaigns:** The company designs targeted advertising campaigns for key markets such as North America, Europe, and the Middle East, highlighting products like formal wear and premium-quality apparel for international clients.

¹⁰ 3.5.2: Sales Promotions

Sales promotions are short-term incentives that encourage customers to make a purchase. For Needle Stitch, sales promotions play a significant role in driving both domestic and international sales.

- **Discount Offers:** Needle Stitch often runs seasonal sales offering discounts on their winter collection and summer wear. Discounts can range from 10% to 30% depending on the product category and market demand.
- **Coupons and Vouchers:** The company distributes coupons and vouchers to customers through email marketing, social media platforms, and collaborations with online retailers like Daraz Bangladesh and Amazon to encourage bulk purchasing.
- **Flash Sales and Limited-Time Offers:** For its corporate clients and large-scale buyers, Needle Stitch often organizes flash sales with exclusive deals on wholesale orders, helping to generate a sense of urgency and exclusivity.

3.5.3: Public Relations

Public relations activities help improve and maintain a company's image. Needle Stitch Composite Ltd. strategically uses PR to strengthen its brand reputation, communicate with customers, and manage relationships with stakeholders.

- **Press Releases:** Needle Stitch issues press releases to announce new product launches, partnerships, or sustainability initiatives (such as the use of eco-friendly materials). They distribute these press releases through local and international media outlets, ensuring broad visibility.
- **Media Appearances and Interviews:** The company often appears in industry-related publications and fashion magazines to discuss trends, innovations in fabric technology, and sustainable practices in clothing manufacturing.
- **Corporate Social Responsibility (CSR):** Needle Stitch invests in CSR initiatives, focusing on local community development and sustainable manufacturing practices. This helps to create a positive public image and enhances consumer trust.
- **Press Conferences and Event Sponsorship:** The company occasionally organizes press conferences or is involved in events related to fashion trends or garment innovations, promoting their products and brand to a wider audience.

3.5.4: Direct Marketing

Direct marketing involves communicating directly with potential customers to encourage a response or transaction. Needle Stitch uses direct marketing methods to target specific customers, especially bulk buyers and wholesalers.

- **Email Marketing:** The company frequently sends email newsletters and product updates to its wholesale partners, fashion retailers, and corporate clients, keeping them informed about new stock, limited edition collections, or bulk order discounts.
- **Catalogs and Brochures:** Needle Stitch distributes printed catalogs and brochures to businesses that may require bulk garments, offering a comprehensive look at their product range, including tailored suits, shirts, and uniforms.
- **Telemarketing:** Needle Stitch engages in telemarketing to follow up on product inquiries from potential clients, especially from B2B sectors such as clothing retailers and corporate buyers.

3.5.5: Personal Selling

Personal selling is a key component in building long-term relationships, particularly in the B2B sector, where Needle Stitch works with large clients and wholesalers.

- **Sales Representatives:** Needle Stitch employs a dedicated sales team that is responsible for handling client queries, presenting products to large buyers, and closing sales with retail chains and corporate clients.
- **B2B Sales Meetings:** The company's sales representatives organize face-to-face meetings and product demonstrations to secure bulk orders and corporate contracts. These salespeople are trained to highlight the quality and customization options offered by Needle Stitch, such as tailored suits or custom corporate uniforms.
- **After-Sales Support:** Needle Stitch emphasizes strong after-sales support to maintain customer loyalty. They assist corporate clients with any size adjustments, fabric issues, or delivery concerns to ensure long-term business relationships.

3.5.6: Sponsorship & Partnership

Sponsorship and partnerships help Needle Stitch build brand recognition and reach new customer segments.

- **Fashion Events Sponsorship:** Needle Stitch sponsors major fashion events such as fashion weeks, design competitions, and garment expos. This exposure helps position them as an industry leader in garment manufacturing.
- **Collaborations with Retailers:** The company forms strategic partnerships with international retailers like H&M, Zara, and Target, who sell Needle Stitch's clothing under their private labels. This partnership helps Needle Stitch expand its reach in the global market.
- **Charity Events and Causes:** Needle Stitch partners with non-profit organizations focused on environmental sustainability and social welfare. For example, they may donate eco-friendly clothing to organizations or sponsor fundraisers promoting sustainable fashion.

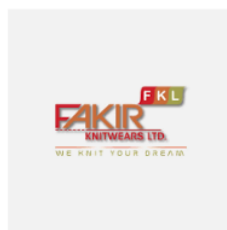
3.6: Competitor Analysis of Needle Stitch Composite

Ltd.

Needle Stitch Composite Ltd. operates in the highly competitive garment manufacturing industry. Below are some of its key competitors in the industry, each offering similar products and services:

- **DBL Group:** DBL Group is one of the leading textile and garment manufacturers in Bangladesh. It produces a wide range of apparel for both domestic and international markets. With a strong presence in the global apparel supply chain, DBL is known for its high-quality products and compliance with international sustainability standards. The company offers knitwear, woven garments, and denim.
- **Square Fashions Ltd.:** Square Fashions is a well-established garment manufacturer in Bangladesh. The company is part of the Square Group, a conglomerate with diversified interests. Square Fashions is recognized for producing a variety of ready-made garments, particularly denim and knitwear products. Their high-quality products cater to both local and international clients.

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- **Ha-Meem Group:** Ha-Meem Group is a prominent player in Bangladesh's garment sector, known for producing woven fabrics, denim products, and ready-made garments. With a robust export portfolio, Ha-Meem supplies garments to international brands such as Levi's, Wrangler, and Gap. The group has established itself as a key competitor through its commitment to product innovation and sustainability.
 - **Beximco Textiles Ltd.:** Beximco Textiles is a major competitor in the textile and garment industry, recognized for its large-scale manufacturing capabilities. The company produces woven fabrics, denim, and knitwear for international brands like H&M, Uniqlo, and Marks & Spencer. Beximco Textiles stands out with its technological advancements and high standards of quality control.
 - **Fakir Knitwear Bangladesh Ltd.:** Fakir Knitwear Bangladesh specializes in manufacturing knitwear garments and has a significant presence in both the domestic and international markets. The company is known for its innovation in fabric production and offering eco-friendly alternatives. Their customer base includes large global retailers and brands.
 - **Ananta Group:** Ananta Group is another major competitor in Bangladesh's garment manufacturing industry. The company produces a wide variety of garments, including knitwear, woven apparel, and denim. Known for its consistent product quality and ethical business practices, Ananta Group has secured long-term partnerships with international retailers such as Walmart and Target.



3.7: Competitive Advantage of Needle Stitch Composite Ltd.

- ✓ **High-Quality Product Range:** Needle Stitch Composite Ltd. produces a diverse range of high-quality garments, including formal wear, casual wear, denim, and knitwear, catering to both domestic and international markets.
- ✓ **State-of-the-Art Manufacturing Facilities:** The company has modern, well-equipped manufacturing plants that use the latest technological advancements to ensure high efficiency, low defects, and high-quality standards.
- ✓ **Sustainability Focus:** Needle Stitch is committed to sustainable production practices, including the use of eco-friendly fabrics and adherence to environmental standards, which enhances its appeal to environmentally-conscious consumers and businesses.
- ✓ **Strong Export Network:** With a broad export base, the company has successfully positioned itself in the global market, exporting to regions like North America, Europe, and the Middle East.
- ✓ **Experienced Workforce:** The company employs skilled labor and management teams with extensive experience in the garment industry, ensuring operational excellence and innovation in product development.
- ✓ **Customized Solutions for Clients:** Needle Stitch offers tailored solutions for corporate clients, such as custom uniforms and corporate apparel, which gives it an edge in the B2B market.
- ✓ **Cost-Effective Production:** The company's efficient production process, coupled with competitive pricing strategies, helps Needle Stitch offer high-quality products at affordable prices, giving it a competitive edge over other players.
- ✓ **Strong Relationships with International Retailers:** Needle Stitch has built long-term partnerships with major international retailers, ensuring consistent demand for its products and increasing brand visibility.
- ✓ **Innovative Product Design and Trends:** The company stays ahead of market trends by continuously offering fashion-forward designs, ensuring it remains relevant to its customer base in the fast-changing fashion industry.

Chapter-4

Problem Identifications, Recommendations, and Conclusion

4.1: Problem Identified

1. **Over-reliance on Seasonal Sales Promotions:** Frequent reliance on discounts, flash sales, and seasonal promotions could erode brand value and profit margins over time, making it challenging to sustain long-term profitability.
2. **Limited Differentiation in Advertising Channels:** While the company invests in both traditional and digital advertising, there may be an overemphasis on broad campaigns rather than hyper-focused or innovative approaches that uniquely position the brand.
3. **Dependence on Partnerships with Retailers:** Strong reliance on international retailers like H&M and Zara for distribution can make the company vulnerable to changes in these partnerships or shifts in retailer preferences.
4. **Competitive Pressure in Sustainability:** Competitors such as DBL Group and Beximco Textiles also emphasize sustainability, potentially diluting Needle Stitch's unique selling point in eco-friendly production.
5. **Limited Reach in Public Relations:** While PR efforts like press releases and media appearances are in place, the impact of these activities may not be optimized to differentiate Needle Stitch in a highly competitive global market.
6. **Challenges in Maintaining Technological Edge:** Competitors like Beximco and Square Fashions invest heavily in advanced technologies. Needle Stitch needs to consistently update its manufacturing capabilities to avoid falling behind in efficiency and innovation.
7. **Intense Competition in the Export Market:** With a strong presence of well-established competitors like Ha-Meem Group and Ananta Group in the same export markets, Needle Stitch faces constant pressure to differentiate its product offerings and maintain cost competitiveness.
8. **Limited Focus on Direct-to-Consumer (DTC) Channels:** The company's heavy focus on B2B clients and wholesale markets might leave it underutilizing the potential of direct consumer engagement through online platforms or exclusive retail ventures.

4.2: Recommendations

1. **Balance Sales Promotions with Brand Value:** Focus on building a premium brand image by reducing over-reliance on discounts and emphasizing product quality, craftsmanship, and sustainability in marketing campaigns.
2. **Innovate Advertising Strategies:** Incorporate more personalized and interactive campaigns, such as influencer collaborations and augmented reality (AR) experiences, to better engage with target audiences.
3. **Diversify Distribution Channels:** Reduce dependence on international retailers by developing exclusive Needle Stitch branded stores and enhancing e-commerce platforms to cater directly to consumers.
4. **Strengthen Sustainability Differentiation:** Highlight unique eco-friendly practices with certifications, transparency in sourcing, and storytelling around sustainability to stand out in the green apparel segment.
5. **Expand Public Relations Impact:** Increase PR reach by organizing high-profile brand events, engaging with fashion influencers, and securing features in globally renowned fashion and trade publications.
6. **Continuous Technological Investment:** Stay ahead by adopting cutting-edge manufacturing technologies, such as AI-based production optimization and sustainable material innovations, to enhance quality and efficiency.
7. **Enhance Export Market Positioning:** Focus on niche product lines, such as luxury formal wear or eco-friendly corporate apparel, to carve a distinct identity in competitive export markets.
8. **Develop Direct-to-Consumer Channels:** Launch an exclusive Needle Stitch DTC online platform with customizable options and subscription models to build direct consumer relationships and ensure consistent revenue streams.

4.3: Conclusion

Needle Stitch Composite Ltd. stands as a significant player in the garment manufacturing industry, recognized for its high-quality products, sustainable practices, and strong presence in both domestic and international markets. The company's commitment to innovation, environmental responsibility, and customer satisfaction has positioned it as a trusted partner for global retailers and clients. However, the analysis reveals areas where strategic improvements are essential to ensure long-term growth and competitiveness.

Challenges such as increasing competition, reliance on international retailers, limited diversification in promotional strategies, and operational inefficiencies need to be addressed proactively. By adopting the proposed recommendations, such as enhancing technological adoption, improving branding and marketing strategies, and building stronger direct consumer relationships, Needle Stitch can overcome these challenges and unlock new opportunities.

Looking ahead, the company has immense potential to further strengthen its market position by staying ahead of fashion trends, embracing sustainability, and expanding its presence in emerging markets. With a clear focus on innovation, adaptability, and customer-centric approaches, Needle Stitch Composite Ltd. is well-equipped to achieve sustained success in the dynamic and competitive apparel industry.

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