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From Design to Dispatch: The Power of Communication in Garments industry

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This report is submitted for the fulfillment of B.A. (Hons) Degree

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Declaration

I hereby declare that the internship report titled "From Design to Dispatch: The Power of Communication in Garment Production" that I submitted to the English Department at Daffodil

International University is entirely my own work. All of the material, facts, and ideas offered in this work are based on my own experiences and observations. I finished the report under the supervision of my teacher, Farjana Yesmin (Lecturer, Department of English, Daffodil International University)-

This report is also to affirm that it was created solely for a partial requirement of my academic internship program, and for no other purpose. All information and details have been recorded based on my actual experience.



.....
Signature of the Intern

Adiba Noor Tahsin

ID: 212-10-763

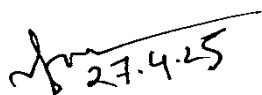
Department of English

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Certification

This certifies that Adiba Noor Tahsin, ID number 212-10-763, is a student in Daffodil International University's English department. I'm pleased to say that she successfully completed her internship under my supervision.

All of the facts and information presented in this report are correct. I wish her the best in both life and work.

Handwritten signature of Farjana Yesmin, dated 27.4.25.

.....

Signature of the Supervisor

Farjana Yesmin

Lecturer, Department of English

Faculty of Humanities and Social Science

Daffodil International University

Acknowledgment

I would like to thank my supervisor, Farjana Yesmin, a lecturer at the Department of English, for her support and encouragement. Her support and advise helped me get through all stages of writing my paper.

I would like to thanks my company , "Ahsiar Fashions Limited," for the opportunity, as well as my supportive teammates who helped me along the route by offering useful information and teamwork. They constantly supply me with a wealth of information, advice, and inspiration.

I am really grateful for my parents' consistent support and genuine interest in my academic achievements. Finally, I would like to praise myself for being so brave, overcoming several challenges, and believing in myself.

I would like to thank Allah for letting me through all the difficulties.

Abstract

My insights about Ahsiar Fashions Limited were gathered during three months of internship work at the company. Limited. The purpose of this research demonstrates the substantial role effective communication plays throughout each phase of manufacturing cycles. The production process requires effective communication starting at design development until the finished garments reach end customers. garments. My work experience at Production and Communication Department raised my understanding of essential communication practices. The combination of design innovation with production operations along with logistics becomes possible through effective communication approaches. and coordinated communication. The following report outlines my observations while interacting with designers in addition to other personnel. The evaluation of design teams together with production groups and dispatch teams analyzed their resources alongside their challenges and potential benefits and assistance systems. The company maintains various support systems to fulfill their quick production demands. This report suggests multiple improvement methods. The overall objective targets operational efficiency together with enhanced departmental communication to reach quality performance increased customer satisfaction. The initiative aims to enhance both quality management systems and customer satisfaction level.

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Chapter-1 Introduction

1.1: Background of the Study

Bangladesh depends on garments as its core economic pillar through job creation and foreign income generation that powers industrial advancement. A major global clothing exporter utilizes complex business operations to develop garments starting from design conception through to production completion. Every stage of this process necessitates meticulous departmental coordination and cooperation. Both continuous transformation and precise processes are essential for functioning in the field thus requiring effective communication methods. Organizations experiencing successful communication processes produce direct and timely results alongside great final product standards from quality review stages and creative discussions and logistical management functions. My research materialized because of my three-month internship at Ahsiar Fashions Limited where I witnessed how communication practices determine the ultimate quality of textiles. A thorough evaluation of organizational communication systems in production roles follows an examination of the things I learned throughout this experience.

1.2 : Objective

- (i) To explore the importance of communication in the clothing manufacturing process.
- (ii) To examine more closely how different departments, such as design, production, and dispatch, work together through efficient communication.

- (iii) To identify typical barriers to communication and provide workable strategies to overcome them.
- (iv) To connect academic understanding with practical business practice.
- (v) to share essential thoughts and strategies for improving teamwork, quality, and productivity in garment production.

1.3: Significance of the Study

A combination of essential elements justifies this study: The study contains academic value by applying communication concepts I learned as an English Department student including interpersonal communication and workplace discourse and organizational behavior within real-world settings. The operation of garment factories depends heavily on minimizing errors and delays at the same time. The report illustrates structured communication approaches providing practical industrial benefits because it serves as a professional resource for field-related personnel. Through my internship I developed crucial personal abilities including critical thinking along with observation skills and improved communication techniques which I will use both in school and in future professional work. The document provides organizational guidance through strategic information to assist companies in their search for communication system weaknesses and their development of enhanced systems for operational efficiency improvement.

Chapter 2: Methodology

I spent three months working as an intern at Ahsiar Fashions Limited for the purpose of this report.

The research reveals that communication stands essential in garment production functions. To collect valuable insights I used multiple methods in my research.

- i) Observation: I took the time to witness daily activity in departments such as design, production, and dispatch, which helped me understand how teams communicate and share information.
- ii) Interviews and Conversation: I conducted informal conversation with supervisors, line managers, and employees to learn about communication difficulties and effective techniques.
- iii) Meeting Participants: Through meeting participation I adapted team sessions and briefings to monitor order flow and how updates were communicated across departments.
- iv) Document Analysis: I reviewed production plans, job schedules, and quality reports to gain a deeper understanding of how formal communication is organized.
- v) Feedback Collection: I frequently gathered feedback from team leads and mentors, which allowed me to think about how communication influences workflow, teamwork, and the overall quality of our products.

Chapter 3: Company Details

3.1: Company Details

Name: Ahsiar Fashions Limited.

Location: 55, Shovapur, Rajfulbaria, Savar, Dhaka.

Founding year: January 2012.

Number of workers: Approximately 1000.

Total factory space: 23,835 square feet.

Products Manufactured: T-shirts, Polo shirts, Jackets, Trousers, Skirts, Dresses etc.

Export markets: EUROPE, UAE, SOUTH AFRICA and JAPAN.

3.2: Departments

Ahsiar Fashions Limited is a knitted garments factory, which mainly focuses on producing knitwear like T-shirts, polos, leggings, etc for international markets. A garments factory has many departments and they are:

Merchandising Department: Acts like a communication bridge between buyers and factory. It manages order placement, costing, samples, and approvals. It helps to communicate buyers requirements to internal departments. Also ensure timely shipment and follow-up with buyers.

Design Department: This department translates buyer ideas into proper clothing design. It makes tech pack (a detailed blue print used in the clothing industry to garment production) and samples. It works on fabric selection, trimming, and print/embroidery placement. People from this department collaborates with merchandisers and production team.

Fabric Sourcing Department: This department searches for fabric and trims them according to buyers requirements. They communicate with fabric mills and accessories suppliers. They also ensure timely delivery of raw materials for production and checks fabric quality before bulk use.

Cutting Department: They cuts fabric according to the buyer provided patterns. Also ensure correct cutting pattern to reduce fabric waste.

Production Department: Assembles cut pieces of cloth by stitching. Also manages sewing operators, line supervisors, and quality checkers. Maintains production efficiency and ensures deadlines are met.

Quality Control (QC) Department: It's work on maintaining quantity in every stage: cutting, sewing and finishing and prepare quality reports and works on corrective actions.

Finishing Department: They add final touches before packing by adding tags and barcodes as per buyer requirements and they also ensure defect free products

Packing & Dispatch Department: They Packs garments according to buyer specs (poly bag, carton, labels, etc.). Maintains carton inventory and coordinates with shipping agents and dispatches goods to port for export.

HR (Human Resources)department: They ensures ethical practices and worker well-being by managing labor laws, factory audits and safety protocols.

Export Department: Handles export-related paperwork and customs clearance and ensures smooth export without delays.

Maintenance and Utility Departments: Keeps machinery and utilities running and ensures uninterrupted production by avoiding machine breakdowns.

Chapter 4: Internship Experiences

4.1: Experiences

The intern experience in the garments industry became my most vital learning experience. I started understanding how products transform from design to distribution became possible because of their communication. Garments industry displayed how communication is essential to maintain everything properly. My actual presence at the garment industry during this assignment time gave me direct industry exposure yet my chance introduced me to different departments and specialist workers showing me how operations work. The essential nature of effective communication emerges from departmental difficulties that produce various challenges for the production process.

I worked under a merchandiser. From the very first week, I understood that communication is not just a skill in merchandising—it is the backbone of everything.

The entire order relied on a single message, clarification, and each email sent for successful operation. The merchandiser I assisted managed many simultaneous interactions involving suppliers from various countries, production staff, fabric and package providers. Seeing how he handled all of these tasks taught me the importance of efficient communication at work. A few simple emails prevented serious mistakes from occurring. That was the day I received an order with an urgent request to change label colours. The merchandiser immediately emailed the label correction order with linked visuals to the team members and confirmed clear understanding over the phone. The single phone contact brought clarity which prevented the cancellation of our substantial ordered items. I was strongly impressed when I realized that proper communication directly protects time investments alongside financial resources along with keeping good professional reputations intact.

The manufacturer used its communication technologies to demonstrate department integration. The merchandiser used communication to do several tasks, including talking to the buyer, monitoring manufacturing quality, and reviewing shipment records with dispatch. Everything needed to be exact. When the merchandiser supplied confusing instructions, individuals who received them misconstrued the information. The merchandiser managed all commercial operations through the use of words, as well as consistent updates and follow-up procedures. During my internship, I worked on email drafts, checked inventory data, and maintained status reporting documents under his supervision. My minor

contributions to the procedure were critical because an incorrect expression or entry could result in confusion across the workflow.

Overall, what I experienced was this: communication in merchandising isn't just talking—it's decision-making, problem-solving, coordinating, and relationship-building. It's what keeps the wheels of garment production turning smoothly. And being right there, in the middle of all of it, gave me a real appreciation for how powerful it truly is.

4.2: learning Moments

Throughout my internship, I experienced several key learning moments that helped shape my understanding of the garment industry and the real-world value of communication.

- i) The Power of Clarity Messaging:
There was this one time when a buyer gave out unclear directions for packaging. The merchandiser halted everything, asked for clarification, and only proceeded after verifying the exact details. It taught me that rushing ahead without clarity could translate to costly mistakes.

- ii) Handling Pressure in a Professional Manner:
I saw how the merchandiser handled pressure—especially when there were multiple orders happening at once. Instead of panicking, they broke down the issues, prioritized, and used

good communication to keep everyone in line. It taught me that how you communicate while under pressure can make you more or less effective.

iii) Bridging Gaps Between Departments:

In one instance, a color mismatch between trim and fabric was discovered. The merchandiser promptly connected the design, production, and sourcing teams with group discussions and subsequent messages. This experience taught me how communication bridges gaps and brings people together to solve problems.

iv) The Value of Written Communication:

I was given the responsibility to composing an order summary e-mail. Having been informed about the small error in the amount of units, I realized the significance of observing details in writing content—most especially when for customers. What happened taught me a great deal more to be careful and assured in composing company materials.

v) Listening as Part of Communication:

One of the most significant things I learned was the importance of listening. I noticed how the merchandiser heard out the buyers' and production team's issues before making a decision. It reminded me that good communication starts with good listening.

Chapter 5: Flow of Communication

5.1: Sample to Design Communication

Having good communication between the design and sample departments is key in ensuring that the buyer's vision is properly translated into a tangible sample. Careful tech packs done by designers, including measurements, material, color, and design details, need to be clearly grasped by the sampling team for them to make proper prototypes. The existence of feedback loops, sample reviews, and corrections for changes often happen via meetings, emails, and commented sample sheets.

5.2: Production to Quality Control

The moment an order is placed into production, communication with the Quality Control (QC) department becomes important. Production teams must notify QC teams of timelines, batch numbers, and specification changes. QC teams, in turn, notify defects, deviations, or quality risks so that they can be addressed early. This two-way communication ensures consistent product standards and minimizes rejection rates.

5.3: Dispatch and Buyer Coordination

Following production and quality checking, the dispatch unit consults the merchandising and commercial units for arranging the shipment. The merchandiser briefs the buyer and dispatch unit about delivery parameters, carton details, and shipping documents. Coordination is critical to maintain buyer-specified goods packed and dispatched on schedule. Failure at this stage may cause delay in shipments or offend the buyer.

5.4: Tools and Channels Used

Varied tools and channels are used for communication across departments:

- Emails: Most commonly used for external buyer communication and follow-ups within the company.
- Meetings & Calls: Daily production meetings help in aligning departments.
- ERP Systems: Used for tracking orders, stocks, and production status.
- Instant Messaging Apps (WhatsApp): Widely used for quick updates or sending images/samples.
- Notice Boards & Checklists: Prevalent on the production floor for quick updates.

Chapter 6: Challenges in Communication

Communication is critical in the garment industry, but there are several barriers that might prevent information from flowing freely across departments. From what I've witnessed during my internship, here are some of the most notable challenges:

- Miscommunication across departments: Undocumented verbal messages might cause confusion. I believe that written communication, such as emails, production sheets, or checklists, should always accompany verbal instructions to ensure accuracy.

- Language Barriers among workers: Many workers on the manufacturing floor may not completely comprehend technical words or instructions due to regional differences. This can sometimes lead to blunders while stitching or finishing. In my opinion, employing visual aids, symbols, or multilingual signs could significantly help overcome that gap.

- Lack of Team Coordination: Production delays may occur when the planning, cutting, and sewing divisions work on distinct schedules. I discovered that holding daily coordination meetings or sharing production dashboards could assist these teams stay more aligned.

- Overdependence on Verbal Instructions: Relying too much on spoken directions can raise the risk of misinterpretation, especially during shift changes. From my experience, it's essential to maintain and follow clear written procedures or Standard Operating Procedures

- Technological limitations or lack of training: Manual processes or inadequate digital training might impede communication and lead to errors. I feel that investing in basic digital literacy training for employees will significantly improve productivity and data accuracy.

If these issues are not addressed, they can interrupt production, reduce quality, and cause delays in deliveries. Fostering a culture of clear, timely, and disciplined communication can assist address these difficulties while improving overall teamwork and productivity.

Chapter 7: Recommended Strategies

Recommended Strategies for Improvement:

- i) Visual Aids and Digital Tools: With the aid of visual boards, real-time dashboards, and factory software, communication between departments is greatly enhanced. ERP systems, production tracking software, and electronic notice boards enable teams to track workflow, report, and share vital information in real time. For example, line supervisors can update production status in real time, whereas merchandisers and quality control teams can track changes in order specs or delivery schedules. Visual tools like flow charts, color-coded task boards, and checklists placed all over the factory floor keep everyone in the loop—literacy or language ability aside. This type of visual and digital alignment puts everyone on the same page and does away with the necessity of having to rely on verbal feedback, which far too often gets garbled or lost.
- ii) Conduct Regular Inter-Department Meetings: Ongoing communication between departments is the key to avoiding misunderstandings and production delays. Coordinating meetings daily or weekly between design, merchandising, production, quality assurance, and dispatch teams help identify probable bottlenecks early on. Coordination meetings are a platform where problems can be raised and worked out by the group. For instance, if there is fabric delivery lag, then the production team can plan accordingly, and the merchandiser can inform the buyer in advance. These sessions also ensure that all people know the status of every order and their role, promoting a higher level of teamwork and responsibility across the factory.
- iii) Provide Communication Training to Workers: In many garment factories, workers come from diverse backgrounds and may lack formal education or training in professional communication. Offering basic communication workshops—especially for supervisors, line leaders, and support staff—can significantly improve overall efficiency. These training sessions can include topics like how to give clear instructions, how to report problems quickly, and how to communicate respectfully with co-workers and supervisors. Visual aids and multilingual materials can also be used for better comprehension. Over time, even small improvements in workers' ability to understand and express themselves can lead to fewer mistakes, smoother operations, and a more harmonious working environment.

Chapter 8: Learning Outcomes

I learn many things and gather many experiences during my internship and here are some of them:

- i) I realized the crucial role of efficient communication at all stages of clothes production, starting from designing until delivery.
- ii) I felt that smooth coordination among departments is greatly responsible for avoiding errors and unnecessary delays.
- iii) I realized that implementation of visual supports, checklists, and digital systems could contribute significantly in easing processes and eliminating ambiguity between groups.
- iv) I found that holding frequent inter-departmental meetings greatly enhances workflow and allows problems to be solved efficiently and quickly.
- v) I understood that small misunderstandings can have a critical impact on product quality and ruin delivery schedules.
- vi) I learned the importance of teamwork, open-flowing feedback, and respect for each other to maintain productivity in a high-speed factory environment.
- vii) I was able to apply my theoretical understanding of communication and language in a practical business setting, bridging theory and practice

Chapter 9: Conclusion and References

9.1: Conclusion

During this internship, I learnt just how important communication is in the garment industry. Every stage, from design to shipping, relies on clear and timely information sharing to keep things operating smoothly, assure product quality, and keep customers satisfied. I discovered that regular meetings, solid documentation, and teamwork all play an important part in promptly resolving difficulties and keeping production on track. This experience not only improved my grasp of how things work in the real world, but it also allowed me to use my academic knowledge in a practical situation, preparing me for future job opportunities in the sector.

9.2: References

- i) <http://aflbd.blogspot.com/2016/11/the-factory-profile-of-ahsiar-fashions.html>
- ii) Bangladesh Garment Manufacturers and Exporters Association (BGMEA). Retrieved from: <https://www.bgmea.com.bd>

Appendices-01: Certificate



Ahsiar Fashions Limited

100% Export Oriented Knitwear Manufacturer & Exporter

Internship Certificate

This is to certify that **Adiba Noor Tahsin**, daughter of MST. Rasheda Akter and Md. Abdul Halim, Residential area- D, 14/4 Savar, Bank Colony, Dhaka, Bangladesh has successfully completed her internship at **Ahsiar Fashion Limited**.

During her internship, she demonstrated dedication, professionalism, and the ability to effectively communicate with English and coordinate with international clients and internal teams.

Her contribution to the team has been valuable, and we wish her all the best in her future endeavors.

Company Name: **Ahsiar Fashion Limited**.

Company Type: 100% Oriented knitted export garments.

Number of Employee: 1000

Internship Duration: [January 15, 2025 – April 13, 2025]

Location: 55 Shovapur, Rajfulbaria, Savar, Dhaka-1347.

Date of Issue: [15/04/2025]

AHSIAR FASHIONS LTD.



Md. Abdul Hakim (Makhan)
Managing Director



(Authorized Signatory)

Abdul Hakim Makhan

Managing Director

Ahsiar Fashion Limited

Office & Factory : 55, Shovapur, Rajfulbaria, Savar, Dhaka -1347, Bangladesh. Mobile: +880-01844514708, E-mail: info@afibd.net

Appendices-02: Photographs



Appendices-03: Plagiarism Report

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