

An Analysis of the Merchandising Activities of Unimas Sportswear Limited

Prepared By

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MBA Program

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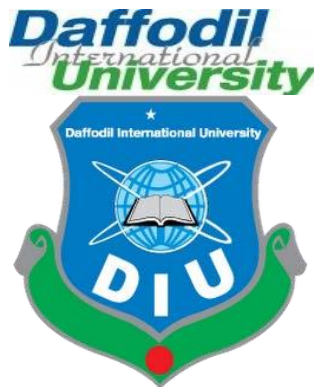
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Date of Submission:

Letter of Transmittal

30 September, 2020

Professor Mohammad Masum Iqbal, PhD

Dean

Faculty of Business and Entrepreneurship

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Subject: Submission of internship report titled An Analysis of the Merchandising Activities of Unimas Sportswear Limited

Dear Sir,

With profound respect and honor I would like to inform that, I have completed my Internship Report titled “An Analysis of the Merchandising Activities of Unimas Sportswear Limited” as a case. This is a partial requirement to fulfill my Masters of Business Administration degree.

My paper covers the methods of collecting information to prepare this paper, objectives and scope of the paper, the limitations that I had in my preparations and I have attempted with whatever expertise I have, to analyze activity and prepare possible recommendations and suggestions as to how it could have been improved perhaps. Under this paper I hope that you will find all the necessary information of our procedures into our findings and analyses.

I express my sincere gratitude for your guidance and suggestions in preparing the report. I would be glad to answer any inquiries and offer clarifications if required.

Sincerely yours,

Amit Kumar Bepari

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Approval Certificate

This is to certify that Mr. Amit Kumar Bepari, ID: 191-14-106, has prepared this internship report entitled an Analysis of the Merchandising Activities of Unimas Sportswear Limited under my supervision as a requirement of MBA program.

The report is recommended for submission.

I wish him every success in life.

Professor Mohammad Masum Iqbal, PhD

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgement

At first, I would like to thank Almighty for giving me the opportunity to complete my internship. I also want to thank all the people, who have given their support and assistance and extremely grateful to all of them for the completion of the reports successfully. First of all I would like take opportunity to thank Professor Mohammad Masum Iqbal, PhD, Dean, Faculty of Business and Entrepreneurship, Daffodil International University for providing me the guidelines, help in assisting my report.

I would like to take the opportunity to pay thank Mr. Abdullah Al Maksud , Manager, Merchandising, Unimas Sportswear Limited for being my on-site supervisor and providing me time to time information, suggestion as well as procedures to work with my topic.

I would also like to express my foremost gratitude to the other officials of Unimas Sportswear Limited who helped me and gave me their valuable time, providing me with the most relevant information on the basis of which I have prepared this report. I am thankful to all of them for helping and guiding me and for being nice and kind to me.

And Finally I would like to thank Unimas Sportswear Limited for providing me with the opportunity to do my internship in the reputed organization.

Executive Summary

The merchandising department is an important part of the export oriented business. It increases the opportunity development in garments sector. On the other hand it helps the unemployed people as well as the government to removed unemployment problem and also plays an important role in the economic development of the country.

Unimas Sportswear Limited has large number of employees but the productivity is getting slow day by day. So it is a matter of concern that why this huge industry is doing less profit. In the whole procedure of exporting garments to retailer of abroad and communicate with them, merchandisers have a great influence and responsibilities. When the order is taken from the buyer the duty comes to the floor merchandisers and before going to the production they do almost everything to make the business smooth. The work starts with the order receiving and making business relationship. Then the sample making, Planning, booking of every single material for samples and getting approval are all the key responsibilities of merchandisers. In case of production, sample goes in bulk so, the responsibilities become huge and it's come to the relation with operation.

Contents

Cover Page-----	i
Letter of Transmittal-----	ii
Approval Certificate-----	iii
Acknowledgement-----	iv
Executive Summary -----	v
Contents-----	vi- vii
Chapter-1: Introduction-----	1-2
1.1 Background of the study-----	3
1.2 Scope of the Study-----	3
1.3 Objectives of the study-----	4
1.4 Methodology of the Study-----	4
1.5 Limitations of the study-----	5
Chapter-2: Organization review-----	6
2.1 Profile of the Organization-----	7
2.2 Vision of the Organization-----	8
2.3 Mission of the Organization-----	8
2.4 Products of Unimas Sportswear Limited-----	8-9
Chapter-3: Merchandising Activities -----	10
3.1 Process Flow Chart of Merchandising-----	11
3.2 Definition of a Merchandiser-----	12
3.3 Activities of a Merchandiser (In a Factory) -----	13
3.4 Responsibilities of a Senior Merchandiser-----	14
3.5 Qualities of a Merchandiser-----	14
3.6 Merchandising Process of Unimas Sportswear Limited-----	15-17

3.7 Achievement of this organization-----	17
3.8 Buyer satisfaction-----	18-19
3.9 SWOT Analysis of Unimas Sportswear Ltd-----	19
3.9.1 Strength of Unimas Sportswear Ltd-----	19-20
3.9.2Weaknesses of Unimas Sportswear Ltd-----	21-22
3.9.3 Opportunities of Unimas Sportswear Ltd-----	22-23
3.9.4 Threats of Unimas Sportswear Ltd-----	23-24

Chapter-4: Problems and Recommendations----- 25

4.1 Problems Identified-----	26
4.2 Recommendations-----	27

Chapter-5: Conclusion-----28

5.1 Conclusion -----	29
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References: -----30

List of Figure:

Fig: 1: Some Images of different type of caps-----	9
Fig: 2 Process Flow Chart of Merchandiser-----	11

Chapter-1

Introduction

1. Introduction:

Merchandising is an important work in apparel or garments sector. The merchandising job is very much essential for every garment industry. In this sector the employer must have need instant intelligence, hardworking mind, dedication, convincing power, powerful observation, patience etc. Without merchandiser any garments can't run smoothly. Without buyers or customers no garments company can exist. For this reason buyer satisfaction is very much important. Buyer means that buy the products from any organization in garments sector buyer means especially foreign buyers who come to our country and buy products from our garments factory. If the buyer is satisfied with the merchandiser at this time of ordering, the buyer will return. Another condition for buyers is to deliver the product on time. Merchandisers take this situation seriously. Because if the buyers don't get the product on time, they won't get that garment anymore.

So merchandisers are handling all kinds of work starting from the delivery of goods to the buyers and always want to satisfy them because the welfare of the garments sector depends on the satisfaction of the buyers. I have chosen the textile garment industry for my internship and the name of the company is Unimas Sportswear Limited. It is a private limited company.

Bangladesh had a great opportunity to earn foreign exchange in the garment sector. This is a great opportunity to learn about merchandising activities in the garment sector of Bangladesh. Learning the merchandising sector as a MBA student will be helpful in the future. After finishing the report you will be able to understand the merchandise process and get some idea about the current clothing situation.

Statement of the problems

This study will address the factors that influenced merchandisers to create merchandising processes and how they encouraged buyers to buy enlightened textile products. How they are getting raw materials. How they are getting orders and supplies of raw materials. Who are their whole sellers? These are the things we want to find out from this study.

1.1 Background of the study:

Bangladesh's garment industry has been a major export sector and a major source of foreign exchange for the past 40 years. The readymade garments sector currently exports about \$ 34.13 billion worth of garments every year. The industry employs about 4 million workers, 90% of whom are women. Two non-marketing elements have played an important role in ensuring the continued success of the garment industry; these elements are (a) quotas under the Multi-Fiber Arrangement 1 (MFA) in the North American market and (b) special market entry in the European market. It has been revealed that the trend of lower garment charges is the main reason for the shift in garment production in Bangladesh. Bangladesh Garment Sector and Global Chain The reason for this shift can be clarified through the wage structure in the garment industry all over the world, in the United States there is an hourly labor charge (wages and fringe benefits, US dollars).

1.2 Scope of the Study:

For any business student, curriculum activities alone are not enough to manage a real business situation. An internship is a part of the Masters of Business Administration (MBA) degree that provides a work experience for students. The internship program is a perfect combination of theoretical and practical knowledge. The introduction of this report to meet the requirements of the internship program covered by the MBA program.

I have tried to gather more information about the importance of marketing and merchandising department for the export oriented home textile industry. Current Strategy of Unimas Sportswear Limited Special emphasis is placed on marketing and merchandising. The company's policy is to maintain and maintain strong relationships with buyers and retailers.

- This study will also help me to understand the merchandising activities in garments sector.
- This study will give a clear idea about the merchandising activities of Unimas Sportswear Limited
- The guiding principle of the organization is to develop and maintain secure relationships with buyers and retailers and to assist customers.

1.3 Objectives of the Study:

The study has been carried out with the following objectives.

- i. To explain the merchandising activities of Unimas Sportswear Ltd;
- ii. To identify the problems related to the merchandising activities of Unimas Sportswear Ltd;
- iii. To make recommendations to solve the problems.

1.4 Methodology of the Study:

The report has done is based on both primary and secondary data. But maximum data that used in this report are collected from secondary sources. Exact sources of the secondary sources will be mentioned in following. Thus the report is basically qualitative in nature. However, primary data is also used depending on the requirements.

Sources of Data Collection

Primary Data

The primary data were collected on the basis of:

- Observation method was followed in this report, as I have to study the entire merchandising process in depth.
- Interview with merchandisers and merchandising manager.
- Group discussion with the company personnel and the clients.

Secondary Data

The secondary data were collected on the basis of:

- Internet
- Newspaper
- Merchandising related books.

Time Period

Time period of the study was 15th June 2020 to 20th August 2020.

1.5 Limitations of the study:

1. Due to Corona Virus Pandemic I could not find so much information, I have maintained physical distance.
2. Foreign buyers English are not that much clear.
3. The answer of certain questions I had go through peoples opinion. While doing the survey some of my colleagues did not want to respond too many questions. Sometimes they even did not fill out the questionnaire properly for the busy schedule.
4. Time was one of the major constraints. As my internship program is only two month long, it was difficult to cover and collect all the necessary materials for completion of such a large report within this time boundary.
5. The people of merchandising department are under tremendous workload. Although, they wanted to cooperate with me in writing my report, their busy schedules sometimes did not allow them to do so. On the other hand, due to secrecy of official information, sometimes they showed unwillingness to provide me information.
6. In garments industry most of the employees doesn't have any educational background they do their job only with experience.

Chapter –02

Organization Overview



Growing with Ideas

2. Organization Overview:

Unimas Sportswear Limited is an export oriented headwear item manufacturer and exporter in Bangladesh. It was established in 1999. Unimas Sportswear Limited is one of the biggest headwear items producing factories in Bangladesh.

2.1 Profile of the Organization:

The company is not using it to promote any product in the local market. The purpose of the company is to produce a variety of headwear items. The factory is being run by highly trained and skilled manpower, who have been in the sector for a long time and are able to continue the production process with utmost precision and flawless completion. The company ensures uninterrupted production and timely delivery of headwear items to buyers on schedule and on time. The manufacturing unit has its own high power generator which is being used as a back-up source of electricity, which gives much more mobility and continuity to the production chain. One of the salient features of the wide array of indoor and outdoor facilities with security.

Unimas Sportswear Limited	
Established Year	1999, Mainland acquired majority of shares on March 13, 2013
Total Factory Area	300,000 Sq. Ft + 432,000 Sq. Ft (New Building)
Production Area	142,400 Sq. Ft + 250,000 Sq. Ft (New Building)
Dormitory Area	31,430 Sq. Ft.
Dedicated NE Area	113,500 Sq. Ft (2 Floors)
FGWH & Warehouse	96,482 Sq. Ft + 38,000 Sq. Ft (New Building)
Total Work Force	4876
Production Capacity	3.5 million pcs/month

2.2 Vision of the Organization:

To obtain a leading position in the sportswear sectors of Bangladesh as well as international through maintaining standard quality.

- In time action
- Clear understanding of customer's instructions.
- Clear communication with suppliers
- Clear instructions for production
- Strict compliance with high quality control system.
- Total devotion maintains first class quality standard.
- Absolute efforts for in time shipments

2.3 Mission of the Organization:

Unimas Sportswear Limited is committed to maintain discipline, punctuality and quality products at reasonable price and ensure quality service. Their focus is on the customer needs and satisfaction. They always maintain delivery schedule according to customer's requirement.

2.4 Products Of Unimas Sportswear Limited:

1. Baseball cap
2. Bucket Cap
3. IVY Cap
4. Straw Hat
5. Knit Cap
6. Fedora Cap



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Fig: 1: Some Images of different type of caps

Chapter-03

Merchandising Activities

3.1 Process Flow Chart of Merchandising:

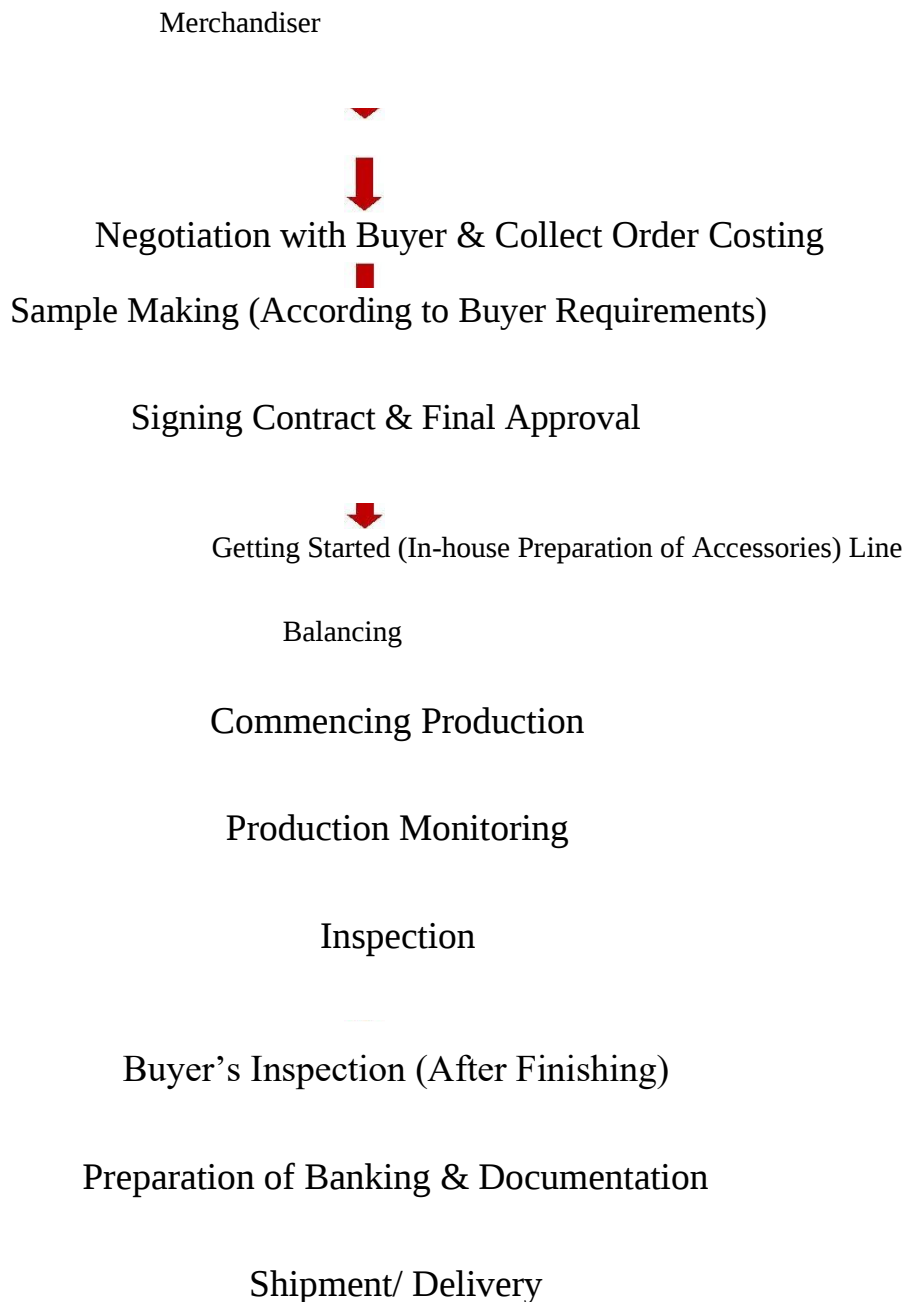


Fig: 2: Process Flow Chart of Merchandiser

3.2 Definition of a Merchandiser:

Definition of Merchandiser:

Merchandiser is a person who makes order sheet develop sample follow up the production make do shipment to the right destination in right time

Definition of Merchandising

- The term merchandising related with trade
 - Trade means buying & selling
 - The person who is involved with trade, he/she is a merchandiser
- And the activities of a merchandiser is known as a merchandising

Now let us see what all are the hidden meanings there in the word,, “MERCHANDISER”.

- **M**- Should have good **Managerial** capacity.
- **E**- **Efficient** in both English written and spoken.
- **R**- Having high sense of **Responsibility**.
- **C**- Always keep **commitment**.
- **H**- Leads **honest** life.
- **A**- **Attitude** should always be positive in resolving any problem.
- **N**- **Never** does any argue with buyers and seniors.
- **D**- Fully **devoted** to his service.
- **I**- Always well **Informed** about his all orders.
- **S**- **Sincere** in office and daily works.
- **E**- **Enthusiastic** in nature.
- **R**- **Regular** in e-mail correspondence.

Most importance things for a Merchandiser is

Communication.

Planning

Production Follow Up

The responsibilities of a smart Merchandiser are handling order at four stages.

1. Sourcing for future orders/Buyers
2. New Order
3. Confirmed Order
4. Running Order

3.3 Activities of a Merchandiser (In a Factory):

- Do Costing of the work order.
- Main task is “production follow up”
- Collect “inventory report” from store
- Making swatch & getting approval from buyer
- Arrange preproduction meeting in order to prepare a schedule for smooth production
- Place order to different production units.
- Collect Production Report & Daily Quality Report daily
- If any shortage in store, arrange from the local vendors
- Arrange Final Inspection

3.4 Responsibilities of a Senior Merchandiser:

- Sample Development
- Price Negotiation
- Order Confirmation
- L/C Opening
- Opening Summary
- Sourcing
- Material Collection
- Production Planning
- Production Monitoring
- Quality Assurance
- Arrange Final Inspection
- Arrange Shipment

3.5 Qualities of a Merchandiser:

- Language Skills
- Computer Skills
- Marketing Skills
- Right consumption knowledge of various goods
- Costing knowledge of raw materials
- Order getting ability (That is if the merchandiser is known by actual rate of raw materials, so that he can negotiate perfectly with buyer. In this way, the possibility of getting order is hundred percent.)
- Sincere & Responsible
- Hard Work

3.6 Merchandising Process of Unimas Sportswear Limited.

The merchandising process with the correspondence of the buyers and the seller. In very fast, there is e-mail communication with the buyer. Buyers send an email with the design specification to the merchandise to prepare the sample and cost. Then, the prepared sample and the cost of the sample are sent to the buyer by mail. If the sample is approved by the buyer, then it is the turn to negotiate the cost. After settling the price, the buyer sends the contract and the order form to Unimas Sportswear Ltd. and confirms the delivery time and method. During order confirmation, the buyer opens L / C. Sample development and other important tasks of Unimas Sportswear Ltd. are described in detail below

1. Sample Development:

In merchandising process at first a mail is received from the buyer with a sketch, details of design are mentioned in this sketch. With the sketch the buyer send the measurement chart. The buyer mentions the fabric details, washing instructions, trims details etc. in the mail. If the buyer required any special type of fabric which is not available with the garment merchandiser, they swatch for the merchandiser's convenience. After receiving the sketch and measurement chart from the buyer, merchandiser develops the sample according to the buyer's requirement and sends it to the buyer.

2. Receive L/C document from buyer

In the merchandising process, at the beginning, an e-mail is received from the buyer with a sketch; the details about the design are mentioned in this sketch. With the sketch the buyer sends the measurement chart. The buyer mentions in the mail the details of the fabrics, the washing instructions, the details, etc. If the buyer has requested any special type of fabric that is not available with the seller of the garments, he should exchange convenience. After receiving the sketch and measurement chart from the buyer, the seller develops the sample according to the buyer's requirements and sends it to the buyer.

3. Transfer Master L/C on the name of selected supplier

After receiving the LC, the merchandise opens an LC to his own company. Once the company is confirmed that the supplier has the ability to perform the work properly, and then negotiate the price. When the price is set with an alternate, the sales department immediately transfers the main LC on behalf of the supplier.

4. Sheet

Buyers confirm the order sending a signed contract sheet by mail. When the sample, pricing, quality, delivery, time, and schedule etc. can satisfy the buyers then they confirm by sending this type of signed contract sheet.

5. Place the order of the suppliers for production

After receiving the contract form, the goods take over all the preparation for production. Sometimes few buyers supply production accessories. If the buyer asks to collect different accessories, then the seller negotiates with the supplier. When the introduction requirements are ready, then the seller Unimas Sportswear Limited start production according to the sample and other entries in the contract form.

6. Quality control

Quality control which means production control is the most important function of clothing production. It is very much related to the satisfaction of the buyer. Unimas Sportswear Ltd. is very popular in this perspective. In order to control the quality of the goods, he gives the authority to the production manager. A line manager and a few supervisors control each line and give instructions. Here the quality controller oversees the manufacturing process to maintain quality. Within QC there is a quality inspector to check the production in each line. After washing, the clothes are checked in the finishing department. In this article of clothing, every process is checked. If there is any problem, then the garment will be repaired in this way, the quality of the garments is maintained in Unimas Sportswear Limited. The production team of Unimas Sportswear Limited is very strong for quality production.

7. Monitor the SGS test

The finished products are washed on the buyer's instruction. Sometimes different types of chemicals are used in washing clothes. There is a high possibility that washed clothes contain certain types of germs harmful to the skin, especially the child's skin. For this reason, clothing items are sent for SGS testing to make sure that clothing items contain or not contain any harmful germs. Unimas Sportswear Ltd. strictly handles the SGS test.

8. Packing clothes

The clothes are packed after washing and final check at the finish line. Before packing you need some accessories, such as the price ticket, the handshake, the poky bag, the cotton sticker, etc. The instructions of the buyer must be followed during packaging. The packaging must be prepared according to the ratio and the style number.

9. Final inspection

After washing and packaging, the product is finally inspected by the top quality inspector of the house or the buyer. At this point, all responsibility was on the goods. If they were satisfied after the inspection, then the product is just as ok for shipment.

10. Connection with transport lines

This is the last step in marketing. In this step the sales manager helps the trader to keep in touch with the transport lines. The supplier performs all shipping functions. There are different functions by the sales manager, such as UD collection, CNF for shipping.

3.7 Achievement of this organization:

They have adopted eight quality management principles to achieve this:

1. Customers focus their leadership
2. Involving people.
3. Approaching the process.
4. Approach to the management system.
5. Continuous improvement.
6. Fact-based decision making.
7. Mutual relations with suppliers.

3.8 Buyer satisfaction:

1. Production sample

The production sample is a very important requirement for RMG business. It is the prerequisite for the buyer. Through an attractive production sample, the company can focus its activities on foreign buyers. Here Unimas Sportswear Ltd. has a strong sample production capacity.

2. L / C transfer

The company's trader should transfer the LC in a timely manner. Based on LC, they take the next step, he or she. In Unimas Sportswear Ltd., the goods transfer LC in a timely manner, except for uncertain reasons. So buyers are satisfied with the company.

3. Sewing quality

The sewing quality of light textile Ltd. is standard. The following graph shows the satisfaction of the buyers. Here 50% of buyers strongly agree, 47% of buyers agree and 3% of buyers are neutral in sewing quality.

4. Packaging

In addition to sewing quality, Unimas Sportswear Ltd. maintains a standard packaging procedure. Without proper packaging, the product cannot reach the buyer's hand. So buyers are satisfied with the packaging. Here 48% are well convinced by buyers, 51% buyers agree and 1% buyers are neutral to better packaging. We have collected information from various buyers of Unimas Sportswear Limited.

5. Ability to negotiate

There is a problem in negotiating or communicating with the buyers of the goods. Buyer satisfaction depends largely on the ability to negotiate. For this reason, 50% of buyers strongly agree, 45% agree and 5% are neutral.

6. Product delivery

On-time delivery of products is a very important function of a trader. Buyer satisfaction depends a lot on him. In my questionnaire it is clear that not all buyers are satisfied with Unimas Sportswear Limited. for the delivery of products. Here, 2 percent of buyers do not agree with timely delivery, 60% buyers strongly agree, 30% agree and 8% neutral.

7. Working situation

The work situation is very important to continue working. It depends on the powerful equipment, the clean and quiet environment. Here 50% of buyers agree, 40% agree and 10% are neutral. 8. Total system .The overall system of Unimas Sportswear Ltd. is better. Here, 70% of buyers agree, and 30 percent of buyers agree.

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3.9 SWOT Analysis of Unimas Sportswear Ltd.

The main objective of any business institution is to earn profit and top survive in the market with a better competitive position. Unimas Sportswear Ltd. is not an exception. The main objective of this company is also earning profit.

It is known that, Profit = Revenue – Expense. With the changing business environment profit, revenue and expense also change. There are many factors which force to change the profit, revenue and expenses.

3.9.1 Strength of Unimas Sportswear Ltd.:

There are many factors that help increase or decrease the company's profit. When profit increases, it is treated as the strength of the company.

Skilled workforce:

From the outset Unimas Sportswear Ltd. analyzes the combination of effectiveness and efficiency in terms of its objectives. Therefore, in a few days, it received more attention from its buyers.

Market reputation:

Unimas Sportswear Ltd. is one of the leading Mills in Bangladesh, so they have a low reputation in the foreign market and are trusted by investors.

Collaboration with suppliers:

To provide greater value in the value delivery process Unimas Sportswear Ltd. has built a long-term relationship with some competent suppliers. This collaboration makes this organization honest for its commitment to quality and scheduled delivery to its buyers.

Permanent buyers:

For its reputation as an employee organization, it has built a marketing network with some notable buyers. These buyers are not easily vulnerable to other factories, as they are satisfied with Unimas Sportswear Ltd. for its efficiency and effectiveness.

Collaboration with the backlink industry:

To be successful in their commitment to their buyers, they always ensure the timely delivery of the necessary accessories in the manufacturing process. Marketing service assumed responsibility for supplying these accessories to the manufacturing process for its assured supply. For the convenience of this responsibility, they have built a long-term relationship with the accessory suppliers they do not manufacture and have done the necessary work on paper, with strong terms and conditions with these accessory suppliers.

Long-term relationship with buyers:

Unimas Sportswear Ltd. honors the long-term relationship with their buyers. Thus, buyers remain loyal to the company. This is why the long-term relationship with their buyers is the strength of the company.

3.9.2 Weaknesses of Unimas Sportswear Ltd.:

There are many factors that help increase or decrease the company's profit. When profit decreases, it is treated as the company's weakness.

Failure to attract large buyers:

Despite its effectiveness and efficiency, one of the weaknesses of Unimas Sportswear Ltd. is its short capacity. Due to its low capacity, Unimas Sportswear Ltd. lacks the potential growth resulting from its current reputation, which could otherwise be obtained.

Not an international standard certificate:

Unimas Sportswear Ltd. is not an ISO certified organization. It does not mean that, being a proof of quality, the ISO certificate is very essential for the spread of its market.

Website:

Although Unimas Sportswear Ltd. doesn't have a website. Web development is taking place recently. The website is not updated at this time. It would be more communicative if it had an updated website. Much of the business correspondence is done online. Buyers would feel more comfortable if Unimas Sportswear Ltd. had an updated website.

Lack of storage:

There is no proper placement of the final products to place them safely and at the time of shipment there is a possibility of error.

Communication gap:

There are some gaps in communication between departments. They can confirm everything from each other, but they still make mistakes and blame each other to protect them.

Human Resources Department:

The HR department is almost useless and performs only two activities. These activities represent salaries and the presence of employees and workers. They do not work to train employees and making appraisals to evaluate them.

3.9.3 Opportunities of Unimas Sportswear Ltd.:

There are many factors that help increase or decrease the company's revenue and expenses. When revenues increase and expenses decrease, they are treated as a company opportunity.

Cheap labor:

The cost of labor in Bangladesh is very cheap. So, it is an opportunity for Unimas Sportswear Ltd.

Employee motivation:

The human resources department can prove them and show that they are here for the employees motivating the employees who do the best. They can find the level of motivation of their employees and provide them with incentives to motivate them.

Advertisement:

Unimas Sportswear Ltd. has the opportunity to advertise themselves to promote their textiles. They can advertise in international magazines about themselves. Unimas Sportswear Ltd. can publish its own local business magazine to promote its staff. Can be advertised on the internet (electronic marketing)

Unimas Sportswear ltd.'s own stores:

Unimas Sportswear Ltd. can open its own stores on the foreign market, where it can display its clothing and apparel products, as well as curtains. The big advantage would be that the advertising would be done automatically and your textile products will be sold on the local market as well.

Online shopping store:

Unimas Sportswear Ltd. can open its online store where it can show its variety and clothing. The advantage of this step would be

- ^ Online marketing

- ^ Capturing the internet market internationally

- ^ Capturing the internet market locally

- ^ The material can be sold at the online store.

Technology:

The technology has been improved for the textile industry, and these technologies are purchased by international competitors as well as local competitors, so that they produce good quality clothing products and increase efficiency, as well as lower the cost of production. Unimas Sportswear Ltd. has the opportunity to invest in new technology. By purchasing the latest technology, they can increase production quality, efficiency and reduce production costs.

3.9.4 Threats of Unimas Sportswear Ltd.:

There are many factors which are harmful for the company and may cause potential minimizing of the revenue and maximizing the expenses of the company. This is known as the threats.

Shortage of electricity:

The government of Bangladesh is still unable to provide the required quantity of electricity, the usage of electricity has been increased. The companies who have their own electricity plants are save but those who don't have are facing a major problem of shortage of electricity.

The threat of new entrants:

The buying industry in our country is in the stream of growth the industry provides a good feed to new entrants. So in this industry as a Unimas Sportswear Ltd. needs high strategic stakes to survive.

The bargaining power of the company's suppliers:

In this industry, clothing manufacturers are numerous, and their forward integration systems are not strong due to their illiteracy or inability to convince foreign buyers. Therefore, Unimas Sportswear Ltd. enjoys a slight tendency to negotiate with garment manufacturers.

Bargaining power of the company's customers:

In our country the Unimas Sportswear Ltd. industry is facing a small business in terms of negotiation, as a quota system. As a result, the bargaining power of Unimas Sportswear Ltd. is very low.

Threat of replacement products:

In this industry this aspect is not taken into account as there is no perfect replacement for the service provided.

Local competitors:

Bangladesh is a lucrative field for foreign garment buyers. As a result, the clothing industry is very profitable for local entrepreneurs.

Political unrest:

In our country, political instability often hinders the effectiveness and efficiency of business organization. Therefore, political unrest poses a significant threat to the proper functioning of Unimas Sportswear.

Chapter-4

Problems and Recommendations

4.1 Problems Identified

Based on the analysis and practical experience of the internship period, the following problems are identified:

1. Sample making department sometimes can't finish sample on time for this reason it is too late to get work order from customer.
2. Unimas Sportswear Ltd. does not have its own designer that's why this company has to depend on the other company's designer and it takes more time.
3. The planning department is not strong and time management is very poor. The productivity is getting lower due to poor command of authority to production.
4. Fabrics and raw materials are imported from china which takes more time to reach in Bangladesh and causes shipment delay.
5. Production performance are getting lower due to sewing defects like uneven stitch, broken stitch, seam puckering etc.
6. There is no use of work study, time study, motion study and TQM that's why lower production is occurred.
7. The HR department is almost useless and performs only two activities. These activities represent salaries and the presence of employees and workers. They do not work to train employees and making appraisals to evaluate them.

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4.2 Recommendations:

Unimas Sportswear Ltd. is a new textile industry in Bangladesh. It has a remarkable reputation in the global market. However, this organization does not face profit for many reasons from what I noticed during the internship –

1. Sample making department has to finish the sample on to get work order earlier.
2. Company need to appoint new designers to save time and cost.
3. The planning department and time management should strong for getting higher productivity.
4. Fabrics and raw materials need to source from Bangladesh to save time and delay shipment.
5. Different types of sewing defects should be removed in order to get higher production.
6. Modern management system like work study, time study, motion study should be adopt here
7. The HRM department has to be more active they have to train up workers employees and making appraisals to evaluate them.

Chapter-5

Conclusions

5.1 Conclusions:

Bangladesh is a developing country. In this country, the problem of unemployment is easily overcome by our textile sector. A very large number of people work in this sector. Initially, the situation of this sector is not so good, but nowadays, this sector earns a lot of foreign currency, around 75% -80% of our total economic growth, which makes our economic sector very strong. And traders are those people who work here day and night to develop this sector. The goal of merchants is to collect the order, execute, develop the best and supply the best. It has been a great pleasure for me to work in the merchandising sector of Unimas Sportswear Ltd., which offers me a wide range of fields to observe various functions merchandising through the cordial assistance of employees. All Unimas Sportswear Ltd. employees try to provide optimal service.

Nowadays, the textile industry is facing a lot of challenges due to changing world demand. In addition, many competitors are also a major factor in making this sector challenging. So, Unimas Sportswear Ltd. should take an appropriate step to survive properly in this sector, eliminating their weaknesses. They should give the authority to make independent decisions to a high-level officer. In this case, the company may benefit from a delayed working decision. These should justify the key competitive factors in management practices such as cost, product quality, image and reputation, distribution and control of resources, capabilities, etc.

In terms of learning, I can say that I really enjoyed the internship at Unimas Sportswear Ltd. from day one. I am confident that this two-month internship program will definitely help me achieve my future carrier.

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