



Daffodil International University

An Analysis of the Marketing Activities of Mitali Fashion Ltd.

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Letter of Transmittal

May 15, 2023

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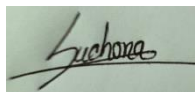
Subject: Submission of Internship Report

Dear sir,

I have the pleasure of submitting here with this internship report “An Analysis of the Marketing Activities of Mitali Fashion Ltd” for your consideration. My opportunity to conduct "An Analysis of the Marketing Activities of Mitali Fashion Ltd" is a great pleasure and privilege. I've done my best to make this report thorough and educational. I sincerely hope you will respect my efforts and think the report meets your standards.

More emphasis must be placed on the fact that I could not have finished this report without your help and cooperation. I would be happy to respond to any questions you might have about this report.

Sincerely



Suchona Akter

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Bachelor of Business Administration

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Approval Certificate

This is to certify that the internship report entitled **An Analysis of the Marketing Activities of Mitali Fashion Ltd. is prepared by Suchona Akter, ID: 191-11-712**, as a requirement of the BBA Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission and acceptance.



Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business and Entrepreneurship
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Acknowledgment

In the name of Allah, the compassionate and kind. Without the direction and assistance of numerous people who in one way or another contributed to and completed this study, this work would not have been feasible.

This report regarding my internship was originally started, and it is now complete. I would especially like to thank my supportive supervisor, Professor Dr. Mohammed Masum Iqbal, Daffodil International University's Faculty of Business & Entrepreneurship, Department of Business Administration.

My supervisor and experience deserve my appreciation, which I would like to communicate. In order to complete the BBA program, this report is a necessary component. The study is very grateful to everyone who gave me permission to work in this hierarchical setting. I would want to convey my sincere gratitude and appreciation to all online platforms for making it so simple to find anything. This report has helped me to understand the value of gaining new experience through an online platform.

Executive Summary

The report was written to meet the requirements of the BBA program. The report provides an analysis of Marketing Activities. The report also provides the main objectives of the study to identify the marketing strategies, to analyze the marketing mix, to identify the problem related to the marketing activities and make some recommendations to solve the problems of Mitali Fashion Ltd.

Marketing activities and the marketing mix are the two key components of marketing strategy analysis. The players and forces outside of marketing that have an impact on a marketing manager's capacity to create and maintain fruitful relationships with targeted clients include Mitali Fashion Ltd's culture and environment. the strategies used by businesses to market and sell their goods and services to current and potential customers. These actions are often used by marketing professionals to engage, connect with, and inform customers about a business and its products. The study will inform the company's top management to promptly take corrective and suitable action to enhance the performance of the company's marketing strategy and other areas.

The challenges, scale, shortcomings and numerous analyses are also covered in this article. There are some marketing problems: pricing problem, promotion problem, product development problem this problem are very challenging for the company. In recommendation, this marketing problem can be solved by reviewing product prices and reducing costs. A common marketing problem is using the wrong promotional medium and the right message. Throughout a product's lifecycle, every business encounters a variety of difficulties. Within a given timeframe, developing a commercial product will be made easier by addressing product development difficulties.

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Chapter One

Introduction

1.1 Introduction

Mitali Fashion Ltd. is a leading manufacturer of clothing in Bangladesh. Outstanding quality, outstanding management, and a committed team of professionals set Mitali Fashion apart from the competition. With aspirations to expand into woven and denim products in the future, Mitali Fashion, which was founded in 2000, specializes in knit and fleece products.

Since more than 20 years ago, Bangladesh has been consistently ranked among the top ten exporters in the world in the growing garment industry. Many of the leading clothing brands in Europe have friendly commercial partnerships with Mitali Fashion. ALDI, Walmart, Lidl, Dresscue, Kappa, and Mango consistently rank Mitali as one of their top vendors.

One of the few manufacturers in Bangladesh that offers knitting, dyeing, finishing, printing, embroidery, and packaging services is Mitali Fashion.

1.2 Background of the Study

The completion of an internship is a requirement for the Daffodil International University's Bachelor of Business Administration degree. Completed a three-month internship at Mitali Fashion Ltd. as part of my BBA studies, and based on my practical experience, wrote a paper for the internship program titled "An Analysis of the Marketing Activities of Mitali Fashion Ltd."

1.3 Scope of the Study

The report's conclusions are related to Mitali Fashion Ltd.'s marketing initiatives. The study would support top management in developing and making decisions regarding marketing strategy. Management might identify the main areas of strength and weakness with the aid of

the study. The study will inform the company's top management to promptly take corrective and suitable action to enhance the performance of the company's marketing strategy and other areas.

1.4 Objective of the Study

The following objectives guided the study's conduct:

- ✓ To identify the marketing strategies of Mitali Fashion Ltd;
- ✓ To analyze the marketing mix of Mitali Fashion Ltd;
- ✓ To identify the problem related to the marketing activities of Mitali Fashion Ltd;
- ✓ To make some recommendations to solve the problems;

1.5 Methodology

1. Nature of the Study

Nature of the study concerned with the marketing activities. The study top planning and decision marketing strategy. The study would aware the top marketing to take corrective and appropriate measure timely to improve the company's marketing strategy and other performance.

2. Sources of Data

For the preparation of this report, both primary and secondary data were used. However, primary sources make up the majority of the data. observed a variety of Mitali Fashion Ltd. activities. An excellent source of knowledge was Mitali Fashion Ltd.'s actual experience.

Primary source of data:

- ✓ Primary data is collected through unstructured personal interview with officials of Mitali Fashion Ltd.

- ✓ Conversation with respective officers and staffs.
- ✓ Practical work experience in the different desk.
- ✓ Face to face communications.

Secondary source of data:

- ✓ Annual report of Mitali Fashion Ltd.
- ✓ Recent published brochure of Mitali Fashion Ltd.
- ✓ Prospectus of Mitali Fashion Ltd.
- ✓ <https://www.mitaligroup.com>

3. Target Population

Target Population was determined in this case using Finite Population. A group of things or people who are the subject of inquiry and occupy a particular space is referred to as a finite population. It has distinct borders that set these population groups apart from other populations. Data collection from an entire community is typically only simple when the population is small, accessible, and cooperative. Since the FPC's computed value is nearly 1, it can be disregarded. The value becomes rather minor as the sample size decreases below 5%; the FPC for a sample of 50 is.998. The FPC for a population of 10,000 reduces as the sample size increases, as seen in the values table below:

Sample Size	FPC
1	1.000
10	1.000
25	0.999
50	0.998
100	0.995
500	0.975
1000	0.949
5000	0.707
8000	0.447

4. Sampling Method

Utilized stratified random sampling in this study. Thanks to stratified random sampling, each subgroup of a given community is adequately represented across the entire sample population of a research study. Stratification might be reasonable or excessive. The sample size for each stratum in a proportionate stratified technique is proportionate to the stratum's population size. This kind of stratified random sample is a better representation of the entire population, making it frequently a more accurate metric.

The proportionate stratified random sample will be created using the following formula: (sample size/population size) stratum size. The researcher requested a sample of 50,000 workers using an age range. The table below makes use of an annual population estimate of 180,000 workers.

Age group	20-24	25-29	30-34	Total
Number of People in stratum	90,000	60,000	30,000	180,000
Strata Sample size	25,000	16,667	8,333	50,000

5. Sample Size

This data collected by randomly from company data. The customer was 26 more samples. Here, presented 26 samples of merchants of Mitali Fashion Ltd. This data collected was randomly because this company work was different client.

1	ALDI
2	LiDI
3	Walmart

4	Multiline
5	PEACOCKS
6	BayCity
7	Takko
8	Kappa
9	Mart
10	Rleker
11	Regatta
12	ZARA
13	METRO Group
14	WALY Disnep
15	Hanes
16	Reebok
17	HUDSON'S BAY CO.
18	Sears
19	Pull and Bear
20	Tom TAILOR
21	Milka
22	COMPLICES
23	TOMSTER USA
24	TESCO
25	Buyers Group
26	Sainsbuy's

6. Method of Data Collection

Primary Data was the method of data collecting used to create the report. A sort of information known as primary data is gathered by researchers directly from primary sources through interview, surveys, experiments, etc.

A structured interview is a methodical technique to interviewing in which all candidates are asked the same planned questions in the same order and are then scored using a common scoring scale. This approach lessens the possibility of making a terrible hire

because it is nearly twice as effective as the conventional interview. There are two methods for conducting interviews: in-person and over the phone.

During my internship, I dealt with consumer questions via email and WhatsApp. Easily secure a job with the company's clients as a part of the customer support staff. Brief email interviews and client feedback were undertaken throughout this period. The remaining data is processed after this. Senior members of the team gather this data.

1.6 Limitations of The Study

The following are some of the report study's limitations:

Not enough time:

The short period of the investigation was its primary flaw. The budget for the study was minimal. because in the limited time available, one intern student had to complete the survey and visit the office. I was unable to speak with many authorities and persons who were of concern because of a lack of time, which would have been extremely helpful for preparation and a far more detailed report.

Administration of justice:

Every private business withholds certain information about its sales, and Square Textiles Ltd. was unexpected in this regard. Many details were kept secret by the authorities.

Insufficient information:

The essential information I needed wasn't available in sufficient quantities.

- The information in both the primary and secondary data is out-of-date.
- A lack of understanding of the textile industry.
- The ability to prepare a better report was also hindered by a lack of self-knowledge on report preparation.
- The observed secondary data was in a format that was not useful for this investigation.

Chapter Two

An Overview of the company

2.1 Company Profile

Every article of clothing that a person wears has a creation, design, and conception narrative. Other clothing, on the other hand, has more components to its story, such as quality, technology, and perfection, if it was produced in Mitali Fashions' facilities.

Because of this, Mitali Fashion is trusted by some of the most popular and well-known clothing brands in the world. One of the few top private sector business groups that has helped Bangladesh's suffering economy both financially and socially is Mitali Fashion Ltd. Taste is as important to a product's success as time is to space.

The industry is what makes Mitali Fashion Ltd an up-and-coming company destined to illuminate the future of fashion, together with careful efficiency and a great sense of style.

For all types of knitwear products, Mitali Fashion Ltd has a staff of competent and committed technocrats who are supported by a sufficient amount of contemporary USA and European technology and equipment.

2.2 Product Range

Product ranges are made up of variations of a single product that are manufactured to offer things that are similar yet unmistakably different. In order to increase sales and expand the client base, each product version is made to appeal to a particular market category. For men, women, and children, there are t-shirts, polo shirts, tank tops, sweatshirts, cardigans, knitted pants, shorts, and fleece jackets.

2.3 Mission

Mitali Fashion will be known as entity whose main driven force is its human resources. Mitali Fashion Ltd. has begun marching towards its glory of success, which is not the profit but to experience the joy of life, with such a dedicated, highly skilled, and professional personnel.

2.4 Vision

The goal of Mitali Fashion Ltd. is to open a glimpse into the future for each of the parties with whom we contact. It will also become a way of life for its employees, suppliers, and customers, and above all, it will set an example of a green corporate house that will be recognized as a national icon.

2.5 Commitment

- ✓ Maintaining the highest achievable quality possible
- ✓ The most competitive pricing in the world market
- ✓ Shortest lead time with on time delivery
- ✓ The best environment for ethical sourcing exceeding world compliance standards

2.6 Corporate Governance

The framework for running and guiding businesses is called corporate governance. The boards of directors are in charge of overseeing corporate governance. The secret to its survival is good corporate governance. Successful sustenance depends on good corporate governance. The corporate governance of Mitali Fashion Ltd. is as follows.

2.7 Board of Directors

The Board of Directors, The Top Management tier is responsible for overall control and supervision of all company affairs, primarily through strategic planning and budgetary control mechanisms, in accordance with the idea of good corporate management practice and the provisions of the Articles of Association. To this aim, the Board of Directors regularly meets to discuss policies and strategies, recording the minutes and decisions for the Executive Management to implement.

The shareholders elect one-third of the Board of Directors' members each year as they leave office, run for reelection, or retire. The Board of Directors' members frequently travel abroad to enhance the Company's reputation and acquire new technologies. Top Management starts or takes part in conferences, seminars, training sessions, and other cultural activities that provide workers and employees a sense of community.

2.8 Executive Management

The Executive Management Team, which includes top members of the Management Apparatus, is led by the Managing Director, or CEO. Executive Management functions by further delegating authority at every level of line management, within the bounds of the granted authority and duty by the Board of Directors. The Top Management establishes the framework within which the Executive Management operates, along with periodic performance reporting for direction.

The Executive Management is in charge of creating segment plans and sub-segment plans for each profit center with budgetary targets for all goods and services. They are held accountable for any shortcomings and given praise for exceptional and excellent performances. These operations are regularly carried out by the Executive Management with the assistance of numerous committees, subcommittees, and standing committees.

2.9 Functional Department of Mitali Fashion Ltd

Mitali Fashion Ltd is one of the structured organizations of Mitali Group. The company's duties are divided up among its several sections. The department looks after total factory operations. It is divided into several divisions, and each section is in charge of something specific.

Some of departments are listed below:

1. Production Department
2. Sales and Marketing Department
3. Finance and Accounts
4. Management Information Department (MIS)
5. Administration Department
6. Human Resource Development (HRD) Department many others

2.10 Operational Procedure

Producing various sorts of yarns is Mitali Fashion Ltd's primary responsibility. The corporation often produces these yarns in accordance with consumer demand. Mitali Fashion Ltd., like other businesses, has a number of divisions, including administration, accounts, marketing, production, and quality control. Budgeting, funding, and administrative tasks for Mitali Fashion Ltd. are directly supervised and managed by its corporate office.

The manufacturing department is responsible for managing raw material purchases, production scheduling, quality control, finished goods storage, and a little amount of account maintenance for Mitali Fashion Ltd. The liaison office serves as the Mitali Fashion Ltd.'s headquarters.

In this branch, it is done to collect order, execute production time and customer-desired quality, process documents, handle legal complications, deal with LCs and payments, maintain the network with international and domestic buyers, and ship products. Few orders come from new

local customers, while the majority are generated via a company's reputation, network, and relationships with other businesses.

The organization's primary duties can be classified into two categories as follows:

1. Export
2. Import.

The phases/ Functions in export procedure include:

- a. Manufacturing Yarn
- b. Ex-out the Yarns
- c. Shipment the Yarns
- d. Preparing documents
- e. Receive foreign Currency.

Importing or buying raw materials involves the following steps:

- Order placing
- Getting/Receiving Performa Invoices
- Receiving raw materials and opening back-to-back L/Cs

2.11 Working Benefits and Labor Law

The wage-related laws are strictly complied with by Mitali Fashion. Our strength is the worker. All national labor and industrial laws, which are based on the recommendations of the International Labor Organization, are followed by Mitali Fashion. The factory carefully adheres to the minimum wage guidelines and has never used child labor. Working conditions, worker safety, and welfare are upheld to worldwide standards. There is a registered labor union here to help the management with worker welfare issues.

Chapter Three

Marketing Activities

3.1 About Marketing

Finding and addressing societal and human needs is the focus of marketing. One of the simplest definitions of marketing is "meeting needs profitably. By guaranteeing higher value, marketing seeks to draw in new clients while also retaining and expanding its clientele of existing clients.

The official definition provided by the American Marketing Association is as follows: Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to for managing customer relationships in a way that benefits the company and its stakeholders as well as for managing customers.

The administration of markets is known as marketing, and it is done to develop fruitful customer connections. The purpose of marketing is to properly understand the consumer so that a product or service will fit him and be self-promotional. However, building a successful consumer base requires effort. Sellers are required to look for buyers, determine their needs, create effective marketing offers, set pricing for them, advertise for them, store them, and deliver them. Core marketing activities include things like product development, research, communication, distribution, pricing, and service.

Marketing, in its broadest sense, is a social and management process through which people and groups fulfill their needs and desires by producing and exchanging value with others. In a more confined business setting, marketing involves developing profitable, value-driven exchange relationships with customers. As a result, we describe marketing as the process through which businesses add value for customers and forge solid bonds with them in order to reap rewards from them.

3.2 Environment of Mitali Fashion Ltd:

Marketing Environment:

The characters and factors in the Mitali Fashion Ltd. marketing environment have an impact on the marketing manager's capacity to create and sustain fruitful relationships with targeted clients. The microenvironment and macroenvironment of the company are the two components of the marketing environment.

1. Micro Environment:

Suppliers, clients of marketing intermediaries, rivals, and the general public make up the marketing microenvironment. Nearly all of the departments within the component "Company" function effectively. The raw material policy, cost, and inflation of Mitali Fashion Ltd.'s suppliers have a direct impact on the company's macroenvironment. This means that guaranteeing quality is a top priority. The key tactic used by Biswas to sell products when using marketing intermediaries is the company's reputation and the managers' solid relationships and networks with business customers. Favorable government policies are the major audiences in this case.

2. Macro Environment:

Macro environments major forces of Mitali Fashion Ltd.'s are discussed below:

Demographic factor:

South Asian region is suitable for the textile industry in terms of demographics. Large working population and facilities for outsourcing raw resources help Bangladesh's industrial expansion.

Economic factor:

For Mitali Fashion Ltd., the economic factors are low production costs, access to energy, workforce, and appropriate government policies.

Technological factor:

Mitali Fashion Ltd. has access to and can afford China-made machinery.

Political factors:

Mitali Fashion Ltd. is negatively impacted by the unstable political environment and various sorts of strikes.

Natural and cultural factors:

These elements have little impact on the overall environment in which Mitali Fashion Ltd. operates.

3.3 Marketing Strategy

1. Market Targeting

In a marketing strategy for a company in the clothing industry, marketing goals and objectives are identified, along with timeframes and actions to be taken to achieve them. The designing and producing of textiles and other textiles is a part of the cloth industry. Manufacturers, importers, and retailers are some of the distribution routes. Each marketing strategy will differ greatly and be especially tailored to each company's aspirations and objectives as a result of the wide range of distribution channels and the variety of product and service components. Top-notch individuals who are more than competent of keeping to deadlines make up our management team. These people have gotten in-depth training in establishing and keeping excellent trading connections with potential clients, and they are always on the lookout for fresh chances. An individual buyer group that a business has identified as potentially interested in its goods or services is represented by a target request. In order to establish a brand for their products and attract as many people as possible, marketing strategy is crucial for each sector. Since the clothing sector is a sizable one, it is important to plan your marketing approach carefully in order to establish a solid foothold in the marketplace and provide the highest level of consistency.

Product Diversification:

A company may use product diversification as a strategy to boost profitability and obtain better sales volume through new items.

Product Line Extension:

Product line extension is a marketing tactic that employs a well-known brand to add a new item to an existing product line.

Branding Strategy:

The clothing business can use these branding tactics to run production in large quantities, make a name for themselves in the market, and attract loyal customers to their goods.

Packaging Strategies:

These can be used to improve the product's exterior for shipping.

Distribution Strategies:

In order to reach as many customers as possible, it is essential to target the right market and maintain an effective distribution system.

Promotion and Pricing Strategies:

To get orders for a large amount and increase profit, it is equally vital to offer the best pricing and to market the product.

2. Market Segmentation

Market segmentation is a term used in marketing to describe the division of prospective customers into groups or segments with similar needs and reactions to marketing efforts. Businesses can target different client groups with the use of market segmentation, who have different perspectives on the overall value of specific goods and services.

1.Global Segment:

The RMG industry has a sizable global market. Because China has a large market for the textile industry, the rise of China as an economic force is problematic for the textile industry. Growing international trade and the WTO may provide opportunities for easy international trading. The protection of intellectual property is crucial for conducting business and protects companies safe from rivals. War and other significant political events may have an impact on this industry, but overall, clothing is essential for people and will never be eliminated. However, low-cost suppliers may present opportunities for marketers.

2.Economic Segment:

Gross domestic product size and change, per capita income levels, inflation, interest rates, foreign trade surplus or deficit, unemployment, and rates of saving and investment all have a significant impact on the textile sector.

The amount of per capita income may lead to higher or lower levels of consumption, which may be advantageous for the textile sector. But ultimately, it is possible to regard clothing to be a basic human requirement. It will therefore never lose value if the price and quality can be kept under control.

3.Demographic Segment:

In this industry, the population size and growth rate are both rather good. Age distribution in the population is related and can have a positive effect. Because consumers of any age might be this industry's target market. With lifestyle, so too are income levels and distribution. Ethnic diversity and income disparity may present opportunities for this industry. This industry may have possibilities for geographic distribution.

4.Socio-Culture Segment:

For any industry, the socio-cultural component is crucial. It has the ability to regulate the buying group's purchasing habits. Family dynamics can have an impact on a person's or a group's overall purchasing habits. An additional factor in purchasing behavior is attitude about one's job and living situation. Low living standards cannot be a requirement for high buying. RGM products are primarily imported by developed nations, which presents

Bangladesh with excellent business potential. Entertainment trends and a changing way of life also alter consumer behavior and give this industry new job opportunities.

In this industry, attitudes regarding health have an impact both favorably and negatively. Businesses can reconsider their approach to health care and consider introducing new organic apparel to a potential market.

5. Technological Segment:

Technology brings people together and simplifies life for everyone. The main obstacle to greater communication is telecommunications and the Internet. Additionally, it expedites and speeds up the time-consuming process of communication. The newest idea in international trade is online training. Research and development (R&D) can be quite rich with new and inventive product and process advances.

3. Market positioning

A product's position refers to where it stands in consumers' eyes in relation to its rivals. The goal of Mitali Fashion Ltd. is to create distinctive market positioning for their goods. In order to position its product, Mitali Fashion Ltd. first looks for any potential competitive advantages.

By pricing less and providing more benefits than rivals, the company offers higher value to its target customers in order to establish a competitive edge. The bank guarantees to give better value in addition to giving greater value. After deciding on a desired stance, Mitali Fashion Ltd. takes decisive action to convey and deliver that stance to its target audience. The overall marketing strategy employed by the business supports the chosen positioning approach. An account of conception, creation, and design. Other clothing, if produced in the Mitali Fashion facility, has more elements to its story, such as quality, technology, and perfection. Because of this, Mitali Fashion Ltd. supplies some of the most popular and well-known clothing brands in the world.

Marketing Department of Mitali Fashion Ltd are control and compared actual with budget under the following cost-

- Selling
- Warehousing
- Packing and shipping
- Promotional
- Credit and collection
- General accounting (for marketing)

When there is a negative expenses variance, the organization must take corrective action and do an investigation to determine why. When a corporation repeatedly fails to export a product as anticipated, it takes the necessary steps to reach the goal.

By nature, Mitali Fashion Ltd. works in the intricately organized weaving and finishing sector of Bangladesh's textile and apparel sector. Threats against the company were never made by local textile manufacturers. According to the company's perception, Mitali Fashion Ltd.'s main competitors are Chinese textile behemoths because the majority of them serve the same markets.

In the local market, Mitali Fashion Ltd. is currently acquiring a sizable chunk of the export-focused RMG market share.

3.4 About Marketing Mix

At the two extremities of the spectrum are standardized and modified marketing mixes, with many steps in between. A company must decide how much to modify its marketing mix, or the 4ps (Product, Price, Promotion, and Place), to local conditions when choosing its marketing strategy.

Businesses can follow a strategy or segment extension, product adaptation, or product invention at the product level. Businesses can choose communication, adaptation, or dual adaptation at the promotional level. Companies may experience price escalation and the grey market at the price level, making it challenging to set regular prices.

At the distribution level, a company must approach the difficulty of getting its product to the end customers from a whole-channel perspective. The firm must be mindful of the cultural, social, political, environmental, technological, and legal constraints they encounter in other nations while developing all components of the marketing mix.

Here, we'll look at various changes Mitali Fashion Ltd. might make to their offering, advertising, pricing, and distribution when they explore international markets. The marketing mix is the combination of the organization's four controllable tactical marketing instruments (Product, Price, Place, and Promotion), which it uses to elicit the desired response from the market. Everything a corporation can do to affect demand for its goods or services is included in the marketing mix.

For any company that offers services, it is crucial that the 4 Ps of the marketing mix are appropriately applied. Mitali Fashion Ltd. is a product and service-oriented company.



3.5 Marketing Mix for Mitali Fashion Ltd

The Service marketing mix comprises of the 7Ps. These include:

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Evidence



1. Product:

In addition to actual items, the term "product" can also refer to immaterial elements like a company's reputation and its line of goods. An excellent product would sell itself, was the old adage. There is no such commodity as a subpar product in today's competitive market.

In Bangladesh's garment industry, which exports RMG to other countries, Mitali Fashion Ltd creates yarn for RMG (Ready Made Garments). As a result, the company is entirely focused

on manufacturing. They guarantee the products' highest possible quality. In addition to producing ordinary yarn, Mitali Fashion Ltd also creates fancy yarn to meet the needs of clients on a local and international level.

Here is product list:



T-Shirt men



T-Shirt Ladies



T-Shirt long sleeve



T-Shirt long sleeve



Polo Shirt



Tank Top



Sweat Shirt



Cardigan



Knitted Trouser men



Fleece

2. Price

The price strategy for the final product must take into account the demands and wishes of the client as well as the costs associated with manufacturing, retail markup, and other factors.

Price is the amount a business charges for a good or service, or the total value that a consumer exchanges for the advantages of owning or using the good or service.

The accounts department of Mitali Fashion Ltd sets the product's price. The account segment examines its prior sales volume to evaluate demand. The company's market projections are useful in determining the connection between the quality and cost of its products. The company has chosen a market-based pricing strategy in an effort to maintain its market position while continuing to conduct this operation.

Buyer:	MILLE RS					DAT E:	28-Nov-21	
Item:								

Style:	206514 7								
Color									
Fabric	Width	Cons.	Actual Fab	Wastage (+5%)		Unit Price		Value	
PDM -2764		17.25	yds	18.11	yds	\$2.40	/Yds	\$43.47	
Width - 61/62'									
Accessories:				Qty/Dz		Unit price		Value	
POCKETING TC			DTM	0.00	yds	\$0.55	/yds	\$0.00	
NO.4 YG METAL ZIPPER				0	Dz	\$1.80	/dz	\$0.00	
18MM METAL JEANS BTN				0	Grs	\$3.00	/dz	\$0.00	
METAL RIVETS W/LOGO				8	Grs	\$2.00	/dz	\$16.00	
Non woven fushing				1.25	Yds	\$0.10	/dz	\$0.13	
Thread -				1.5	Co ne	\$0.90	/dz	\$1.35	

EMBROIDERY				0	Dz	\$0.25	/dz	\$0.00	
ELASTIC - 2 CM				15	Dz	\$0.10	/dz	\$1.50	
MAIN LABEL- Mill_345				1	Dz	\$0.23	/dz	\$0.23	
CARE LABEL - MILL-CARE				1	Dz	\$0.21	/dz	\$0.21	
SIZE LABEL - MILL_344				1	PCS	\$0.10	/dz	\$0.10	
SWING TICKET - MILL-362				1	Dz	\$0.20	/dz	\$0.20	
WAIST TAG - MILL_367				1	Dz	\$0.26	/dz	\$0.26	
PRICE STICKER - MILL_PRICE				1	Dz	\$0.16	/dz	\$0.16	
CARTON STICKER				1	Dz	\$0.15	/pc	\$0.15	
JUTE STRING				1	Dz	\$0.02	/pc	\$0.02	

SINGLE POLY BAG				1	Dz	\$0.75	/pc	\$0.7 5	
Carton 5 ply -				1	Dz	\$1.20	/pc	\$1.2 0	
GUM TAPE, 50 yds/roll				1	Roll	\$0.50	/yds	\$0.5 0	
Others				1	Dz	\$0.10	/yds	\$0.1 0	
Accessories total cost.								\$22. 86	
				Plus 5% wasta ge				\$24. 00	
CM:				1	Dz	\$14.0 0		\$14. 00	
Wash				1	Dz	\$3.00		\$3.0 0	
Service Charge:								\$3.0 0	
SGS				1	Dz	\$0.10		\$0.1 0	
Sub Total								\$20. 10	

Total FOB/Dz									\$87. 57
Value per pcs									\$7.3 0
					ADD 2%				\$7.4 4
					Offer Price				

3. Place

As the clothing industry is based primarily on insight, in addition to price and standard, the place of scattering must also be taken into account when developing an effective marketing strategy. In place consist of channels coverage locations and transportation.[The strategy structure used to transfer product and service foreman organization to its market. Generally, the company is issued direct Composite Knitting Ind. Ltd gives the order directly to Mitali Fashion Ltd. Companies initially aim to meet customer demands. If 5% lower or over production from the order then it will be acceptable by the buyer in according to contract schedule. On the other hand, when tile quality of tile product is not as good as their requirement or expectation then they canceled it.



Mitali Fashion Ltd. Factory Building



Mitali Fashion Ltd. Outlet

4. Promotion

The term "promotion" covers a wide range of actions. All of the promotional activities from the marketing mix are a part of effective fashion marketing strategy. Advertising preparation, direct marketing, in-store promotions, and public relations are all examples of promotion. The potential for digital encouragement is only limited by your imagination and can include social media groups, live streams, online conversations, and events. There are other objectives, such as differentiating product strength and developing perceptions. To communicate the benefits of its product and to pursue its target market, the corporation uses promotion, marketing tools, and standards for a variety of actions.

They don't have to participate in many promotional efforts at Mitali Fashion Ltd. They employ this as one of their key marketing strategies because of their reputation for never compromising on quality. The corporation advertises its products in foreign markets by offering samples, brochures, collections, attending international trade shows, providing CDs, taking part in online auctions, sending emails and faxes, and advertising in various journals, magazines, and other publications.



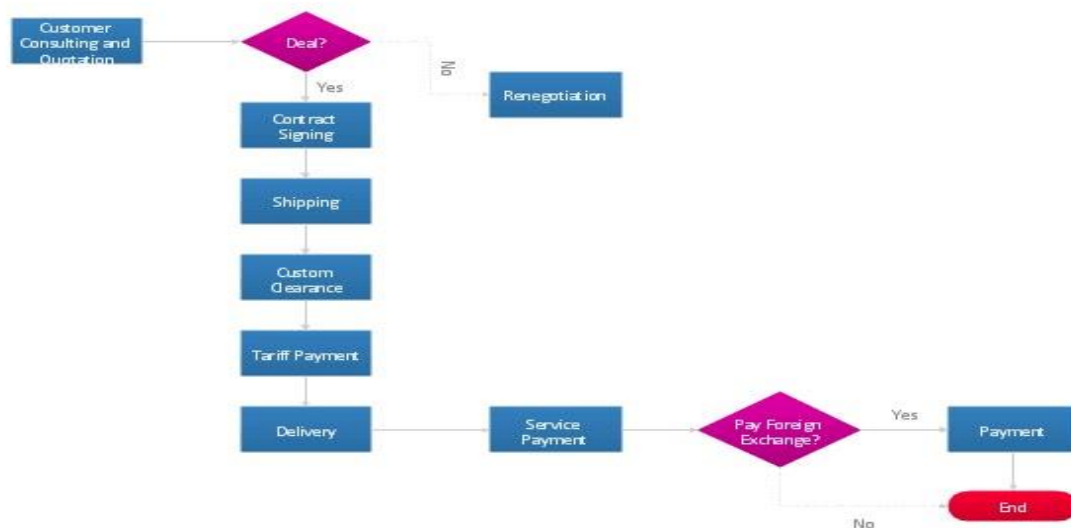
5. People

Magnificent customer favor can extend the customer base through referrals in addition to converting to vending. These recommendations from brand enthusiasts might also be a

fantastic example of how marketing initiatives can enhance the vending process. It's crucial that everyone who represents a brand or interacts with customers, including nonhuman chat bots, is a properly qualified sales expert with a thorough understanding of the product and how it can enhance customers' lives or address their concerns. Knowledge workers, employees, management, and customers are just a few examples of the people who can either directly or indirectly affect how much a product or service is valued. People present organizations with opportunities for improving a nation's economic situation. In order to build the best essential marketing personnel for a textiles sector like Mitali Fashion Ltd. to perform better business by giving them appropriate training.

6. Process

Process is the procedures, mechanisms, and flow of activities that lead to an exchange of value. In Mitali Fashion Ltd., process is under supply chain management. If there is any problem in process then the whole thing will be hampered. For better process for customer delivery, however, it may also include features that are in line with brand such as being environmentally or viable focused.



7. Physical Evidence

A brand's existence and a purchase's completion are both supported by physical proof. It offers concrete indicators of the standard of the customer experience that a business is providing. Physical proof is the first-hand, sensory experience a customer gets with a good or service that enables them to judge if they got their money's worth. Examples could be how a consumer is handled by a staff member, how long they must wait, a cover letter from their insurance provider, or the setting in which a good or service is provided. Customers are constantly given priority by Mitali Fashion Ltd.'s workers. The business gave its personnel training on how to keep up strong relationships with clients. Customers can wait in a waiting area, and personnel complete tasks promptly in accordance with customer requests.



Merchandising Section



Sample Section



Conference Room



Packing Section

Chapter Four

Problems and Recommendations

5.1 Problem Identified

- ✓ The market price will be impacted by factors such as legislation, inflation, salary, and disposable income. Supply and demand have an impact on pricing; when supply and demand are equal, prices decrease, and when supply outpaces demand, prices rise. Market variables including consumer attitudes and purchase patterns will have an impact on pricing decisions. Understanding the specific needs and features of the target market is essential for effective pricing. If you are in a position to capture a sizable piece of the market, pricing can be a useful technique. In addition, it might not matter at all if the market is price-sensitive and turns into a commodity with many of direct rivals. Costs associated with labor, materials, transportation, processing, marketing, and distribution all have an impact on the final pricing. The advantages of the product and its worth to customers are the major drivers once all costs have been taken into account.

- ✓ The usefulness and originality of the promotional item are important considerations. Pick a product that will be valuable to and suit the needs of your target market. A successful promotional product facilitates tasks for the consumer. For instance, a magnet with your company's contact details makes getting in touch with you simple. You can distribute your promotional goods in a variety of methods. Attending expos is one way to do this. When approaching other members' booths, exhibitors are frequently lured by freebies and other promotional items. Make sure the promotional products you bring to conferences, trade events, or expos are travel-friendly. Lightweight and compact products frequently make for effective advertising goods. Have a precise definition of your target market in order to understand what needs they

have. Branded goods that meet their demands and provide a function in their lives will draw in your target market. No matter how devoted a customer is, they will never use a product that does not help them. When custom merchandise is user-friendly and beneficial to your audience, it is a terrific promotional item. Marketing fads are ever-evolving. Being inventive can help your business gain a competitive edge. Products that are in style and up to date get attention from and make an impression on your audience. Top trends include branded clothing and eco-friendly goods. Being environmentally conscious is becoming more popular. Offering eco-friendly products, such as branded clothing, can increase interest in your brand and products among your target market.

- ✓ Idea generation is the initial stage of the product development process. As simple as it may seem, certain businesses frequently encounter decision barriers. Sometimes, these issues can be attributed to a lack of useful data regarding the intended product and the target market. Sometimes bureaucracy and disjointed workflows can put a stop to ideation. You can learn about the market and the competitors by conducting market research. Don't develop a product because all of your rivals are already doing it. Despite your want to go in the same manner. Even if you want to go down the same road, concentrate on originality to attract users. For those without substantial development knowledge, creating a product can be challenging. Even with a clear vision and plan, some PMs frequently struggle to manage the product roadmap and struggle with roadmap prioritization, which slows down the entire process. Engineering dependencies also impede the progress of product initiatives. For example, if you want to create an app and the design team misses the deadline, the entity will not be ready for launch.

5.2 Recommendation

The following recommendations can be applied as solutions:-

- ✓ The product's price is determined by cost and what market research shows. The objective is to determine a target price that is in line with what the target market's consumers can afford, with the benefits the product will provide, and with rival prices. To generate the profit desired at the target price, costs must be controlled. If the goal price is set too high for the market, relatively few things will be sold. can analyze pricing and make expense reductions to address this marketing issue.

- ✓ Using a medium of promotion that members of the target market are likely to receive and communicating with them in a way that appeals to them are the two main components of a promotional plan. Using the incorrect promotional channel and message is a common marketing issue.

- ✓ Every business encounters a number of difficulties over the course of a product's life. However, a knowledgeable product manager may spot these issues and take quick action. Identify market-worthy efforts for the product through research. Create an MVP using the concepts, then request top management's blessing. Utilize management tools to streamline the workflow and speed up the procedure. Create a model for resolving conflicts to handle dependencies in product engineering, if at all practicable. In the end, consider market volatility while regularly setting a price for product compliance standards. By tackling these product development issues, a marketable product will be created in the allotted period.

5.3 Conclusion

The establishment of numerous new textile industries over the past few years has increased competition in this industry. Therefore, the textile industry must now structure its activities and carry them out in accordance with market demands. The conventional process is no longer used by the textile industries. This industry has spread its wings far enough to include any type of financial service anywhere in the world in today's cutthroat global marketplace. To compete in this cutthroat climate, textile manufacturers must focus on managing their assets and liabilities effectively.

This company's business is the production and distribution of premium yarn, which has a significant market share in Bangladesh's textile industry. If Mitali Fashion Ltd. wants to compete with top-tier textile businesses, it must have studied marketing distribution channels, pricing margins it maintains, promotional activities it offers to retailers, and other factors. They must conduct market research in order to understand the current marketing management system of these organizations.

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