



Daffodil
International
University

Internship Report On

The responsibilities of merchandiser at

RMG sector

Submitted To

Al Mahmud Rumman

Senior Lecturer

Department of English

Faculty of Humanities & Social Science

Daffodil International University

In the partial fulfillment of the requirements for the degree of Bachelor of Arts

Submitted By

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Letter of Transmittal

To,

Al Mahmud Rumman

Senior Lecturer

Department of English

Daffodil International University

Subject: Submission of Internship Report on Merchandisers in the RMG Sector.

Dear Sir,

I hope this letter finds you well. I am writing to formally submit my internship report on the role of merchandisers in the Readymade Garments (RMG) sector. As per the requirements of my academic program, this report reflects my comprehensive understanding and analysis of the merchandising practices and challenges within the RMG industry. During my internship at Shrabony Knitwear LTD. I had the privilege of working closely with the merchandising team, which provided me with invaluable insights into the intricacies of the RMG sector. The report delves into various aspects of the role and responsibilities of merchandisers, including their contribution to the supply chain management, sourcing, production planning, and quality control processes.

Thank you for your time and consideration. I look forward to your feedback on the report. It has been a privilege to contribute to the understanding of merchandising in the RMG sector, and I am grateful for the opportunity to have been a part of Shrabony Knitwear LTD.

Yours sincerely,

Nelay Datta

ID: 193-10-468

Department of English

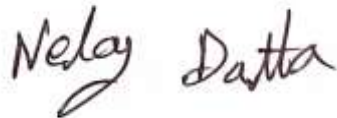
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Declaration

This is Nelay Datta, and I'm stating here that I wrote the internship report on merchandising in Shrabony Knitwear Ltd. In addition, I believe this paper meets my scholarly requirements.

The work I've shown doesn't break any present copyrights, and no part of this report is a copy of work that was done before. If you want any more information, I'd be happy to give it to you. This story is all mine. I understand that it will help you think more positively about me.



.....

(Nelay Datta)

ID: 193-10-468

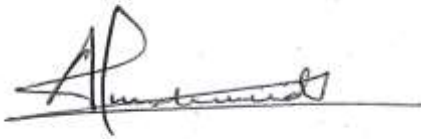
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Letter of Acceptance

I hereby, certify that the student named Nelay Datta, bearing ID:193-10-468, is a student of the Department of English. He has completed his report under my supervision. His course name is “Project Paper with Internship” (ENG431). He regularly communicates with me during his project work. When he needed any help at that time, I helped him. This internship report contains his original work, and he put extraordinary efforts into this report. I pray for him, and I hope he experiences continued success in his life.



.....
Al Mahmud Rumman

Senior Lecturer

Department of English

Faculty of Humanities & Social Science

Daffodil International University

Acknowledgement

First, I express my heartiest gratitude towards almighty God. God gave me this opportunity to complete my project paper as an intern in merchandising sector. I want to thank my supervisor, Al Mahmud Rumman, Sir. I am thrilled to get him because of his excellent supervision and direction. He gave me all the information I needed to complete this internship report.

I also thank Mr. Zakir Hossain Sir, Head of merchandise at Shrabony knitwear ltd., and Aminul Islam Sujon, Senior merchandiser at Shrabony knitwear ltd., for giving me the opportunity to their place to complete my internship.

Dedication

This internship report is dedicated to all of my junior classmates who are embarking on their own internships and careers. As I consider my own experiences and the invaluable lessons I've learned, I feel compelled to offer you some advice and encouragement.

During my internship, I navigated the challenges, uncertainties, and victories inherent to entering the professional world. I was exposed to new responsibilities, acquired teamwork experience, and expanded my understanding beyond the confines of textbooks by gaining practical knowledge.

Abstract

The focus of this internship report is the function of merchandisers in the Ready-Made Garments (RMG) industry. The report provides a comprehensive analysis of the responsibilities, challenges, and practices associated with RMG industry merchandising. It discusses the crucial position of merchandisers in administering the supply chain, coordinating with various stakeholders, and ensuring orders are delivered on time.

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Chapter 1: Introduction

1.1 Background

According to Akter (2020), Merchandising is a crucial component of Ready To Wear garments because consumers communicate directly with merchandiser.

Merchandising is a crucial component of ready-to-wear garments because consumers communicate directly with merchandisers. Orders are completed and shipped on time. They collaborate effectively with consumers, sellers, manufacturers, and other departments to fulfil requests. Salespeople frequently speak with consumers. Customers' prices, concerns, and sales are discussed. Customers are more loyal, satisfied, and likely to buy from you again if you communicate effectively with them. Merchandisers determine prices and produce clothing. The price reflects the cost of basic materials, labour, fees, and overhead. With the appropriate price and sales rate, a business may be successful. Goods are created by marketing. From conception to completion, they create commodities. Merchandisers evaluate merchandise, propose modifications, and ensure customer satisfaction. Merchandisers observe the production process. Monitoring work output, problem-solving, and exertion. They make things more efficient. As a company, RMG priorities excellence. Prior to and throughout production, merchandisers monitor quality. The success of the brand depends on the quality and thoroughness of the garment inspections. Details on what RMG merchandisers send and receive. They purchase from distributors, monitor inventory, and inspect stockpiles. Monitoring the supply line prevents labour from coming to a halt. Observe the current market tendencies. Merchandisers maintain records of consumers, businesses, and the enterprise as a whole. They make sound decisions based on market tendencies, rivalry, product expansion, and line planning. Maintain your market share by anticipating what consumers will desire. Shops that specialize in RMG are the ones that deal with danger. For efficient operations, they consider the supply chain, the business, and consumer preferences in advance. Risk management is how enterprises remain profitable. Currently, merchandising is an excellent profession. Today, the majority of young individuals are intrigued in this industry. If I devote myself to this industry, I can readily secure my future in the retail industry.

1.2 Purpose of the Internship

I am currently enrolled as a student within the English department. Internships or project papers are provided by my department. Subsequently, I have opted for an internship. Initially, I am undertaking this internship to fulfil my academic requirements. The Internship programme is equivalent to a course and has a credit value of three. The course is titled "Project Paper with Internship." The alphanumeric identifier assigned to the course in question is ENG431. In order to fulfil the requirements for my degree programme, it is necessary for me to participate in an internship. Typically, students from the Department of English pursue internships in the education sector. The garment sector has been selected as my preferred industry due to my aspiration to pursue a career as a merchandiser. Hence, the reason for my involvement in the garment industry.

There exists an additional objective for undertaking this internship. This internship facilitates the process of acclimating to a professional work environment.

1.3 Significance and Scope of the Report

An internship is a way to prepare for a bachelor's degree and find a new way to get a job. The majority of students must acquire this knowledge. Those who know about it aren't usually well-known. I am finishing up my bachelor's degree in the faculty of humanities and social sciences. My employment as a merchandiser was too difficult to complete. This industry is part of the textile division. This internship offers me the opportunity to earn money. Now I'm affiliated with this industry. Now I'm qualified to work in this field.

1.4 Specific Objectives

These are the exact goals of this job project:

- To learn and gain experience about work conditions and other parts of the merchandiser's field.
- To show how a merchandiser communicates with buyers.
- To articulate how a customer gets the goods they want.
- To show how a merchandiser works out a product's price.

1.5 Organization of the Report

I have already introduced the Introduction/Background, Objective of the Internship, Significance, Scope of the Report, and Specific Objectives in the Introduction Chapter 1. Then, I introduced the second chapter, which is a literature review. The third chapter covers methodology. Here, I will discuss my selection criteria and working methodology. In Chapter 4, entitled Organizational Overview, I discuss my organization. The fifth chapter discusses my internship activities. The sixth chapter discusses observations and findings, while the final chapter focuses on conclusions and recommendations.

1.6 Summary of the Chapter

Merchandising is required for employment in every garment industry. Therefore, the task of merchandiser is essential in the apparel industry. This position requires perseverance, keen observation, a diligent mind, etc. This Internship is required for my academic qualification. This additional Internship course is worth three credits. I must complete this Internship in order to graduate. The objectives of this internship include learning how a merchandiser interacts with and communicates with his clients, etc.

Chapter 2: Background of the study

2.1 Professional Soft Skills

According to Lumague (2017), The RMG (Ready-Made Garments) industry relies heavily on soft skills to ensure effective communication, collaboration, and overall productivity. Here are some valuable soft skills that are essential in the RMG industry:

- **Teamwork:** In the business world, working together with others to accomplish a goal is very necessary. Working together to solve an issue not only makes things easier, but it also helps develop fresh ideas.
- **Creativity:** This is really necessary in order to demonstrate your creativity in the working world. It helps you progress in the field that your employment is in.
- **Using Critical Thinking:** you can run across certain difficulties in the working world. Because of this, you need to engage in critical thinking in order to find a solution to this issue.
- **Having Good Communication Skills:** Having good communication skills is a vital element of having good soft skills. It is essential to your ability to communicate effectively that you pay attention to what other people have to say. You have to be able to judge when it's time to quit.
- **Integrity:** Having integrity is also important in the workplace. Because in the job world, you can't tell others secrets and private information. If you're doing something wrong, you have to say so.

2.2 Professional Hard Skills

According to Lumague (2017), the RMG industry necessitates a variety of hard skills to maximize efficacy and output. The RMG sector requires the following hard skills:

- **Problem-Solving:** It aids in determining the nature of the issue and how to express it. It also helps you determine the finest option.
- **Computer Skills:** Computer skills control every employment. Therefore, the position requires computer capabilities. If you have taken an accounting course, you may be familiar with Microsoft Excel.
- **Being bilingual or multilingual** is essential on the employment market because individuals from various nations must communicate in different languages.
- **Technical Expertise:** Technical expertise is required in numerous industries. You can use it to learn how to use software or other tools, and it can also improve your technical writing.
- **Presentation Skills:** Today, professionals in every field must possess these abilities. Because the ability to convey information clearly and persuasively is a crucial talent for disseminating information.

2.3 Internship to Develop Soft Skills and Hard Skills

Internships are crucial for students nowadays. Internships provide students with valuable, real world work experience. It also cultivates the mental and physical abilities of students. The majority of employers favor recent college graduates with specific work experience and capabilities. Now, let's examine some soft and physical skills that a student intern could acquire and develop during an internship. (thecareerlabs.com)

- An extern student can develop teamwork through this internship. As a result of the fact that the majority of employers require team players who can collaborate and communicate effectively in the workplace. Therefore, internships provide the greatest opportunity to cultivate this skill.
- Critical thinking is essential because this talent is required in all aspects of a business and in all organizational departments. Therefore, if a student intern desires career success, he or she must acquire and cultivate critical thinking skills.
- These abilities are crucial for success in both the professional and personal realms. A student intern must communicate with his consumers throughout this internship. This customer may originate from any region. This requires knowledge of languages such as Bangla, English, and Hindi, among others. It will aid in the growth of his talents.
- Computer proficiency is crucial for all internship candidates. Microsoft Word, Excel, etc., proficiency is required in the workplace. Therefore, by utilizing this item, a student intern can become an expert and develop this skill.

2.4 Overall Importance of Internship

An internship is a limited period of work experience provided by an organization. It may be paid or free. Internships provide students with the opportunity to explore career paths and acquire new skills. There are numerous advantages to having a student intern. For example, they can pursue research experience or work experience. The most essential factor is their ability to build a professional network. Therefore, this is essential for an extern student. Because s/he can take the experience with them, when s/he gets a job in the future, s/he will be comfortable in their new office environment.

Chapter 3: Methodology

3.1 Placement Process Followed by the Intern

I have an ambition of becoming a merchandiser one day. As a result, I chose the retail industry for my employment. Therefore, I went to Shrabony knitwear ltd. and spoke with the head of the merchandising sector. There are regulations in place. As a consequence, they require a resume and a letter of recommendation from my university. Therefore, I requested a letter of recommendation from my university. Before that, I provided my university with a variety of details about my internship sector. I then delivered my resume and recommendation letter to their office. When I visited their office, they questioned me about this industry. A senior officer from the sector of merchandising led a one-hour session. During this meeting, he provided me with fundamental information about this industry. Then they become aware of my activities and interests in the industry. They observed me for two and a half days. After that, they officially approve me as an intern.

3.2 Conduction of the Project Work

I completed an internship in the sector of merchandising at Shrabony knitwear ltd. When I visited their office, they suggested I check out their garment industry. I visited each sector of the garment industry, including needlework, dying, trimming, and finishing. I visited the entire garment in four to five days. Then they instructed me to acquire some fabrics because, in order to be a merchandiser, one must have knowledge of fabrics. My supervisor then instructed me on how to complete a file and ascertain clothing sizes. My supervisor assigned me tasks. To illustrate, how many fabrics are required for 100 T-shirts? I had to verify the buyer's email multiple times. I had learned how to send and verify the buyer's email by this point. Thus, I conducted my assignment task in this manner.

3.3 Collecting Data for the Specific Objectives/Skills

Primarily, there are two categories of data for the particular objectives/skills. I have accumulated both primary and secondary data for this report.

- Collecting information from my superintendent about this sector of merchandising. For instance, The formula for determining clothing sizes

$$M/L = YDS \times 36" + inch \times MW \div MP \times GSM \div 1550 \times 12 = RESULT$$

M/L= Maker Length

MW= Maker With

MP= Maker Piece

- Visiting the entirety of Shrabony Knitwear Ltd's garment factory to introduce each machine and collect data on each machine. For instance, a cutting machine, an overlock machine, a cad creator, etc.
- Collecting information for my internship report from online articles, journals, and websites.

3.4 Process of Data Analysis

I have some fabric-related data. Single Jersey, Laca Single Jersey, Pique/PK Fabrics, Laca Pique, Slav Single Jersey, Slav Jersey, Terry, Fleece And Rib are the most common garment fabrics. I will include images of the devices that produce this particular type of fabric in the appendices chapter.

3.5 Limitations of the Study

- There was a time constraint during my three-month internship. It is impossible to gain knowledge of the retailing industry.
- This Internship is difficult for me because of my classroom instruction. I must attend college for my studies. As a consequence, I required assistance concentrating on my internship. In addition, I must write the internship report for my final exam. This is the primary reason why I needed to devote sufficient time to it.
- I have an English heritage, whereas this sector has a different background.
- Occasionally, it is difficult to comprehend because it is completely foreign to my academic study.

Chapter 4: Organizational Overview

4.1 Introduction

Shrabony Knitwear Ltd. was founded on July 12, 2008. This clothing item belongs to Belayet Ripon. One thousand employees labour on this garment. The majority of employees are female. 700 female employees and 200 male employees are on staff. There are 100 management employees.

They have a few agents and trademarks. Examples: C&S, LPP, Piazza Italia, Walmart, Rich Cotton LLC, etc. Their exporting nations include Belgium, Canada, Denmark, Finland, France, Germany, Ireland, and the United States of America (USA). This garment contains some outstanding facilities and communities. Childcare facilities, gender-specific restrooms, an antiharassment committee, a participation committee, and a safety committee are examples of such provisions. They are members of both the BGMEA and the BKMEA. This garment is located in Kathgora Bazar, Zirabo, Ashulia, Dhaka-1341. They have 500 machines, and their annual production capacity is 700,000 (in dozen).

4.2 Organizational Overview

Shrabony Knitwear Ltd is the top garment manufacturer in the Ashulia region. This is a textile garment. In 2008, Shrabony knitwear ltd. was founded. Shrabony knitwear Ltd. offers garment manufacturing services to their consumers at a competitive price. They meticulously complete each step of the manufacturing process, including stitching, cutting, creating, machining, repairing, finishing, assembling, and preparing any garment or accessory intended for human wear. In 2020, their annual revenue was 71,187,500 Taka, a remarkable accomplishment. This occurrence occurred to their brilliant merchants. They possess credentials such as Accord, RSC, BSCI, SEDEX, etc.

4.3 Corporate Information of the Organization

The following summary presents Shrabony Knitwear Ltd's corporate information.

Registered Name of the Company	Shrabony Knitwear Ltd.
Year of Establishment	2008
Type of Garment	Knit garment
Head Office	Kathgora Bazar, Zirabo, Ashulia, Dhaka-1341
Garment Location	Kathgora Bazar, Zirabo, Ashulia, Dhaka-1341
Export Market	Belgium, Canada, Denmark, Finland, France, Germany, Ireland, United States (USA)
Web page	www.ponditgroup.com.bd
Email	belayet@ponditgroup.com.bd

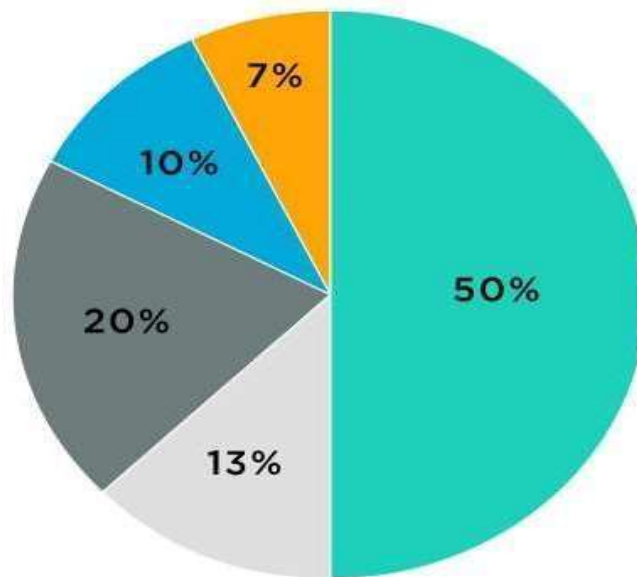
4.4 Mission of the company

Shrabony Knitwear Ltd is dedicated to attaining the highest levels of customer satisfaction with the highest quality garments by implementing an efficient quality management system and committing to continuous improvement.

4.5 Products

The product of Shrabony Knitwear Ltd is a textile garment. Therefore, they produce knitted merchandise. Their merchandise are:

- T-shirt
- Fleece Shirts
- Polo Shirts
- Ladies Tops
- Trouser



T-shirts were the most popular item, with 50% of all sales. This shows that people want a lot of clothes that are easy to move around in.

With 13% of the market, fleece shirts are neither too famous nor too disliked. This shows that people like fleece cloth for its comfort and warmth.

The fact that 20% of the market was made up of polo shirts shows that semi-formal clothing is in high demand. This shows that people want clothes that are neither too casual nor too dressy.

10% of sales came from women's clothes, which shows that there is a big market for women's clothes. This shows how important it is to give women a wide range of stylish options that are made just for them.

Pants made up 7% of sales, which is a small part of the market but still an important one. This shows that people want good-looking bottoms that fit well.

Chapter 5: Internship Activities

5.1 Introduction

Internships are important for this generation today. I began working here as a merchandiser, my desired position. My position is ideal because I comprehend and learn everything quickly. Learned every aspect of the garment industry. I learned how to interact with clients, from initial contact to order placement, as well as various processes. My supervisor, Mr. Sabbir, and Mr. Zakir were by my side constantly. They assisted me with a variety of tasks from beginning to end. He instructed me on how to become a merchant. They imparted all knowledge in a practical manner.

Although I am new to this industry, I have developed rudimentary skills. I can now conceptualise the garments created. Learned how to work in a variety of fields and how to operate a variety of machinery. Acquired knowledge of how garments are managed and how to work in a variety of fields. I learnt how to oversee a product from beginning to end. These skills will be useful in my profession, as no skill is ever squandered.

Work-related challenges were sometimes a part of my education. I am delighted to solve these issues. My instructor instructed me on how to recuperate from a minor error in this industry. I learned despite the fact that I had to correct everything on my own based on the instructor's advice, which was somewhat challenging. I gained a great deal of knowledge at this institution. I have acquired all the knowledge necessary to establish a career in this industry and am now prepared to do so.

5.2 Work Condition

Assistant merchandiser at Shrabony knitwear, Ltd. My manager is named Aminul Islam Sujon. This office's principal merchandiser is he. Always attempting to educate me about this industry. I was the assistant to my superintendent. As a result, he assigns me work that is sometimes simple and sometimes demanding. When I encountered some obstacles, he assisted me and provided the solution. I also salute Mr. Zakir Hossain for leading the sector of merchandising. He constantly inspires me and gives me daily advice, which is crucial in this industry.

5.3 Details of the Skills Developed

Through this apprenticeship, I have acquired new skills. For instance, I am performing better than ever with PowerPoint, Word, and Excel. I have learnt how to effectively communicate with my consumers. I am now able to compose formal communications. I am adept at problem-solving. Previously, I knew nothing about fabrics, but I am now an expert on fabrics. My technical, presentational, and other talents have been enhanced. I improved my communication skills. This apprenticeship taught me the ethics and the integrity of the business sector. In a word, I acquired the majority of the hard and social skills necessary for employment.

5.4 Details of Analytical and Problem-Solving Cases

I completed an apprenticeship in the retail sector. These sectors manage consumers and address their issues when they arise. They only confront one difficulty. It is a shipping issue. However, this problem is uncommon.

When wholesalers receive multiple orders at once, the manufacturing sector is under intense pressure. As a consequence, nighttime overtime is required. However, sometimes the product is still late in completion. Consequently, the shipment does not always occur on the date specified by the client. Although Merchandisers require sufficient time from clients, this issue occurs infrequently. Therefore, if the customer terminates the cargo due to this delay, the merchandisers will encounter a problem. But they are aware of the solution. The solution is that they sell these

items at a discount in other locations. Consequently, their profit is diminished but not lost. During this apprenticeship, I encountered some difficulties. The issue involves fabrics.

Some fabrics are nearly identical in hue. Consequently, it is challenging to recognize this. However, there is a color guide called the Pantone book. I initially had difficulty comprehending colors, even after reading this book. I have now resolved this issue.

5.5 Learnings as an Intern in the Organization Chapter

Internships are important for students today. Internships provide students with actual work experience, which is vitally essential. Currently, the apparel industry in our country has made significant progress. Significant emphasis is placed on the apparel industry, and efforts are made to enhance it. I wish to gain knowledge about this industry. Currently, I am completing a merchandising internship at a garment factory. I am attempting to learn everything I can about the apparel industry here. I am acquiring knowledge of all varieties of fabrics and machines. And research garment factory management techniques. I am attempting to prosper by acquiring a vast array of knowledge and abilities. I am attempting to do everything with my mind. I am learning everything from our office's apprentice. I observe and learn about everything in my employment on a daily basis. I engage in conversation with my coworkers and inquire about topics I do not comprehend.

Chapter 6: Observations and Findings

6.1 Observations

There are numerous opportunities in the retail sector. A successful merchandiser can then work in a purchasing firm. I've already explained why I chose this industry. By completing an apprenticeship in this industry, I have learned and observed numerous things, such as how to complete a file, manage consumers, and communicate with clients. When a merchandiser receives a purchase order, they notify the manager. The client sent them some designs. They then create a prototype product and present it to clients. If the client agrees, additional accoutrements are added to the order. I observe and learn about everything in my employment on a daily basis. I engage in conversation with my coworkers and inquire about topics I do not comprehend. I execute my observational activities in this manner.

6.2 Findings Strengths:

- **Creating Jobs:** The RMG business is known for being able to create a lot of jobs, especially in countries with a lot of people who could work. It usually takes a lot of skilled and untrained workers, giving people a chance to get out of poverty and improve their finances.
- **Export Performance:** Many countries make a lot of money from exports through the RMG business. A strong RMG business helps the total trade balance, brings in foreign cash, and can be a key part of economic growth. How strong an area is can be seen by how competitive it is on the world market.
- **Contributing Market Sector:** A strong RMG business has a big part of the world's textile and clothing market. It shows that the business's goods are needed and can do well when traded with goods from other countries.

- **Infrastructure and Technology:** For the RMG sector to be strong, there needs to be modern infrastructure, like companies with modern tools and technology. Using new tools and more efficient ways to make things can improve productivity, quality, and the business as a whole.
- **Following Rules and Standards:** A strong RMG business shows that a country is committed to having high standards for product quality, safety, and workers' rights. If you want buyers and customers to trust and believe in you, you should follow the rules and standards of other countries.
- **Diversification and Adding Value:** The RMG sector does better when it can make a wide range of goods and do things that add value, like design, branding, and innovation. It gives you a chance to make more money and stand out in the market.
- **Sustainability and Social Responsibility:** Sustainability and social responsibility have become more and more important in the RMG business over the past few years. A good business takes care of the environment, treats its employees well, and gets what it needs in an honest way.

It is important to know that the RMG business can be strong in different countries and areas. The health of a sector depends on things like government policies, the growth of infrastructure, the skills of the workers, market demand, and the state of the global economy.

Weakness:

The Ready-Made Garment (RMG) field may have some weaknesses or problems, just like any other business. Here are some of the most common flaws in the RMG sector:

- **Problems with Workers:** The RMG business has a lot of problems with workers, like low pay, long hours, lack of safety measures, and not having the right to work. Things like mistreatment of workers, bad working conditions, and limited access to social safety can hurt the business's reputation.
- **Changes in Prices and Pressure on Costs:** The RMG business is very sensitive to changes in prices and has very small profit margins most of the time. Changes in the prices of raw materials, energy, and transportation can have a big impact on a business's ability to make money. Cost concerns can also be caused by the fact that both sellers and buyers want prices to go down.
- **Dependence on Markets Outside the Country:** Many countries that make RMG send a lot of their goods to markets outside the country. Downturns in the economy or changes in the trade policies of countries that buy a lot from the sector can hurt how well it does. When a field rests too much on a few key areas, changes from outside can be easy to make.
- **Impact on the Environment:** The RMG business can have big effects on the environment, such as using too much water, polluting the air with chemicals, and making a lot of trash out of cloth. The environmental effect of the sector, especially in terms of energy use and glasshouse gas emissions, can be a weakness if sustainable practises and eco-friendly ways to make things aren't used enough.
- **Not Enough Range in Products:** Some RMG countries may find it hard to sell anything other than basic clothes items. Lack of design innovation, branding, and services that add value can make it hard for the field to grow. This can also stop the market from expanding into product groups with higher prices.
- **Compliance with Rules and Standards:** Following foreign rules and standards can be a strength or a weakness, based on how well they are followed. If a company doesn't follow labour standards, safety rules, or intellectual property rights, it can hurt its reputation and make it hard to do business with it.

It's important to remember that these problems can be different in different countries and places. The RMG sector is trying to fix these problems and make it better.

Opportunity:

According to Bhattacharya (2002), there are numerous opportunities for growth and improvement in the Ready-Made Garment (RMG) industry. Here are some prevalent methods of making money in the RMG industry:

- **Increasing Global Demand:** The world's demand for garments and apparel continues to rise, presenting a significant opportunity for the RMG industry. Even if markets improve and people's preferences alter, there will always be a demand for inexpensive, fashionable clothing.
- **Market Expansion:** The RMG company can expand its market by exploring new locations and expanding markets. Businesses can satisfy neglected needs and increase their market share by diversifying and focusing on new consumer groups, such as niche markets or unexplored regions.
- **Adding Value and Distinguishing Products:** The RMG sector has the opportunity to focus on adding value and distinguishing products. This involves making investments in design skills, adding new features, employing sustainable methods, and giving customers the option to customise their products to suit their evolving requirements and give them a competitive advantage.
- **Changes in Technology:** The RMG area can be more productive, efficient, and of good quality by using technology. Using modern industrial technologies such as robotics, data analytics, and digital platforms can assist businesses in planning their operations, enhancing their supply lines, and making more informed decisions.
- **Sustainability and Ethical Sourcing:** As consumers become more aware of and desire products that are manufactured in a sustainable and ethical manner, the RMG sector has an opportunity to engage with responsible practises. Focusing on eco-friendly production methods, ethical sources of materials, equitable work practises, and supply chain transparency can attract consumers and brands that care about doing the right thing for society.
- **E-commerce and Digital Transformation:** The rise of e-commerce platforms and online purchasing provides the RMG industry with a significant opportunity to reach a broader spectrum of consumers and provide them with more methods to acquire products. Utilising

digital marketing, online platforms, and seamless global experiences can aid in increasing brand recognition, keeping consumers engaged, and sales.

- **Collaboration and Partnerships:** When RMG enterprises, industry organisations, and government agencies collaborate, they can create initiatives that assist individuals in acquiring new skills, entering new markets, and generating new ideas. Establishing strong connections with wholesalers, manufacturers, retailers, and technology providers along the value chain can facilitate the sharing of information, the optimal utilisation of resources, and the growth of both parties.
- **New Fashion Trends:** If the RMG industry stays abreast of new fashion trends and consumer preferences, it will be able to provide new designs, patterns, and sets to satisfy the market's shifting demands. Maintaining awareness of fashion trends, cultural shifts, and new fashion centres can help generate new ideas and increase market competition.

It is essential to understand that the options available in the RMG industry can vary depending on how the market functions, what's happening in a particular region, and how each business chooses to conduct its operations. To evaluate these opportunities and capitalise on them, you must have extensive knowledge of consumer preferences, market shifts, and technological advancements.

Threats:

There are a variety of threats and obstacles that might compromise the growth and success of the RMG sector. Some of the most common threats in the RMG industry include:

- **Tough Competition:** The RMG business is very cutthroat, and there are many players from all over the world. Profit margins and market share may be impacted by competing with low-cost local and overseas manufacturers. Maintaining competitive advantage requires perpetual innovation, efficiency, and careful budgeting.
- **Changes in what People Want:** People's tastes and dress styles change all the time. Companies in the RMG sector run the risk of losing market share to more flexible rivals if they fail to adapt to shifting customer tastes and preferences.

- **Inconsistent Pricing:** The RMG sector is vulnerable to changes in the prices of raw materials, energy, and currencies. A company's capacity to make money might be hampered when rising input costs are not passed on to customers. Controlling price volatility calls for savvy supply chain management and trade practises.
- **Doubt in Geopolitics and Trade:** Geopolitical problems, trade fights, and changes to trade policies can all cause doubt in the RMG business. Implementing tariffs, trade obstacles, or rapid changes to preferential trade agreements may impede market access and drive up costs.
- **Compliance and Regulatory Issues:** The RMG industry is subject to many labour, environmental, safety, and intellectual property laws and regulations. Failure to abide by these standards may damage your brand, get you into legal trouble, and make breaking into new markets difficult.
- **Workers' Rights:** Mistreatment, bad working conditions, and low pay are commonplace in the RMG business. A company's image and customer trust may take a hit if it is publicly shamed for violating labour rules, which can lead to bad press, consumer boycotts, and even government action.
- **Supply Chain Complexity:** The RMG supply chain is often difficult, with multiple levels of suppliers and middlemen, especially when foreign buying is involved. A company's image and legal standing may be severely harmed if it fails to provide supply chain transparency, ethical buying, and responsible management.
- **Fast Changes in Technology:** Technology can help people grow, but it can also be risky. The rise of AI and automation raises concerns about the viability of certain jobs and the need of learning new ones. Technology may be a competitive disadvantage if it is not used and integrated efficiently.

It's important to remember that these risks might change depending on where exactly the RMG is stationed. Proactive risk management, constant improvement, and flexibility are crucial to RMG's survival and growth in the face of these challenges.

6.3 Interns' Overall Growth

Before my internship, I knew nothing about the Merchandising industry. As a student apprentice in the sector of merchandising, I now understand how a merchandiser performs their duties. Now I will describe my overall development as a result of this internship.

Computer literacy is essential in every industry. I could have learned more about Microsoft Word, Office, and Excel. Currently, I am more proficient than ever with PowerPoint, Microsoft Word, and Excel, among other programmes. It is pertinent to my future. Communication skills are also essential in the workplace. After entering this organization, I learn how to interact with consumers and coworkers.

Currently, I am well-versed in all fabrics. Thus, this is my entire development.

Chapter 7: Conclusion and Recommendations

7.1 Conclusion

In conclusion, I have gained a great deal of knowledge and experience that will aid me in achieving success. Merchandising is vital to the RMG (ready-made garment) industry.

Currently, merchandising is an excellent profession. Today, the majority of youthful individuals are intrigued in this industry. However, we must maintain our time in this industry, and we must be constantly aware of the time. The majority of communication is conducted via email. So, we must constantly monitor email. A merchant must be knowledgeable about all types of fabrics, cotton, and other materials. My prospective objective is to become a merchant. Therefore, I anticipate the chance to learn more about this Internship.

7.2 Recommendations

Based on the findings of the present project report, I propose the following recommendations:

- There is no female merchandiser available. Therefore, a female student who arrives here for an apprenticeship may feel uneasy. Therefore, I recommend that you hire some women.
- Their remuneration is inadequate, so they must increase it or risk losing some of their most talented employees.

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Appendices







