



Daffodil
International
University

Internship report
On
The Role of a Merchandiser at RMG Sector



Internship Report on
The Role of a Merchandiser at RMG Sector

Submitted to:

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Letter of Transmittal

20 November, 2022.

Mr. Al Mahmud Rumman
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Subject: Submission of internship report.

Dear Sir,

with the utmost respect and gratitude, I am submitting my internship report on "Role of a Merchandiser in the RMG sector" that you gave me as an essential requirement of my internship program. I got an excellent opportunity to acquire an enormous amount of knowledge and fully comprehend the subject matter. I did my best to include appropriate data in the report. For me, the study is very interesting and it has grabs attention. Insightful and beneficial in this concern, I really pray that you would approve my internship report and bless me much in this regard. I really hope you will take into consideration any errors that may occur despite my best efforts.

Sincerely yours,

Foad.

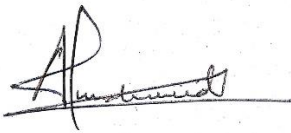
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Certificate of Supervisor

To certify that Foad Hassan, ID: 193-10-479, a student in the English Department at Daffodil International University, has successfully finished his internship report on the "**The Role of a Merchandiser at RMG sector**" under my guidance. I approve This internship report's structure and contents.

I'm delighted to say that He followed all the essential and required procedures for completing the report and it contains all the data, information, analysis, and findings from reliable sources. The report appears to have ended successfully as a result.

I wish him luck in all aspects of his life.



Mr. Al Mahmud Rumman

Senior Lecturer

Department of English

Daffodil International University.

Acknowledgement

I would like to begin by thanking Allah for His blessings, that have made it possible for me to finish my report. I have learned a lot through preparing my internship report and gained valuable work experience. Several skills are required of a merchandiser intern. I wish to express my gratitude to my supervisor, Mr. Al Mahmud Rumman, a lecturer in the English department of Daffodil International University. Specially, i want to thank Mr. Jakir Hossain sir, Head of merchandiser at ‘Shrabony Knitwear LTD’ and Aminol Islam Shujon, Senior merchandiser at ‘Shrabony Knitwear LTD’. Without their help and support, the work of this thesis paper would not have been succeed.

Additionally, I would like to admit the support of the stuffs of the knitwear and the other merchandisers who have participated their knowing and perceptivity with me, and have helped me to shape my notions and thoughts.

Finally, I want to express my gratitude to my family and a select group of friends who stood with me during this lengthy process and never ceased giving support. Without their assistance, it was tough to enter the Daffodil family. Moreover, I want to thank from my core of heart who has contributed to the completion of this thesis.

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Chapter: 01

Introduction

1.1 Introduction

Merchandising plays a vital part in the success of any retail business. A merchandiser's responsibility Bangladesh's garment sector is vital to the country. Bangladesh makes a large revenue from ready-made clothing. This textiles sector generates significant foreign currency income for Bangladesh. Because of this, the garment sector in Bangladesh is frequently growing. Additionally, a merchandiser plays an important role to the ready-made clothing sector. A merchandiser is fully knowledgeable about the textile business. A merchandiser handles all interactions with overseas customers, transactions, and order taking. The most significant position in the textile industry is merchandiser. Because the inability to convene the customers or the merchandiser might result in losses for the business. Due to this, it is seen as an essential responsibility. And we are aware that clothes is essential for humans. 1980 marked the start of the clothing factory's manufacturing and shipping as a manufacturer of knit RMG products. Since then, history has been established, and now, close to 82% of our foreign currency revenue are generated by RMG sales. Some of the main export destinations include Germany, the United Kingdom, the United States, Japan, Canada, the Middle East, Australia, and many more countries. In 2021, the export value ready-made garments (RMG) in Bangladesh amounted to approximately 31.46 billion U.S. dollars. This was an increase from the previous year, in which RMG exports in Bangladesh amounted to just nearly 28 billion U.S. dollars. We have achieved tremendously from our capacity to export at an affordable cost of labor. e for leading the planning, buying, and selling of products in a store or retail business.

In recent times, the job of a merchandiser has created a great opportunity for the newcomers. Youth have now started liking this sector for their job choice. Merchandising would be a great choice for my future.

1.2 Literature review

Fashion buyers and merchandisers play a vital role in the development and commercial success of a fashion organization (Omar 1999, Jackson and Shaw 2001, Goworek, 2007, Berman and Evans 2012). They influence the majority of the marketing mix elements and are essential profit generators for retail businesses (Varley, 2014). Yet despite this acknowledgement of value, Goworek (2010, 2014) identifies a dearth of empirical research which explores this value creating aspect of a business within the fashion sector.

Clark (2014) defines the role of the fashion merchandiser as having an involvement and understanding of fashion, its trends and influences and a financial and detailed minded approach to the product creation process. It can be suggested that the buying and merchandising team within a fashion retailer are a critical value creating asset as they are responsible for three out of four elements of the marketing mix. Merchandisers also manage deliveries and stock levels such that product is shipped to the business in a timely manner to achieve forecast sales and co-ordinate with other product lines in the range. In the UK focused literature, the relationship between Buyers and Merchandisers is seen as collaborative. The relationship between buyer and merchandiser is often likened to a marriage in which the two players work together to create their ranges.

Merchandisers and Buyers are increasingly holding back “Open to Buy” to purchase short run orders on in season trends that they otherwise would miss. (Jackson and Shaw 2001, p147).

1.3 Background of the Study

The internship program is a course for the final semester students. The duration of this program is three months. This program is important for a student to get academic qualification. This course carries three credits, so a Student who have completed all the required credit courses of their studies are eligible for this program and a student needs to do this course for completing his B.A

in English. This internship program is an important task for a student to fulfill the requirement of studying B.A Program at Daffodil International University. This program helps a student to understand and adapt the environment of job sector. I think I am suitable for garments sector so I choose to do internship as a merchandiser.

1.4 Origin of the report

After the end of my BA program at Daffodil International University, I can start a new job in garments sector as a merchandiser with the experience of my internship. The initial purposes of the internship are:

- to accomplish internship necessities.
- to get knowledge about garments sector.
- to get intimates with garments work and its rules-regulations.
- to understand the difference between real situation and theoretical learning.
- ordain the common characteristics to practical difficulties

1.5 Scope of the study

Working in garments sector as an intern, this report's primary focus preparing and developing The Shrabony Knitwear Ltd. This report will provide an overview of the fundamental qualities of a merchandiser and about the garment.

1.6 Objective of the study

1.6.1 Broad objective

The main objective is to prepare this report to introduce the responsibilities of a merchandiser that has been used by the organizations for the development of the employees and customers.

1.6.2 Specific objective

- To explore the responsibilities and functions of a merchandiser in the garments sector

- To examine the influence of merchandising techniques on the profitability of garments businesses.
- to investigate the challenges faced by merchandisers in the garments sector and the strategies employed to overcome them.
- To investigate how a merchandiser establish communication with the buyer.
- To introduce in which way a buyer gets their product.
- To introduce the ways in which a merchandiser bargains the price of the products with the buyers.

1.7 Limitations of the study

- Three month of time is too short time to gather all the information for the report.
- Lack of information, employees do not want to share sensible information.
- Insufficient information on Shrabony Knitwear Ltd website.
- It is difficult to ask sensible questions and also they are so busy at their work that they have a very little time to talk.
- I have done my internship besides my another 2 courses. So,I could not manage to go there everyday, which results surface information here.
- As I am not from this background, I have faced difficulties while doing this job as a merchandiser.

Chapter: 02

Organizational Overview

2.1 History

Knitting is the process of using two or more needles to loop yarn into a series of interconnected loops in order to create a finished garment or some other type of fabric. Interestingly, the first garment that was knitted was socks. The technique was called Nalebinding, an ancient art that uses a single needle and a choice of thread. Romano-Egyptian toe-socks made by “Coptic Stitch” in the 3rd and 5th century CE is the forerunner to knitting.

Shrabony Knitwear Ltd founded on 12th July 2008. Belayet Ripon is the managing director of this knitwear company. A number of 1000 employees work here from a long 16 years duration of time. In here most of the workers are female. The number of male workers here is 200 whereas there are 700 female workers work here. And another 100 employees work here in management.

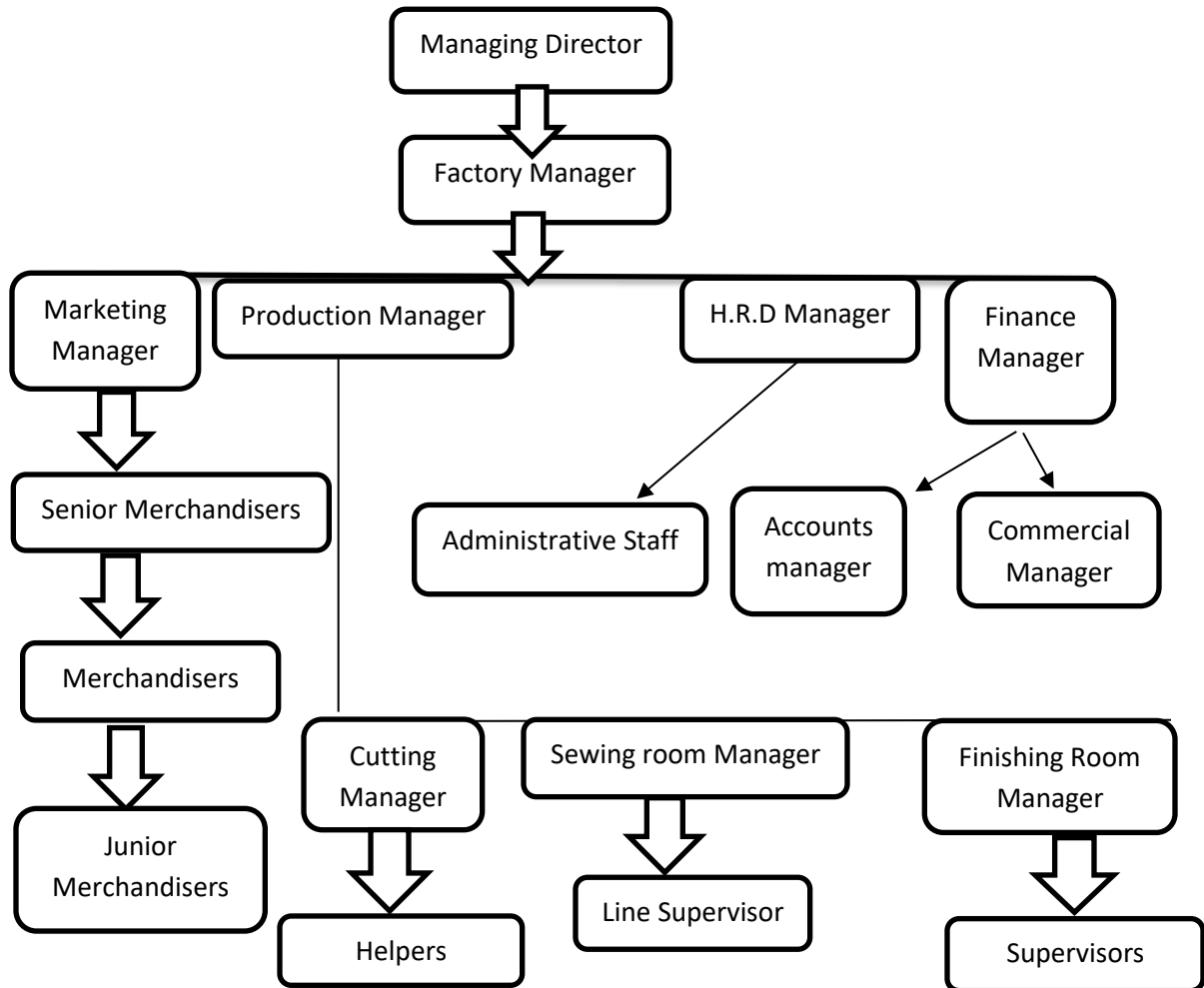
They also have some agents. For Examples: C&S, LPP, Piazza Italia, Walmart, Rich Cotton LLC, etc. They export their products in Belgium, Finland, Denmark, Canada, France, United States (USA), Ireland, Germany. In this garment, there are some fabulous eminities and communities. For example, Child care eminities, separate toilets for different gender, an Anti-harassment board. They are the prominent members in BGMEA and BKMEA. In Shrabony Knitwear Ltd, there are 500 machines and Their production capacity is 700000 (Yearly in dozen).

2.2 About Shrabony Knitwear Ltd

Shrabony Knitwear Ltd is a prominent garment in the area of Ashulia. Shrabony knitwear ltd founded in 2008. They deliver garments manufacturing services to the buyers at a fair expenditure. They precisely fulfill every task during the manufacturing process, such as, sewing, cutting, making, recycling, repairing, finishing, assembling, preparing any garment or any composition of wearing vesture or accessories designed or aimed to be worn by any individual. Our manufacturing includes, but isn't limited to, apparel, headdresses, gloves, handbags, hose and ties. Their annual turnover in 2020 was 711875000 US Dollar, which is a considerable achievement. This great

success achieved because of their merchandisers. They have also different kinds of certificates like, Accord, RSC, BSCI, SEDEX, Gots, Oeko-Tex.

2.3 Organizational structure



2.4 Corporate Information of the organization

The corporate information of Shrabony Knitwear Ltd is provided in the table below:

Registered name of the company	Shrabony Knitwear Ltd
BGMEA Reg. No.	5931
EPB Reg. No.	01832

Year of establishment	2008
Type of garment	Knitwear
Garment location	Vill: Kathgora, P.O: Zirabo, P.S: Ashulia, Kathgora - Mridhabari Road, Dhaka 1341
Head Office	Vill: Kathgora, P.O: Zirabo, P.S: Ashulia, Kathgora - Mridhabari Road, Dhaka 1341
Managing Director	Engr. Md. Belayet Hossen Riopn
Webpage	ponditgroup.com.bd
Mailing Address	House: 28 (B5), Road: 13, Sector: 04, Uttara, Dhaka-1230 Dhaka

2.5 Mission of the company

Shrabony Knitwear Ltd is always aware about their buyers satisfaction with their best quality of products through an useful quality management procedure and continual improvement.

2.6 Values

- Customer satisfaction
- Reasonable price
- Extraordinary quality of the products
- Work-Life balance
- The buyers comes first
- Fast decision making
- Flexible response

2.7 Passion

We deliver on our commitments and believe in long-term business ties and collaborations. Our objective is to offer you with high-quality merchandise and outstanding service at the most inexpensive cost. Please contact us if you need any additional information, samples, or orders.

We are willing to supply samples for your evaluation. We are assured that our expert team will finish the samples to your total satisfaction. We are thrilled to have the chance to work with you.

2.8 Production Abilities

They supply an enormous variety of western clothing, including attractive shirts, women's tops, skirts, and more. The following is a list of our export-quality products:

T-shirts for both genders Round and V-neck styles, or others as needed,

Polo shirts for both sexes

- Men's Vest
- Tops for women (vests, spaghetti tops, tank tops, etc.)
- The Lady's Bottom
- Jackets are available for both genders.
- A variety of children's items.
- Any style, specification, or design chosen by the buyer(s).

Fabric: A group of highly skilled and knowledgeable people work within factories to procurement fabric and produce Fabrics. Taking a quick glance at our textiles:

Single slave jersey made of 100% cotton, 1x1 Ribbed 100% Cotton, 1x1 Rib Cotton Elastin, 100% French Terry Cotton, Fleece made of , Pique, 100% Cotton, French Terry TC, Pique, TC, Knit textiles of any pattern, Single jersey of cotton and elastin, 2x2 Ribbed, 100% strong cotton jersey that's are the production of Shrabony Knitwear Ltd.

Chapter 3
Methodology

3.1 Placement process followed by the internship

I have a fantasy of being a successful merchandiser someday. That is why i choose the post of a merchandiser. so,I visited Shrabony Knitwear Ltd. and spoke with the director of the Merchandising Department. They follow a few guidelines. They thus need my university's CV and reference statement. I obtained a reference letter from my university for this reason. Prior to that, I provided my institution with various kinds of information about the field of my internship. I then left their office with my resume and letter of reference. They interviewed me about this field when I visited their headquarters. A top executive from the merchandising industry attended the whole hour-long session and he He provided me a few basics about this industry throughout this session. Later they have understand my interest in this sector. They monitored me for almost three days. Eventually, they officially approve me as an intern.

3.2 Conduction of the project work

At Shrabony Knitwear Ltd., I completed an internship in the merchandising section. When i went to the merchandising section, they suggested me to look over the garments sector as well. I visited all the sectors of the garment, including knitting, dying, cutting, and finishing. I toured the whole garment in around 4 or 5 days. Then they instructed me to get some fabrics, because if anyone wanted to be a good merchandiser he has to be expert about fabrics. My supervisor then demonstrated me how to finish a file and estimate the measurement of the clothes. My supervisor assigned me some task. For making 100 t-shirts ,how many fabric is needed? I had to check the buyer's email many times. I had mastered the sending and receiving of the buyer's email at this point. During my internship I had to make trim cards. Trim cards use for sent specific sample that the buyer wants. Trim cards need to be approved by all the sectors of the garment. Then the work of that shipment will begin without any declination. They started by explaining to me how they interact with customers. The most significant step in the whole hiring procedure is this. The merchandising manager, working with the buyer, is primarily in charge of this. Garment price is

provided to purchasers by several providers. The cost and the caliber of the apparel are the main factors that buyers think about. Since buyers will prioritize quality above price, merchandisers must pair the greatest prices with the highest caliber apparel available. Every step of a commercial transaction must be understood for it to be safe. Garment exporters need to maintain positive relationships with their customers and earn their trust by offering high-caliber goods if they want their business to run smoothly. Persuading the customer is essential if you want to get the purchase. The customer will place an order for the clothing if the merchant convinces them that the item will be of excellent quality, delivered on schedule, and priced affordably. Thus, here is how I went about working on my project.

3.3 Collecting data for the specific objectives/skills

For specific objectives and abilities, there are primarily two forms of data. For my research, I utilized both primary and secondary data that I had gathered.

- a. Gathering information from my supervisor concerning this merchandising sector. As an example, The method for calculating clothing size is:

$$M/L = YDS \times 36'' + \text{inch} \times MW \div MP \times \bullet \text{GSM} \div 1550 \times 12 = \text{RESULT}$$

M/L= Maker Length

MW= Maker With

MP= Maker Piece

- b. visiting the full components of Shrabony Knitwear Ltd ,to demonstrate each machine and gather information on each machine. Such as, weft knitting and warp knitting machines, cutting machine, overlock machine, cad maker machine ETC.
- c. Gathering information from blogs, internet and websites.

3.4 Process of Data Analysis

I've gathered various fabric-related statistics. Cotton voile, Cotton lawn, Rayon challis, Chambray, Single Jersey, Lacro Single Jersey, Pique/PK materials, Lacro Pique, Slav Single Jersey, Slav

Jersey, Terry, Fleece, and Rib are the fabrics that are most often used in clothing. In the appendices section, I will share images of the equipment used to create this specific kind of fabric.

Chapter 4

Internship Activities

4.1 Introduction

The prosperity of companies in a variety of industries is significantly influenced by the field of merchandising. Merchandisers are the Key players in the retail and advertising industries, merchandisers are in charge of creating and putting into practice plans to effectively display products, increase sales, and improve the customer experience as a whole. This thesis paper examines the internship activities completed during a hands-on experience in the merchandising domain to gain a thorough understanding of the role of a merchandiser and its impact on business performance.

I had the chance to work together with experienced professionals like Mr. Sujon and Mr. Zakir in the profession of merchandising throughout the internship, tracking as well as engaged with multiple projects. These tasks included everything from product selection, costing, visual merchandising, and keeping track of inventory to market research and analysis of trends.

I am a quick learner so, I adapt the environment of the gament and their works. Sometimes I faced some problems but my supervisor in their helped me a lot to overcome my problems. Mr. Sujon and Mr. Zakir guided me the whole time from the beginning to end. Through this internship I have acquired many skills like communication with the buyers, understand the garments market, understand the functions of the machines. Now I am capable to establish my career in this sector.

4.2 Work Condition

I joined Shrabony knitwear ltd as an assistant merchandiser. The reason behind joining here is that i want to establish my career in this sector. My Colleges and my supervisor in the company are very friendly and Cooperative. My supervisor was Aminul Islam Sujon who is a senior

merchandiser in Shrabony Knitwear Ltd. I inspired from him everytime because of his dedication level in this sector. Whenever i faced any problem he helped me a lot to solve them. specially i want to thank Mr Zakir Hossain, who is the Head of Merchandising in Shrabony Knitwear Ltd. He always motivated me and gives me some valuable tips for my career in this sector.

4.3 Details of the skills developed

I have developed a vast knowledge and skills by doing the internship as a merchandiser. I gain knowledge of the routine activities that take place in a retail setting, such as inventory control, placement of products, visual merchandising, and the layout of stores. Market research and analysis are things i encountered while working as a merchandising intern. I learned how to identify market patterns, examine consumer preferences, and keep tabs on competitor initiatives. I have the chance to take part in the processes of product selection and planning while learning about elements such as product assortment, pricing, and demand forecasting. I learned about Data Analysis. To make wise decisions, merchandisers frequently examine sales information, customer habits, and other metrics. During my internship, I get an opportunity to gain experience using tools and methods for analyzing data. I have developed my communication skills through my internship. By doing this internship I gained knowledge of formal email writing. I have problem-solving skills. Before, I knew nothing about fabrics, but now I am well informed about them. My technical skills, presentation, and other skills were enhanced. I improved my communication skills. Through this internship, I developed an understanding of the morals and integrity of the job sectors. In a nutshell, I acquired nearly all of the hard and soft skills required for the various job sectors.

4.4 Details of analytical problem solving cases

I have completed an internship as a merchandiser in the retail industry. Merchandisers oversee consumers and assist them when they have issues. There are several problems in there. But the main problem is about the shipment. But this issue does not come up often.

The manufacturing sector undergoes a lot of pressure while the merchandisers receive numerous orders at the same time. Workers must therefore put in more overtime at night. However, sometimes the product doesn't arrive on time even after that. As a result, the delivery occasionally does not take place on the specific day specified by the client. Even if merchandisers take ample time from the buyers, this issue occasionally but rarely arises. Therefore, the merchandisers would have a difficulty if the customer cancelled the shipment due to the delay in delivery. But they are aware of the answer. They offer these goods at low rates elsewhere as a remedy. Their profit is consequently decreased but not wasted. I ran into some issues while I was doing this internship. The issue is with the fabrics. A few fabrics have very similar colors. As a result, this is challenging to understand this. However, there is a color book that goes by the name Pantone book. Even after studying the book, I initially had difficulties recognizing colors. I've now resolved this issue.

4.5 Learnings as an intern in the organization chapter

These days, internships are giving students access to new choices. Students can gain practical knowledge through internships, which is crucial for their future careers. Our country's garment industry has made significant progress in recent years. The apparel industry is given a lot of attention, and advancements are being made. I have had an urge to learn more about this particular industry. I recently finished an internship in a clothing factory for the retailing industry. This website has taught me a lot about the clothing industry. I learned the basics of how the machines in the knitwear industry operate and about all different kinds of fabrics. and study the best ways to run a successful textile factory. I wanted to be successful in this industry, and I intended to do that by learning everything I could. Through my thoughts, I'm attempting to do everything. Whatever I know, I picked up from the office trainee. Each day, I examined everything

at work and learned more about it. I'm a merchandiser there. I learn a few skills throughout my internship as a merchandiser. The skills that I acquire are listed below.

- I get knowledge about how to produce the fabrics. I mastered some fabric producing theory. I followed this fabric manufacturing concepts when I was an intern.
- I have the skills to use a circular machine. The fabrics for all types of T-shirts are created by this machine.
- Capable of understanding fabrics. Different knitting techniques need different kinds of yarn. Every time I ran into a difficulty, I spoke with my supervisor and the Knitwear employees to get everything straight.

Chapter 5

Observations and Findings

5.1 Observation

The field of merchandising provides several possibilities. A merchandiser may work at a buying house if he qualifies. You already know why I choose this field of work. I've learned a lot about this industry through my internship, including how they manage buyers, how they accomplish files, and how they deal with customers. A merchandiser contacts manager after they receive an order. They received some designs from the buyer. They then produce a sample product which is called trim-card and then those trim-card sent to their buyers. They reserved additional accessories to complete the order if their customer says yes. Each day during work hours, I observe everything there and learn more about it. I question the employees at my place of work about things I am unfamiliar with. Thus i have done my observation activities in Shrabony Knitwear Ltd.

5.2 Findings

Strength:

- Pattern designer is hired by them. They are autonomous because of this.
- Friendly relationships with workers.
- They have qualified merchandisers and workers.
- The knitwear has different places for different sections.
- They are the biggest exporter in the area.
- Their workers are so highly trained that they never late in shipping products.
- Their annual turnover in 2020 was 711875000 US Dollar, which is huge.

Threats and Weaknesses:

I observed my factory as a well organized. Everyone operates in the same manner. The inside atmosphere is quite lovely and organized. Still, the food cafeteria has to be a top concern for the management. Because the body is prone to get ill if its food is unhealthy. Then I observed that not every employee in different sections uses a mask, which is quite unhealthy since in these factories,

a lot of dust blows out while the machines are at work dispersing it. Sector after sector could be seen here. Their security system would be much more effective if everything was contained and walled off. Because safety is crucial in these circumstances. Since this company created the drying sector, it must be imported. It costs more as well as takes longer time. The time and money would have been saved in this factory if a dryer component could have been added. In broad terms, if you examine them, you might discover that certain things emerge that point to positive as well as negative aspects of the business.

For instance, if I conduct a SWOT evaluation of this company, it will become clear that its most advantageous asset is its diligent and passionate staff. The factory has excellent commercial contacts among overseas clients, which is quite advantageous for the company. The company operates in a number of fields and has fully equipped, cutting-edge machinery. When we discuss weakness, we will observe that certain factory officials sometimes cause little friction among themselves over various issues. As you can see, for certain customers, this often results in delivery issues. If we analyze the factory's potential, we will discover that it has a highly promising future. As one of the manufacturers in Bangladesh, it have the potential to develop. They have strong contacts abroad that might take the factory to greater heights. Well, if we're talking about the threat, I'll answer that if the factory stays in their specific weaknesses, the factory will be in danger. since the market is quite competitives nowadays. They must outperform competitor factories and expand their reach if they wish to remain competitive. It will face a serious threat if the could not produce things according to the demands.

5.3 Soft skills and hard skills

Lets examine several soft and hard skills that a student who is doing internship might acquire and improve upon:

- **Teamwork:** An intern student may improve teamwork by participating in this internship. Because in the workplace, the majority of companies require a candidate who can interact well with coworkers and interact well. Therefore, internships are an excellent way to improve this skill.

- **Critical thinking:** critical thinking is crucial, Because it is a skill that is required in any field of business and in every division of a company. Therefore, if a intern student intends to achieve success in their job, they have to develop and improve critical thinking skills.
- **Bilingual or multilingual:** Such skills are essential for both career and personal development. An intern student has to interact with his buyers throughout this internship. The buyer might be from anywhere. He or she has to be fluent in other languages like Hindi, English, and Bangla for this. It will be helpful in his skill advancement.
- **Computer Skills:** For any intern, having computer skills is vital. Microsoft Word, Excel, and other programs are necessary for our field of jobs. An intern student may become an expert and learn this expertise by employing this stuff.

5.4 Interns Overall growth

Prior to my internship, I knew nothing about the merchandising industry. But I am now familiar with how a merchandiser goes about their business, through had a experience in the industry as a student intern. Now I'll discuss how this internship has helped me in my overall growth. For every kind of profession, knowledge of computers is essential. Now i improved my computer skills in different sector of computer like, Excel, Word, and other programs. It has an impact on my future. The ability to communicate effectively is crucial in the job market. I've learned how to communicate and interact with staff as well as clients while I've been here. I'm fully aware of any fabrics at the moment. This is my overall growth.

Chapter 6
Conclusion
And
Recommendations

6.1 Conclusion

In conclusion, I have acquired a lot of expertise and knowledge that will enable me succeed in life. A vital part of the RMG (ready-made garment) industry is merchandising. At present, merchandising is a fantastic career choice in job sector for a newcomer. The majority of young people currently are interested in this field. However, we must continue to work in this field and be cautious throughout all the times. The primary cause is that email is used for much of the interactions. We have to continue to monitor email. A merchandiser has to be familiar with various cotton, fabrics, and other substances. The most significant human resources for the growth of the company are dealers. This essential resource's development is influenced by a variety of elements. To boost the productivity of a company, effective marketing needs to be developed. In order to prepare the future commercial manager, the development of leadership abilities essential to the role of a commercial manager must be planned. It would be wise for colleges and institutions which provide courses in business management to assess such programs in light of the study's findings. This case study illustrates the possible advantages of a deeper examination focusing just on marketing management. The company's ultimate objective will be to improve customer satisfaction through increased business efficiency, which will be achieved as a consequence of the creation of new insights. I want to establish myself as a merchandiser in the future. This is the reason, I am enthusiastic about the chance to learn more about this internship.

6.2 Recommendations

After my 3 month of internship at Shrabony kintwear Ltd, i am suggesting the following recommendations:

- At shrabony Kintwear Ltd, Around 700 female workers work there in others sector but there is no female in merchandising sector. So,i recommend that,theh should hire some female merchandisers for their own reputation.
- Shrabony Knitwear Ltd is a well known Garment. But their salary range is very low. They should increase their salary otherwise they will loose their brilliant workers.
- They do not have enough machines to fulfill their buyer large demand. I recommend them that, they should buy

6.3 References

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Abbreviations



Photo 1: CAD Machine



Photo 2: YARN Machine




Photo 3: Cutting Sector



Photo 4: Sewing sector

Certificate of Internship

 **Shrabony Knitwear Ltd.**
100% export oriented composite knit garments


Ref: SKL/INTC/2023/03 Date: 16/05/2023

TO WHOM IT MAY CONCERN

This is to certify that Foad Hassan ID Number: 193-10-479 student of the Daffodil International University, Ashulia, Dhaka, Bangladesh has successfully completed (Three) months (from 15th February '23 to 15th May 2023) long internship program at “**Shrabony Knitwear Ltd**”. During the period his internship program with us he was found punctual, hardworking and inquisitive.

We wish ~~him~~ every success in life.

For, Shrabony Knitwear Ltd.


Authorized Signature

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