



**Internship Report**  
**On**  
**Trainee Merchandiser in Vesper Global Sourcing**

Submitted By –

**Fariha Ahmed**

ID: 192-10-540

Spring Semester 2023

An internship report submitted in partial fulfillment  
of the requirements for the degree of  
BA (Honors) in English

Faculty of Humanities and Social Sciences  
Department of English, Daffodil International University  
Ashulia, Savar

Submitted to-

**Dr. Md. Mostafa Rashel**

Associate Professor, Department of English  
Daffodil International University

June 2023

# **Trainee Merchandiser in Vesper Global Sourcing**

## Approval Certificate

This is to certify Fariha Ahmed, ID: 192-10-540 has prepared this internship report entitled Trainee Merchandiser in Vesper Global Sourcing under my supervision & guidance, I hereby give my consent to the format and content of this internship report. This counts toward the four-year graduation requirement for the English Department's degree at Daffodil International University.

I wish him much success in his lifetime.



**Dr. Md. Mostafa Rashel**  
Associate Professor  
Faculty of English Department  
Daffodil International University

## **Declaration**

I am Fariha Ahmed, a student of the English Department at Daffodil International University. I declare that I have Prepared this internship report after completing a three months internship at Vesper Global Sourcing.

I declare that this internship report was created just to fulfill my academic obligations and will not be used any other way.

A handwritten signature in black ink that reads "Fariha". The signature is written in a cursive style with a large initial 'F'.

**Fariha Ahmed**

ID -192-10-540

Spring Semester 2023

## **Acknowledgments**

First of all, I would want to thank Allah for giving me the chance to complete my internship. I also want to thank everyone who helped with the report's completion. I am appreciative of every one of you. Firstly, I want to take this opportunity to thank Dr. Md. Mostafa Rashel, Associate Professor, Daffodil International University & my internship supervisor for providing me with guidelines and help in assisting with my report. He was always encouraging me and had a great personality. I shall always be appreciative of his wonderful support. I would also like to extend my deepest appreciation to the other officials of Vesper Global Sourcing who supported me by giving me their precious time, I get the most pertinent data upon which I have built this study. I appreciate them all for their assistance, direction, and consideration. Lastly, I would like to thank Vesper Global Sourcing for allowing me to do my internship at a reputable organization.

## **Dedication**

This internship report is dedicated to everyone who helped significantly in the progression of my professional career.

During my internship, I appreciate the advice, tolerance, and support I received from my mentors and supervisor. Your invaluable knowledge and experience have made a significant difference in my professional progress in this area. Appreciate all of my fellow interns and employees for creating a supportive and motivating work environment. Their cooperation, ingenuity, and companionship have contributed to the success of this internship.

## **Executive Summary**

In conclusion, the most crucial area for the export-focused company is the merchandising division. It expands the clothing industry's potential for entrepreneurship growth. On the opposing side, it supports the removal of the problem of joblessness for both the government and the unemployed, and it also significantly contributes to the nation's economic growth. As a midway textile organization, even if Vesper Global Sourcing maintains a large workforce, its productivity decreases. So, it's a concern that this important industry is becoming profitable all the time. Sellers have a significant impact and responsibility on the entire process of exporting clothing to retailers overseas and corresponding with them. The merchandisers must make sure everything is in order before manufacturing starts after a customer placed an order. Thus, taking orders and establishing commercial relationships are the first tasks. The main duties of merchandisers are to create samples, plan, reserve every material needed for samples, and obtain approval.

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# **Chapter One**

## **Introduction**

Merchandising is a significant work within the clothing industry. So, every garment needs a merchandiser, which is a crucial function. The employer needs a hardworking mind, persuasive power, instant intellect, keen observation, patience, etc. for this job. Without merchandisers, no item can work without problems. And without purchasers, there can be no clothing company. Because of this, buyer satisfaction is extremely important. Purchaser is the term for someone who buys merchandise from any business. In the clothing industry, the term "buyer" refers to anyone who purchases goods made of our clothing while visiting our nation. If the customer is pleased with the merchandiser's assistance at the time of placing the order, they will return. Another requirement for buyers is on-time product delivery. Sellers of goods take this situation carefully. Because if customers do not receive their orders on time, they will not purchase those garments again. Therefore, merchandisers handle a variety of tasks, from accepting orders to delivering goods to customers, and they always strive to satisfy them because the success of the clothing industry or the clothing industry as a whole rest on customer pleasure. I chose the textile clothing industry to carry out my internship and the name of the company is Vesper Global Sourcing. It was a great opportunity for Bangladesh to earn foreign exchange. This is a limited liability company. It is a great opportunity to learn about the Merchandising Activity in the garments sector of Bangladesh. And I think being an English department student, understanding the textile industry will be beneficial. After reading the report, you will be in a better position to understand

how the product is made and what is happening in the apparel industry today. Statement of problems the study will deal with the elements concerned. Where do they get their raw materials? How do they obtain ordering and sourcing of raw materials? Who do they sell to? That's what we're looking for out of this study.

### **1.1 Background of the study**

It's been 35 years; Bangladesh's garment industry has been its principal export sector and source of foreign currency. Currently, the corporation produces \$6 billion worth of goods annually through exporting clothing. Three million people are employed in the sector, 90% of whom are women. Two non-market elements that have been essential in ensuring the garment industry's long-term success are limits provided by the Multi-Fiber Arrangement<sup>1</sup> (MFA) in the North American market and special market admittance to European markets. The entire process is closely tied to the trend of production migration. It has been discovered that Bangladesh's propensity for low labor costs is the main driver of the relocation of the clothing industry there. Bangladesh's apparel industry and the Global Chain The compensation structure in the global apparel business can shed light on the reason for this transfer. The average price of clothing labor per hour is 10.12 in the USA, but only 0.30 in Bangladesh.

## **1.2 Objectives of the Study**

### **1.2.1 Broad Objective**

The broad objective of this study is to analyze the merchandising activity of Vesper Global Sourcing, and how the merchandisers do the merchandising process.

### **1.2.2 Specific Objectives**

Specific objectives are given below -

- Review Vesper Global Sourcing's efficiency and effectiveness.
- Knowledge of dealer duties and responsibilities.
- Find out how a merchant has a positive relationship with a homebuyer.
- Identify the work done by Vesper Global Sourcing's Merchandising department.
- To provide some suggestions based on the study.

## **1.3 Methodology of the Study**

The report is based on both primary and secondary data. But the majority of the information utilized in this research was gathered from secondary sources. The secondary sources precise sources will be provided. As a result, the report is primarily qualitative. However, depending on the situation, primary data may also be utilized.

### **1.3.1 Primary Data**

The main data was gathered based on the -

- I approached observation because I needed to fully understand the whole merchandising process.
- A discussion in groups between the customers and staff members of the business.

### **1.3.2 Secondary Data**

The secondary data were collected based on

- Internet
- Newspaper
- Merchandising-relate books.

### **1.4 Limitations of the Study**

1. The language used by foreign clients is unclear.
2. Because there is no fixed location where data is held, like a library, it is extremely hard to find the necessary information.
3. Responses to specific questions I have to consider many different viewpoints. A large number of those who answered the survey were not interested in answering many of the questions. Because of their busy schedule, they may have completed the form incorrectly.

4. The employees at Merchandising Incorporation have a lot of work to perform. They wanted to help me write my report, but occasionally their hectic schedules prevented them from doing so. On the other hand, they occasionally expressed reluctance to give me information due to the confidentiality of government information.

5. A major limitation was time. It has been difficult to cover and collate all the necessary documents to produce such an important report within the three months of our internship program.

6. I remembered to memorize various code names used by the garment business that is important to the making process.

7. A large percentage of employees in garment factories lack educational backgrounds and depend only on their knowledge to perform their duties.

## **Chapter Two**

### **Organization Overview**

#### **2.1 Profile of the Organization**

The factory has been staffed with highly qualified workers who have extensive industry experience and allow them to work on the industrial process with the highest level of accuracy and immaculate finishing. According to the timetable and time frame of customers, the company guarantees uninterrupted manufacturing and prompt supply of home goods. The manufacturing chain is much more dynamic and continuous thanks to the production unit's power generator, which is employed as a backup source of electricity. One of the standout aspects is the wide range of indoor and outdoor facilities as well as the safety measures.

##### **2.1.1 Vision of the Organization**

By maintaining a high standard of quality, take the lead in both the domestic and foreign buying house markets.

- Quickly responding
- The instructions from the customer were clearly understood
- Open points of communication with customers
- Identified production guidelines
- Commitment to the quality control system strictly

- Wholehearted commitment maintains high standards of quality
- Greatest efforts to ensure deliveries on time

### **2.1.2 Mission of the Organization**

Vesper Global Sourcing is committed to maintaining discipline, punctuality, and quality products at reasonable prices and ensuring quality service. They put the requirements and happiness of the consumer first. They consistently adhere to the buyer's requirements when setting the delivery timetable.

Products of Vesper Global Sourcing -

- Pants
- T-shirt
- Shirt
- Belt

Vesper Global Sourcing Provide Services to -

- As a dealer
- As a purchasing agent
- As a corroborating company

## **Chapter Three**

### **Duties, Learning Points**

#### **3.1 The Internship Program**

I did my internship at Vesper Global Sourcing. I got the opportunity to work as an internee in the merchandising Department of Vesper Global Sourcing. I used to work in the Vesper Global Sourcing merchandising department. I used to work three days a week. They talked about my tasks and then introduced me to the entire Vesper Global Sourcing merchandising system. And they provided me with first-hand information on how the various divisions of the housing market operate. As an employee of the company, I had a responsibility to correspond with all clothing and accessories suppliers and to send and receive emails. I tried to note down my problems & I tried to solve the problems.

#### **3.2 Essential Knowledge**

Accessories purchased by the factory that is required for production, such as embroidered packaging, interlining, buttons, plastic accessories, threads that are active, etc., should also be known by merchandisers. Fabrics and threads, fabric varieties, fabric quality, finishing, fabric dyeing techniques, and thread size are some of these accessories. This is crucial for the merchandiser since it allows them to find out what kind of purchase house accessories the customer likes to employ in the production of the goods. When the customer expresses their view, the merchandiser can quickly determine what they want because poor-quality or inappropriately-used



accessories might result in the customer rejecting and returning the merchandiser. So, the merchandiser must be careful about buying house accessories.

### **3.3 Outcomes**

Vesper Global Sourcing places a lot of importance on its seals and merchandise sections. The merchandising section determines the manufacturing overall sealing. The merchandise section did some special work. They are given below -

- Support the buyer with product reviews.
- Get the sample's approval from the buyer.
- Gathering of all accessories and raw supplies.
- Contact the client and pick up the order.

## Chapter Four

### 4.1 Conclusions

Bangladesh is a developing country. Our clothing or apparel business in this nation helps to marginally overcome the unemployment problem. A huge number of people are working in this sector. Initially, the situation of this sector was not so good but now a day this sector is earning a lot of foreign currency, around 75%-80% of our total economic growth, which is making our economic sector very strong. And merchandisers are those people who are working here day to night to develop this sector. The aim of merchandisers is to gather orders, carry them out, create the greatest products, and supply them. Performing for Vesper Global Sourcing's merchandising department was a genuine happiness for me. Everyone at Vesper Global Sourcing strived to provide the best possible service. The altering global demand has put a lot of strain on the buying house businesses today. Apart from the large number of competitors, these factors make this industry difficult. Vesper Global Sourcing should therefore improve its flaws so that it can sufficiently survive in this industry. High-level officers should be given the power to make autonomous decisions. They must defend competitively important management practices, including cost, product quality, brand and reputation, resource distribution and management, and capabilities. In terms of learning, I can say that I really enjoyed my internship with Vesper Global Sourcing from day one. I am confident that my three-month internship in this buying house will definitely make it easier for me to achieve my future career in the field.

# Appendix

## Appointment Letter

 **VESPER GLOBALSOURCING**  
A House of Apparel Sourcing & Export

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Date: 28-Feb-2023  
To,  
Fariha Ahmed  
Vill + Post: Nowhata  
UP: Paba Dist: Rajshahi  
Bangladesh.

SUB :- Appointment Letter for the post of "Trainee Merchandiser".

Dear Fariha Ahmed,

With reference to your application and subsequent interview / discussions with the undersigned, we are pleased to offer you employment under the following terms and conditions.

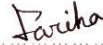
1. You will be employed as Trainee Merchandiser in **Vesper Global Sourcing** Dhaka, Bangladesh with effect from **1<sup>st</sup> March 2023**.
2. You will remain on probation for of 3(three) months from date of joining. The management may extend your probation period depending on your performance and will confirm accordingly.
3. You will be paid consolidated salary a sum of TK. 10,000/- (Say Ten Thousand) only per month.
4. You will not be entitled to get leave facilities during the probation period as per service rules of the company.
5. Rules and regulations as laid down by the company will be binding on you.
6. During the probation period your service are liable to be terminated without assigning any reason or notice what so ever. In the events of such termination, you will not be entitled to get any termination benefits.
7. After successfully completion of your probation period and to depending on the satisfaction of the Management your job will be confirmed by the company with a written confirmation letter.
- +8. Your job location will be at our Dhaka office called "**Vesper Global Sourcing**" Located at House # 34, Road#01, Sector # 12, Uttara, Dhaka, Bangladesh.
9. The management welcomes you to the company and wishes all the prosperity with the company.

If the above terms & conditions are acceptable to you , you are requested to sign the duplicate of copy of this letter as your acceptance and return the same to us immediately.



Rezaul Karim  
Managing Director  
**Vesper Global Sourcing**

I accept the above terms & conditions.



Signature of the Employee  
Full name : Fariha Ahmed

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House #34, ROAD# 01, SECTOR-12, Uttara Model Town, Dhaka-1230, Bangladesh.  
TEL. 88-02-55086633 E-mail : [info@vesperglobalsourcing.com](mailto:info@vesperglobalsourcing.com)

## **Letter of Transmittal**

15 May 2023

**Dr. Md. Mostafa Rashel**

Associate Professor  
Faculty of English Department  
Daffodil International University

Subject: Internship report on Trainee Merchandiser in Vesper Global Sourcing.

Dear Sir,

I would like to say that I have finished my internship report, which is titled "Trainee Merchandiser," with the utmost respect and honor. This is part of the requirement for my Bachelor of Arts.

My paper discusses the methods I used to gather the data, the paper's goals and scope, the preparation constraints I faced, and how I tried to use my knowledge and experience to analyze the activity and come up with recommendations and ideas for potential improvements. I'm hoping you'll find all the details about how I work in this paper's findings and analysis.

I want to thank you sincerely for all of your help and advice in the report's preparation. I'd be happy to respond to any questions and, if necessary, provide clarifications.

Sincerely yours,

Fariha Ahmed

## References

[www.bangladeshgarments.info](http://www.bangladeshgarments.info)

<http://www.assignmentpoint.com/science/internship-report-on-merchandising-activities-of-lyric-garments-ltd.html>