



Daffodil
International
University

Internship Report on
Merchandising Activities of Ripon Knitwear
Limited

Submitted To

Mr. Mohammad Shibli Shahriar

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Submitted By

Rakib Hasan Anib

ID: 221-14-391

Major in HRM

Program: MBA

Department of Business Administration

Faculty of Business & Entrepreneurship

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Letter of Transmittal

Mr. Mohammad Shibli Shahriar

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Internship report on merchandising activities of Ripon Knitwear Ltd.


Dear Sir,

I would like to say that I have finished my internship report, which is named "Merchandising Activities of Ripon Knitwear Ltd. as a case," with the utmost respect and honor. This counts toward my bachelor of business administration degree as a prerequisite in part.

The techniques used to gather the data for this research, its goals and scope, the preparation constraints I had, and my attempts to assess the activity and create potential recommendations and ideas for how it may have been better, all are included in my article. I'm hoping you'll find everything you need to know about our methods, findings, and analyses in this paper.

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

Sincerely yours,

A rectangular box containing a handwritten signature in black ink. The signature appears to be 'Rakib Hasan Anib'.

Rakib Hasan Anib

ID: 221-14-391

Major in HRM

Program: MBA

Department of Business Administration

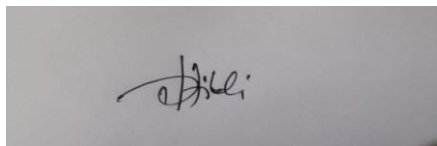
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Daffodil International University

Approval Certificate

This is to confirm that under my supervision and instruction, Rakib Hasan Anib, ID: 221-14-391 completed the internship report titled "Merchandising Activities at Ripon Knitwear Ltd." I now give my approval to the report's format and content. This counts toward the four-year MBA in Major-HRM graduation requirement from Daffodil International University.

I wish him every success in life.



.....
Mr. Mohammad Shibli Shahriar

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

I would first want to express my gratitude to Allah for providing me with the chance to complete my internship. I also want to express my gratitude to everyone who helped with the report's completion. I am really appreciative of each and every one of you. I would first want to thank Professor Dr. Mostafa Kamal, Dean of Academic Affairs at Daffodil International University, as well as my internship supervisor for their guidance and assistance with my report. Her continual encouragement came from his motivating nature. I shall always be appreciative of his wonderful support.

I'd want to take this opportunity to thank Mr. Zihan, the Deputy General Manager of Merchandising at Ripon Knitwear Limited, for serving as my on-site supervisor and giving me with guidance on my topic as well as information from time to time.

Additionally, I want to express my sincere appreciation to the other Ripon Knitwear Ltd. employees who took the time to assist me and give me the most pertinent information, which I used to write my report. I appreciate them all for their assistance, direction, and consideration.

Finally, I want to express my gratitude to Ripon Knitwear Ltd. for giving me the chance to complete my internship at such a reputable company.

Executive Summary

The most crucial area of the export-focused company is the merchandising division. It expands the clothing industry's potential for entrepreneurship growth. On the other hand, bandits assist the government and the jobless in eradicating the problem of unemployment and are crucial to the nation's economic growth.

Ripon Knitwear Ltd. is a mid-sized textile company with a sizable workforce, but productivity is declining steadily. Therefore, it is a cause for concern as to why this sizable sector is making a steady profit. Merchandisers play a significant role in the process of exporting clothing to international retailers and interacting with them. When a customer places an order, it is the responsibility of the merchandisers to ensure sure everything is in order before manufacturing begins. Therefore, receiving orders and establishing commercial relationships are the first tasks. The main duties of merchandisers are to create samples, plan, reserve every item needed for samples, and obtain permission. In the case of manufacturing, samples are produced in large quantities, increasing the workload and its impact on operations.

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Chapter- 01

Introduction

Bangladesh's merchandising industry contributes significantly to the nation's economy and is responsible for a sizeable amount of its export revenue. The industry's main activities are the manufacture and export of textiles and apparel, with Canada, the United States, and the European Union among its major export destinations.

According to BGMEA statistics, ready-made garment shipments from Bangladesh increased significantly from \$30 billion to over \$42 billion in value in 2021, making it the second-largest exporter of clothes after China.

With almost 4 million people working in garment factories all throughout Bangladesh, the sector employs a sizeable share of the labour force. Nevertheless, the business has recently come under fire for its subpar working conditions, low pay, and breaches of labour laws.

Considering the aforementioned challenges, Bangladesh's retail merchandise industry remains a key engine of the nation's economic expansion and development. The introduction of a minimum wage for garment workers and the creation of a labour inspection system to check companies for compliance with labour regulations are only two of the actions the government has done to enhance working conditions and labour rights.

Bangladesh has a fantastic potential to make money abroad through the apparel industry. It is a wonderful chance to learn more about Bangladesh's garment industry's merchandising activities. It will be beneficial for me, as an MBA student to learn about the merchandising industry. Upon completion of the report, you will have a better understanding of the manufacturing process and a better understanding of the current state of the garment industry.

Background of the Study

The retail sector, usually referred to as the merchandise sector, is a significant part of the Bangladeshi economy. It includes a variety of companies that sell consumer goods to the general public, including those who sell apparel, electronics, home goods, and food items. During the past 35 years, Bangladesh's garment industry has produced goods worth \$6 billion annually, making it a significant source of foreign currency.

Over three million individuals, of whom 90% of them are women, are employed by it and accounts for more than 80% of the country's exports. Quotas under the Multi-Fiber Arrangement¹ (MFA) in the North American market and special market entry to European markets are two non-market factors that have been crucial in establishing the success of the apparel sector. The compensation structure in the sector demonstrates that low labour costs are the main factor driving the relocation of the garment industry to Bangladesh. The number of workers in Bangladesh's ready-to-wear industries was 582000 in 1991, increased to 1404000 in 1998, and then decreased to 765.8 thousand in 2012. Because to this disparity, global clothing exports rose from \$3 billion in 1965 to \$119 billion in 2001, with developing countries accounting for 59% of this growth.

Despite various obstacles, the Bangladeshi merchandise sector is still expanding because to rising consumer demand and increased investments in technology and infrastructure. A variety of measures, such as tax breaks for investors and initiatives to strengthen the regulatory environment have also been put in place by the government with the goal of boosting the industry.

The Bangladeshi economy depends heavily on the merchandise sector, which also makes major contributions to employment and export revenues. But, it also has serious difficulties with safety, sustainability, and labor rights, and continual

work is required to solve these problems and encourage ethical corporate conduct.

Scope of the Study

It is impossible for any business student to manage real-world company situations with just curricular exercises. The Bachelor of Business Administration (BBA) degree includes an internship that gives students real-world work experience. The internship program is the ideal combination of academic and real-world experience. The Report was created to satisfy the internship program's requirements for the BBA degree. I made an effort to learn more about the significance of the marketing and merchandising division for the home textiles sector that is export-focused. Particular emphasis is placed on the present strategy of Ripon Knitwear Ltd in the marketing and merchandising section.

- * The company's core values are to help consumers and build and maintain solid relationships with retailers and buyers.
- * The research will provide a comprehensive picture of Ripon Knitwear Ltd.'s merchandising activities.
- * The research will also aid in my comprehension of the merchandising activities in the apparel industry.

Objectives of the Study

Broad Objectives

The broad objective of the study is to evaluate the merchandising activities of Ripon Knitwear Ltd.

Specific Objectives

The objectives of the report are as follows:

1. To analyse the merchandising activities of Ripon Knitwear Ltd.
2. To evaluate the merchandising activities of Ripon Knitwear Ltd.

3. To find out the problems of the merchandising activities of Ripon Knitwear Ltd.
4. To make some suggestions to overcome the problems.

Methodology of the Study

The report's foundation consists of both primary and secondary data. Yet 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 mostly of a qualitative character. However, depending on the situation, primary data may also be utilised.

Primary Data

- * I used the observational approach because I need to thoroughly understand the complete merchandising process.
- * Group discussions with firm employees and customers;
- * Interviews with the clients and customer

Secondary Data

- Industry reports
- Government statistics
- Trade publications
- Company reports
- Social media analytics
- Published documents
- Website of the company

Limitation of the Study

- Political instability in our nation, such as strikes or riots, was a significant issue in this regard since it was challenging to go to work and keep the work schedule during those times.
- The majority of workers in clothing factories lack formal education and rely only on their own experiences to perform their duties.

- The study may have a limited sample size, which might restrict how broadly the results can be applied. Moreover, it can make sampling errors more likely and lower the study's statistical power.
- • The employees at Merchandising Incorporation have a heavy workload. Despite their best intentions, their hectic schedules occasionally prevented them from working with me while I wrote my report. Nonetheless, they occasionally expressed reluctance to provide me information owing to the confidentiality of government information.
- One of the biggest restrictions was time. It was challenging to cover and gather all the required resources for completion of such a sizable report within this time limit because our internship program only lasts three months.
- • Specific question responses, I had to consider the opinions of others. Several participants in the poll expressed a desire to skip many of the questions. Due to their hectic schedules, they occasionally even filled out the form incorrectly.
- Foreign customers' English is not often very clear.
- Finding the relevant information is incredibly difficult because there isn't a set location where it is maintained, like a library.

Chapter 2

Garments at a glance

What is garment?

Garment refers to a piece of clothing. Clothing can be knitwear, a sweater, or an oven. It is manufactured in vast quantities in the apparel business.

History of garments in the world

The history of garments in the world dates back to the prehistoric era when early humans used animal skins and furs to protect themselves from the elements. Over time, the development of agriculture and the domestication of animals led to the production of textiles and the creation of more sophisticated clothing.

In ancient Egypt, linen was the primary fabric used for clothing, while in ancient Greece and Rome, clothing was made of wool and silk. During the Middle Ages, Europe saw the rise of the guilds, which regulated the production of clothing and ensured that quality standards were met.

In the 19th century, the industrial revolution brought about significant changes in the production of clothing, with the development of new technologies that enabled mass production. This led to the creation of factories and the emergence of the fashion industry as we know it today.

Throughout the 20th century, clothing styles continued to evolve, with new materials such as synthetic fibers and new techniques such as dyeing and printing becoming more widely available. Fashion trends shifted rapidly, influenced by cultural movements, global events, and the rise of mass media.

Today, clothing is produced on a massive scale, with the fashion industry playing a significant role in the global economy. The production and

consumption of clothing have both positive and negative impacts on society and the environment, making sustainable fashion an increasingly important issue.

Requirements to build a Ready Made Garments factory in Bangladesh

Building a Ready Made Garments (RMG) factory in Bangladesh requires several legal and regulatory requirements to be fulfilled. Here are some of the essential requirements to consider:

1. **Business Registration:** Firstly, you need to register your business with the Registrar of Joint Stock Companies and Firms (RJSC) in Bangladesh. You can do this by submitting the necessary documents, including the Memorandum of Association (MOA) and Articles of Association (AOA) of the company.
2. **Factory Registration:** You also need to register your factory with the Department of Inspection for Factories and Establishments (DIFE). This registration ensures that your factory meets all the legal requirements related to safety, health, and environmental standards.
3. **Environmental Clearance:** You need to obtain environmental clearance from the Department of Environment (DOE) of Bangladesh to ensure that your factory's operation does not cause any harm to the environment.
4. **Fire Safety Clearance:** You need to obtain fire safety clearance from the Bangladesh Fire Service and Civil Defense (BFSCD) to ensure that your factory meets all the fire safety requirements.
5. **Labor Law Compliance:** Your factory must comply with all the labor laws of Bangladesh, including minimum wage, working hours, and working conditions. You need to register your factory with the Bangladesh Garment Manufacturers and Exporters Association

(BGMEA) or the Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA) to ensure compliance with these laws.

6. Infrastructure Requirements: You need to ensure that your factory has adequate infrastructure, including a proper water supply, electricity supply, and waste disposal system.
7. Financial Requirements: You need to have adequate financial resources to build and operate the factory. You can also apply for loans from banks or financial institutions in Bangladesh.
8. Licensing and Permitting: You may need to obtain additional licenses and permits from various government departments, including the Customs Department, to import machinery and raw materials.
9. Human Resources: You need to hire skilled and experienced personnel for various departments, including production, quality control, administration, and management.
10. Insurance: You need to obtain adequate insurance coverage for your factory, including property insurance, liability insurance, and workers' compensation insurance.

Overall, building an RMG factory in Bangladesh requires significant planning, investment, and compliance with various legal and regulatory requirements.

Scenario of Ready Made Garments in Bangladesh

Bangladesh is one of the world's leading garment exporters, with a thriving ready-made garment (RMG) industry. The sector is a vital component of the country's economy, accounting for over 80% of its export earnings and employing more than four million people, mostly women.

The history of the RMG industry in Bangladesh dates back to the late 1970s when a few entrepreneurs started exporting garments to Europe and the United

States. Since then, the sector has grown rapidly, and Bangladesh has become the second-largest RMG exporter after China.

The RMG industry in Bangladesh is primarily concentrated in and around the capital city of Dhaka and the port city of Chittagong. The industry is highly fragmented, with thousands of small and medium-sized enterprises (SMEs) and a few large factories.

Most of the RMG factories in Bangladesh operate on a subcontracting basis, where large buyers place orders with a few large factories, which, in turn, subcontract the work to smaller factories. This system is known as the "cut-make-trim" (CMT) model.

The RMG industry in Bangladesh faces several challenges, including poor working conditions, low wages, and limited access to financing. There have been several incidents of factory fires and building collapses, resulting in the loss of many lives. As a result, the Bangladeshi government, international buyers, and labor groups have been pressuring factory owners to improve working conditions and safety standards.

Despite these challenges, the RMG industry in Bangladesh continues to grow, with new factories opening every year. The sector is highly competitive, with low labor costs and a favorable business environment attracting foreign investors. Bangladesh is also exploring new markets, such as Africa, to diversify its customer base

About the company

The manufacturing of all kinds of knitwear by well-known brands and global companies is the main focus of Ripon Knitwear Limited, which also includes Fan Knitwear. Since its inception in 2003, Ripon Knitwear Limited has grown significantly.

Ripon knitwear's slow growth and lack of advancement is primarily caused by the growth of their client base. They have experienced and certified chauffeurs to meet the needs of their customers. Ripon Knitwear Limited provides internal training to all staff members in order to achieve success and performance.

Company history

Company Profile

Business Types	Manufacturer/ Supplier
Established	2003
Products Supplier	Back ward linkage
Products Manufacturer	Readymade garment
Company Name	Ripon Knitwear Limited.
BKMEA Membership Number	793
Membership Type	Ordinary Member
Year of Registration	18-09-2004
Contact Person Name	MR. MD. MYNE UDDIN
Contact Person Designation	Manager Commercial
Address	JARUN KONABARI GAZIPUR
Telephone	88-02-9262163, 92619886, 9261988
Fax	88-02-9261582
Office Address	VOGRA JOYDEVPUR GAZIPUR
Telephone	88-02-9262163, 92619886, 9261988
Fax	88-02-9261582
Email	info@ riponknitwear.com
Web	www. riponknitwear.com
Factory Category	A
Number of Machine	Knitting-22, Sewing-800, Dyeing- 20
Production Capacity	1300000 PCS/MONTH
Number of Employee (Workers)	6,500 (Female 70% & Male 30%)

Yearly Turnover (In US\$)

1500000.00

Mission

Our goal is to become a clothing company in Bangladesh in all aspects of its business and deliver its responsibility as a good citizen to its customers, employees and owners, citizens and the environment.

Vision

Our vision is to become the most profitable player in the global clothing market by creating the best products that meet and meet customer expectations.

Company objective

Improve staff to meet upcoming challenges, change and surpass customer standards, raise product quality, lower price rejection, and continue to get better.

Production capacity of the company

Ripon Knitwear Limited is always pleased to follow worldwide standards by utilizing cutting-edge technology. Their goal is to have employees who are trained and work in contemporary structures. The monthly production capacity of Ripon Knitwear Limited includes a wide range of patterns of the best caliber.

Monthly production capacity of Ripon Knitwear Limited presented below.

No. Of Employee: 6500

Production Line: 20

Work Space: 308000 square feet

Machine: 3959 No.

Products

Bangladesh exports of ready-to-wear garments are significant. Ripon Knitwear Limited concentrates on ready-made clothing designs in order to aid the nation in its initial endeavour and capture market possibilities in the established product market. Various products of Ripon knitwear is given below:

- ✓ Pharmaceutical and real estate
- ✓ Formal Pant and dress
- ✓ Swimming Trouser, Dress & Formal Pant
- ✓ Sportswear, casual wears

Raw materials

Suppliers of the goods and accessories are widely recognized for their excellence in efficacy, quality, and safety.

Development and design

For the different meetings, Ripon Knitwear Limited is dedicated to interpreting the artwork, images, and example designs submitted by its users. Ripon Knitwear Limited occasionally holds events where wires are suggested by customers or, other times, the business constructs these models utilizing those wires in order to tour textile markets. A few examples of design concepts include the Internet, paper marketing, and apparel, tourism, and yarn materials. For instance, the staff evaluation center can readily alter the movement in demand.

Clients

The business is delighted to sell products from many well-known companies that include the following well-known names from the apparel industry:

Company name	Country
--------------	---------

Sears- Kmart	USA
Walt Mart	USA
Matalan & Mother Care	UK
Jules & promote	Europe
Stradivarius	Europe
Linder	Europe
C & A	Europe
Hokkaido	Europe
Edam	Europe
Charles	Europe

Chapter 3

Ripon Knitwear Limited's merchandising activities

Process movement diagram for marketing



Merchandiser

A clothing merchandiser's main duty is to compile orders for the export of clothing (export L/C), manufacture the clothing, ship it, and earn money. The following definition of marketing is provided:

- Trade is defined as the act of purchasing and selling;
- the individual engaged in trade is known as a merchandiser;
- And a merchandiser's actions are referred to as merchandising.

Most notable things for a Merchandiser are:

- Planning and organizing
- Communication
- Flowing up production

A merchandiser is responsible for managing orders in four different phases.

- Running order
- Confirmed order
- New order
- Sourcing for future orders/ Buyers

List the hidden meanings of the word "MERCHANDISER" below:

M- Should possess adequate managerial ability.

E- Efficient in both written and spoken English.

R- Possessing a lot of responsibility experience.

C- Always uphold your pledge.

H- Lives an honest life.

A- Attitude must always be excellent when tackling any issue.

N- Never gets into arguments with consumers or older citizens.

D- Completely Committed to his Work.

I- Always very knowledgeable about all of requests.

S- Sincere in everyday tasks and work at the office.

E- Natural zeal and enthusiasm.

R- Consistent in email correspondence.

Functions of the Merchandiser

A junior Merchandiser works in a factory.

- Set up the final inspection.
- If there is a shortfall, make arrangements locally
- Gather daily production & daily quality reports
- Place an order with a different production facility.
- Schedule a preproduction meeting to create a production schedule that runs well.
- Swatch marketing and buyer approval
- Gathering store inventory reports.
- monitoring production.
- Costing of job orders are the main tasks.

Senior merchandiser responsibilities

- Arrange shipment
- Arrange final inspection
- Quality Assurance
- Production Planning
- Production monitoring

- Material collection
- Sourcing
- Opening Summery
- L/C opening
- Order confirmation
- Price negotiation
- Sample development

Qualities required for a Merchandiser

- Hard work
- Sincere & Responsible
 - Understanding the cost of raw materials;
 - Understanding proper usage of various items
- Marketing skills
- Computer skills
- Language skills

Negotiation with the buyers

Business Collaboration: Purchasing from exporters of apparel is the most significant part of the business. Reputable clothing makers often see export orders as customers for custom products. Anyone who wants to export clothing must verify the buyer. It is a good idea to place orders for the clothing industry when the buyer has confidence in the items' design, quality, pricing, and capacity to export.

It will be a perilous business if there is no mutual trust between the transporter and the customer. It will be sufficient to operate the clothing company if the

export of clothes can continue with just three or four satisfied clients, and the clothing sector has been successful over time.

Most of the time, following a predetermined process leads to a decent discussion. The process has an impact on the participants, their preferred methods of communication, and the various cognitive levels of the discussion topic. The steps that must be taken in order to have good communication are listed below.

Considering Both Parties' Needs: When people are more cognizant of other people and their needs, they are better equipped to come up with a solution. The buyer must choose the two criteria to include in the pricing and the product that is market-ready in order to evaluate the seller's potential.

Preparation: good training is also necessary for good communication. The purchaser is required to designate the smallest measurements they are willing to accept for a variety of items, including:

- Lead time;
- Product pricing;
- Order size

Offer: The provider and the customer may concur on the negotiation's maximum price.

Discussion: A repeated portion of one side that goes faster than the other will always exist. The archives that meet the greatest and lowest standards for usability should be kept by the consumer.

Rejected and counteroffers: In this conversation, the conditions of the order are established in terms of the fixed amount you must pay, including the quantity, kind, and date of delivery, among other details.

Executing the order: It is necessary to arrange the time for the specific delivery of the product, in order to guarantee the secure completion of the delivery. The actions that must be taken in order to effectively complete a submission are as follows:

- Checking the garments manufactured for quality, packaging, and other client requirements.
- Continuous follow up progress
- Getting banking and shipping paperwork ready
- Production plan
- Supplying of responsibilities for the jobs & duties
- Preparation of a time schedule for the export L/C
- Details analysis of Export L/C
- Collection of fabric & accessories for the garment to be exported

Methods of Merchandising at Ripon Knitwear Ltd.

The sales process includes negotiations between buyers and sellers. Generally, the vendor and the buyer correspond via email. Customers provide the company with distinctive models so they may create samples and set prices. After model training, a sample price is mailed to the customer. The customer can now bargain over the price after approving the model. The buyer selects a price, transmits the contract to Ripon Knitwear Ltd., orders the cargo, and confirms the shipping date and path. After confirming the order, the customer opens the L/C. Here is a justification:

Coordinating with shipping lines: At this point, the sale manager aids the trader in dealing with the shipping companies. The shipper assigns all tasks

associated with shipment. The sales manager is responsible for drafting UD and CNF for shipping among other things.

Final Examination: After cleaning and packaging, the quality manager of the buy or purchase of the home conducts one final inspection of the goods. During this stage, the merchant checks on each obligation. If they are satisfied with the findings of the inspection, the things can then be despatched.

Packing: washing regarded as a finishing line. A pricing sheet, a handle, a bag, cotton stickers, and other items are needed before packing. Packing will be done as requested by the buyer. Moreover, packaging should be correctly designed.

Track the SGS test: Follow the user's instructions to clean the finished product. Many detergents are occasionally used in the washing machine. Laundry detergent has a good risk of containing germs that are harmful to skin, especially the skin of children. The clothing is submitted to SGS testing to make sure the air fresheners are free of any flaws or problems. Ripon Knitwear Ltd. carefully examines the SGS test.

Quality Assurance: Effective management, which translates to craftsmanship, is the most crucial component in the creation of clothing. That has a lot to do with what individuals would find alluring. This individual has great regard for Ripon Knitwear Ltd. The production manager has the authority here. Each line is overseen by a line inspector, who receives directions from several monitors. The production process's quality control is upheld in this instance. A quality inspector monitors the output from each line under sound control. The last office is where the clothing is examined after washing. On one side, this controls how each operation is dressed. Ripon Knitwear Ltd. monitors the garments' quality and fixes any issues as soon as they arise.

Request production-related supplies from suppliers: Once the contract with the buyer is received, all production plans will be put to use. On occasion,

certain purchasers may provide extra goods. If the buyer is needed to list several products, the seller takes care. Seller of Ripon Knitwear Ltd. steps in when required and begins production in accordance with the samples and other contract specifications.

Sheets: Customers confirm their order by signing a contract. When considering the model, price, degree of quality, delivery schedule, and other criteria. Clients will be satisfied with the goods that have been accepted by completing the contract signing form.

Transfer Master L/C on the chosen supplier's name: The merchant receives the LC and opens it in their place of business. After the businesses are convinced that the seller has the ability to conduct business correctly, they begin pricing negotiations. As soon as the supplier and the customer have reached a pricing agreement, change the Master LC to the sender's name.

Receive L/C paperwork from the buyer: After the buyer's order is ultimately received, the price negotiation also receives Approval. The parties must begin a letter of credit (LC) and contain a number of terms and conditions, such the buyer's name, buyer's country, bank that will be contested, payment, the creative process, delivery schedule, amount, terminal name, shipment information, etc.

Sample Development: The information about the project is displayed in this graphic at the beginning of the business process, when a letter is first received by the buyer. Customers give their measurements along with the drawing. In the correspondence, the buyer refers to the fabric, washing instructions, specific instructions, etc. For the convenience of the customer, they are readily available if the buyer requires an unique fabric type that is not offered with the merchant's apparel. The retailer creates the model in accordance with the customer's needs and sends it to the buyer after receiving the drawing and sample measurements from the buyer.

Market Position of Ripon Knitwear Ltd

Target Market: The Firm is exclusively an export-leading business. Purchasing a buying house generates sales.

Market Share: In Bangladesh's RMG industry, Ripon Knitwear Ltd. has already made a reputation for itself as a leading name among garment producers. Yet, there is currently strong market rivalry, and despite the company's challenging situation, it is successful. The business employs some of the greatest techniques in the garment sector.

Achievement of this organization

To do this, they have embraced eight quality management principles.

- Mutual Beneficial supplier relationships
- Fact based decision making
- Continual improvement
- System approach to management
- Process approach
- Involvement of people
- Customers focus leadership

Buyer's Satisfaction

Total System: Ripon Knitwear Ltd. has a better overall system, with 30% of clients and 70% of purchasers agreeing.

Working Situation: For a job to be maintained, several requirements must be met. It is dependent upon the engine operating in a powerful, healthy, and silent environment. In this situation, 50%, 40% are agreeing and 10% of people agree partially.

Product Delivery: The timely delivery of products is a crucial duty for the trader. That will greatly affect the buyer's interest. True to my claim, not

everyone will be happy with the delivery from Ripon Knitwear Ltd. Here, 8% on average, 60% of customers agree, 30% of customers slightly disagree, and 2% of customers disagree with prompt delivery.

Negotiation Skill: The ability to skilfully negotiate with a customer or supplier is one of the essential qualities of a merchandiser. With the help of this talent, a merchandiser may independently produce a buyer's successful order at the ideal price and other terms and circumstances. This is why 50% of customers agree, 45% moderately agree and 5% on averagely agree.

Packing: In addition to doing quality sewing, Ripon Knitwear Ltd. follows established packaging guidelines. The consumer is happy with the packing because without proper packaging, the product cannot get into the buyer's hands. Regarding improved packaging, 48%, 51%, and 1% of consumers, respectively, are in agreement. Data from a few Ripon Knitwear Ltd. individuals will be written by me.

Sewing Quality: High-quality sewing items from Ripon Knitwear Ltd. are the norm. The illustration below depicts customer pleasure. Of them, the customer agrees with 50% of them, 47% of them, and 3% of them are average sewers.

L/C Transfer: Customer replacement for the LC is urgently required. They proceed with making a decision, according to LC. The LC replacement merchant at Ripon Knitwear Ltd. arrived on schedule, barring any other problems. People will therefore appreciate the firm.

Sample of Production: The Company of RMG is significantly impacted by production models. It is the first prerequisite for clients. The business might concentrate its efforts on customers outside the country by using eye-catching design templates. For example, Ripon knitwear is thriving in the market using same process.

Merchandising initiatives during the delivery of goods to the intended recipients

Booking to forwarder: The packing list from the packaging, which includes the name, the number of items in the box, its weight, the number of items being delivered, etc., is given to the trader after the last inspection.

Export paperwork: there are some Documents that are required by the C&F agent for export. The following customs data must be provided by the consignor to the station:

- Export Permission form
- VBF9A form to be supplied by the C & F agent
- UD/UP
- Commercial Invoice
- Packing List
- Export L/C
- Shipping bill of entry

Bill of Lading (B/L): A carrier issues a bill of lading as proof that the goods has been received for transit. Despite the phrase's historical association with just shipping, a bill of lading can now be used for any kind of product transportation.

SWOT Analysis of Ripon Knitwear Limited

A person or company can identify their strengths, weaknesses, opportunities, and threats in connection to project planning or challenging business settings by doing a SWOT analysis. Other names for it include situational analysis and situational evaluation.

Strengths: Strengths are activities that one company excels at or that distinguish one from its competitors. Here, we go through Ripon Knitwear Limited's strengths. These are offered bellow:

- The delivery of its products is a key concern for Ripon Knitwear Limited.
- Ripon Knitwear Limited has supervised the production of premium items over time.
- The company has a substantial customer base in the finished market
- The operations and command center for Ripon Knitwear Limited are independent. During the transit test phase, each trader is directed toward a certain customer for tracking procedures.

Weaknesses: In the upper right quadrant, flaws are listed. They draw attention to the internal issues business must resolve if the business is to achieve their objectives. The following are Ripon Knitwear Limited's shortcomings:

- According to their boss's expectations for behaviour, conversion workers are hired.
- Renovation employees are available because of the effort needed to obtain clothing and real estate.

Opportunities: In a SWOT analysis, opportunities are derived from a company's present weaknesses and strengths as well as any external actions that can increase its competitiveness. These might include issues that the business would like to fix or areas that weren't identified in the first two rounds of business research. Ripon knitwear opportunities are listed below:

- As a result of the high level of cash generated by clothes, funding for workers is viable. So, the situation is still there.
- Since urban transit was becoming more efficient and Ripon Knitwear Limited was close to the port, it was a great time for enterprises.

- Ripon Knitwear Limited often makes pronouncements on the sector. The company might add money from a purchase order to an ongoing operation.
- Ripon Knitwear Limited routinely makes important claims about the industry. The company is able to raise more cash from its present businesses to fulfil venture capital orders.

Threats: A hazardous environment is one that limits an organization's ability to execute at a higher level. The following is a list of the Ripon Knitwear restricted threats:

- Our nation's high rate of inflation has a negative financial impact on the economy.
- Due of the political upheaval in Bangladesh, foreign customers are reluctant to put orders there
- Because there is greater competition elsewhere in the world.
- New technologies frequently make workers anxious.
- Technology is evolving swiftly, and because it is so expensive to embrace new technology, there is a substantial risk involved.

Chapter- 04

Findings

The following outcomes are noted based on analysis and real-world application of the internship period:

- * The quality of the packaging is not usually good. Sometimes it can create problems for customers, satisfaction.
- * The Production design sometimes doesn't always work out. Sometimes they produce inexpensive goods.
- * Then, Agency problem is unavoidable occurrence. Like, Traders occasionally fail to finish the thought, and occasionally they cause issues.
- * At Ripon Knitwear Ltd., the environment wasn't always pleasant.
- * One of the major shortcomings of The Company is that it has poor HRM items distribution because of less training facilities. In sudden occasion if there is any defect in L/C they takes substantial amount to change.
- * Sometime they work without a particular style. So they eventually rely on the home they purchase for this, which also takes time.

Recommendation

A recent development in Bangladesh's textile sector is Ripon Knitwear Ltd. It enjoys a stellar name on the international market. Now that the woven section is operating, the plant will be a hybrid one. However, despite my observations during my job, this group did not experience great success.

- * One of the major findings from point of view is that the effective management is necessary for the delivery of energy, and both management and staff must be transparent, also the Offices should be upgraded.
- * Time management should be practiced, and the operations planning section should be powerful. Because there is less authority over output in

this situation, productivity is poor. It needs to be raised in order to improve output; also Quality is the most essential factor for any foreign customer, so goods that are impervious to wear and tear must be improved.

- * Another key finding is that I have heard that it takes a lot of power to finish the cargo, sometimes even after the delivery date, which then necessitates additional air transportation costs for the company.
- * The shipping or buying company is not very powerful in this company, forcing the customer to purchase all of the clothing's materials. Therefore, the merchant can easily transport the products on time when the electronic shipper purchases all of the basic materials.

Conclusion

Bangladesh is a developed nation. In this country, our attire or outfits marginally outweigh unemployment. Several persons have held positions in this sector. These jobs didn't always have the same conditions as they have now, but today they receive daily benefits from foreign exchange that account for between 75 and 80 percent of our whole economy, strengthening our financial position within the economy. And the people who are working around the clock to figure it out are the retailers. The aim of consumers is to gather orders, future clients, enhance quality, and offer the finest service. I am happy to have worked with Ripon Knitwear Ltd. in the retail sector since it has given me numerous chances to supervise the various operations of the home business by assisting friends and older citizens. Every member of the Ripon Knitwear Ltd. staff works hard to deliver excellent service. A few days ago, owning a home business was difficult since people's perspectives of the world were shifting. This, together with the large number of applicants, is what makes these positions challenging. As a result, Ripon Knitwear Ltd. must strengthen their weaknesses in order to succeed in these positions. At the police level, they must

be able to take unilateral actions. If so, the business might benefit from it as decision-making can be cumbersome. Companies must exhibit important management practices difficulties including cost, product quality, brand and reputation, export and management capabilities, equipment, and more.

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