



Faculty of Business & Entrepreneurship

Department of Business Administration

Internship Report

On

Textile and Apparel Management and Merchandising

At Garments Export Village Ltd- Amtranet Group

Course Title: Internship Report

Submitted by

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This report presented in partial fulfilment of the requirement for
the Degree of Masters in Business Administration (MBA)

Major in Textile and Apparel Management and Merchandising

LETTER OF TRANSMITTAL

November 22, 2025

To

Engr. Tanvir Ahmed Chowdhury Assistant Professor

Department of Textile Engineering

Daffodil International University

Subject: Submission of Internship Report.

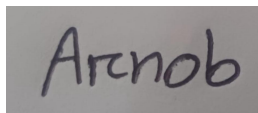
Dear Sir

I am glad to let you know that I have completed my Internship Program in Amtranet Group on “Textile and Apparel Management and Merchandising” for your kind evaluation. To prepare this report, I have given my best efforts that would enhance the report value.

This report attempts to describe my observations, learning during the study this course. I made sincere efforts to continue the survey related materials, documents and operational systems and examine relevant records for preparation of the Internship paper as comprehensive and informative as possible within the time allowed for me. Due to various reasons, there may be some mistakes for which I beg your apology.

I would be glad if you accept the term paper and requesting to consider limitations with a soft view that had made due to my limitations and oblige thereby.

Yours sincerely,



Mahafuz Shikder Arnob

ID: 242-14-031

Batch: 67th Program: MBA

Textile and Apparel Management and Merchandising.

Department of Business Administration.

Daffodil International University

LETTER OF APPROVAL

November 22, 2025

To

The Head

Department of Business Administration

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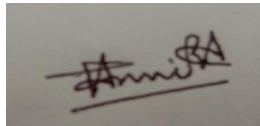
Subject: Approval of Industrial Attachment Report for MBA Program.

Dear Sir,

I am just writing to let you know that this Industrial Attachment on “Textile & Apparel Management & Merchandising” have been prepared by Mahafuz Shikder Arnob bearing ID 242-14-031 is completed for final evaluation. The whole report is prepared based on the proper investigation and information in Garments Export Village Ltd-Amtranet Group. The student was directly involved in this industrial attachment report activities.

Therefore it will highly be appreciated if you kindly accept this industrial attachment report and consider it for final evaluation.

Yours Sincerely



.....
Engr. Tanvir Ahmed Chowdhury Assistant Professor
Department of Textile Engineering Faculty of Engineering
Daffodil International University

ACKNOWLEDGEMENT

The purpose of this report is to present the outcomes of the internship program undertaken at Garments Export Village Ltd- Amtranet Group, in the department of Sales & Marketing of Woven Fabrics. This report provides a comprehensive overview of the activities and tasks carried out during my working period as an employee of this company, and reflects on the practical knowledge gained in the field of Sales & Marketing and its actual implementation.

The internship program was very beneficial in that it gave me a chance to get the know-how of the textile and garment industry, to understand the basics of sales and marketing and to receive some training in advance along with the rest of the staff. During my time in the Marketing Department, Garments Export Village Ltd – Amtranet Group, I was able to make contacts with big buyers, to go to official meetings and to take part in many different marketing activities. This kind of training made me able to see how things were done in the marketing of the textile industry and at the same time, I got the chance to develop my personal skills too. Besides that, this report will cover the challenges that were met during my internship and the important lessons retired, which will show both personal and professional growth during the internship time.

I would like to express my gratitude to Amtranet Group for providing me with this invaluable opportunity and the support giving throughout my work specially Dr. Mohammad Shibli Shahriar, Director of MBA.

I would also like to thank my supervisor Mr. Engr. Tanvir Ahmed Chowdhury, Department Head of Textile Engineering who guided and mentored me throughout the internship and provided valuable feedback on the tasks assigned.

I hope that this report will be useful for anyone who is interested in learning about the Apparel Management & Merchandising of Woven Fabrics and the practical aspects of the industry

ABSTRACT

This study summarises the main conclusions and analytical insights from an internship programme undertaken at the Garments Export Village Ltd-Amternet Group, one of the most important companies in the industry for knit fabric and a leading expert in the field. My principal aim was to acquire hands-on practical experience in the marketing and commercialisation of the Group's woven fabrics division, with an in-depth assessment of each step of the value chain from product development to launch. The following parts examine the company's tailored sales and marketing strategy for the woven products. This includes an in-depth study of the company's segmentation and targeting of the market, development of innovative product positioning, and sustained promotional strategies to achieve optimal market penetration. Also, the paper gives a short examination of Amternet's current position against the competition in the overdeveloped woven textile industry. The aim of this research is to provide actionable recommendations to expand the scope of the company and broaden its strategic market positioning. Ultimately, the internship was an exceptional opportunity to learn. It not only deepened my appreciation and understanding of the woven fabric commercialisation process— a large area of fabric commercialisation the company had knit expertise in— but it also equipped me with the vital skills to analyse and navigate difficult situations.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Internship at Garments Export Village Ltd- Amtranet Group has been extremely enlightening for me. Before my visit to the factory, I only knew about knit factories and their functions; but now I have got an actual view of the whole process. Amtranet Group, which is located in Tongi, Gazipur, is a manufacturer of jerseys, T-shirts, and polo shirts. My initial entry into the mill made me realize the enormity of the textile industry and the noise and activities that go along with it. Each department of the plant has its own function, and the staff is working very hard to meet the daily production targets. Talking about my observations, I must mention the different departments which I could closely keep observing for these three months. One of the aspects that captivated the most was the gradual movement of the entire production process as the materials were received, cut into the right dimensions, sewn accurately, subjected to quality inspection, and at last, the packing of the ready clothes for export took place. It was very interesting to see the production line working in real time as I could learn about the significance of teamwork and timing in this industry. A delay of just one minute at any part can have an impact on the whole process, and this has been a big lesson for me to be responsible and self-disciplined in a factory environment. I learned a lot from the staff members as well. Many employees and managers shared their experiences with me and gave very good explanations to help me learn. The friendly atmosphere created by the staff helped me to relax, and little by little I built up my confidence to question and share my attention more on the topics. On top of that, this internship was a bridge between my classroom knowledge and the industry practice which no book could and no book could not teach. Overall, besides the skill of knit manufacturing, I learnt patience, communication, and the importance of teamwork during my internship at Garments Export Village Ltd-Amtranet Group. This report is the reflection of the lessons, experiences, and memories I gathered during my internship and I consider these lessons as guidelines in my future career in the textile sector.

1.2 Background of the Study

The textile and apparel sector, being one of the strongest economic pillars of Bangladesh, plays a crucial role in the country's job creation and foreign exchange earnings. The production of knitwear has seen a tremendous increase in the last few decades due to the strong international market demand for this type of clothing. Many factories all over Bangladesh are working day and night to meet the international standards and to produce high-quality goods. For students aspiring to work in the textile and garment industry, it has become an indispensable part of their education to learn about these factories' operation. My internship at Garments Export Village Ltd- Amtranet Group, a knit fabric and clothing production company in Tongi, Gazipur, was influenced by the growing industry, and I decided to complete it with that in mind. The company mainly produces jerseys, T-shirts, and polo shirts of different varieties for their customers. Initially, I had theoretical knowledge of factory operations, manufacturing methods, and regulations but no real-life experience. Therefore, the internship was essential for me to bridge the gap between theoretical knowledge and practical application. Being in the factory was one of the advantages that I could see the decision-making process, the involvement of the machines and the workers, and the entire product life from the moment of creation to the time of delivery.

1.3 Objectives

The objective of the research on Amtranet Group's operations was to discover the whole process of a knit factory. In addition to giving me a glimpse into the collaboration of the departments and others: cutting, sewing, quality control, finishing, and administration, and the outcome of this collaboration in terms of customer satisfaction and meeting of production goals; and also providing me an insight into the technical issues as well as the difficulties the company is facing like worker safety, time management, and quality, the capacity gave me an insight into issues. In conclusion, the research background has been illustrating my attempts to familiarize myself with the genuine organization, operations, and responsibilities of a knit garment factory and how this sector is still playing a vital role in shaping Bangladesh's future.

CHAPTER 2

COMPANY PROFILE

2.1 Profile Description

COMPANY NAME	Garments Export Village Ltd-AMTRANET GROUP
Sister Concerns	Garment Export Village Ltd (GEVL) Amtranet Limited Bravo Apparel Manufacturer Ltd
Head Office	MAA Tower, K.B.M. Road, Tongi Industrial Area, Tongi, Gazipur-1710, Bangladesh.
Marketing Office	MAA Tower, K.B.M Road, Tongi Industrial Area, Tongi, Gazipur-1710, Bangladesh
Factory	Garments Export Village Ltd: K.B.M Road, Tongi Industrial Area, Tongi, Gazipur, Bangladesh. Bravo Apparel Manufacturer Ltd: Alam Tower, Plot 10-12, Block C, Tongi Industrial Area, Himardighi, Tongi, Gazipur, Bangladesh . Amtranet Ltd (Savar Factory): Kasba Tower, 160 West Rajashon, Rajashon Industrial Area, Savar, Dhaka, Banglades
Date of Establishment	1991
Listing Status	Private listed company.
Main Market	United States, Spain, and the Netherlands.
Product	T-shirts, polo shirts, jerseys, dress shirts, trousers, and sweaters.
How Amtranet Group Contributes	Community development, employee welfare, environmental sustainability, or education programs.
Certification Achievement	4th factory in a LEED-certified green building, supporting its “Going Green” initiative.

Table-2.1: Company Profile

Garments Export Village Ltd-Amtranet Group, one of the leading knitwear and apparel companies in Bangladesh, started its operations in 1991 and set its office in Tongi, Gazipur. The firm offers a wide range of products such as T-shirts, polo shirts, jerseys, dress shirts, pants, and sweaters for the international market comprising the

US, Spain, and the Netherlands. The group asserts its capability of producing efficiently and with high quality through its several production sites including Garments Export Village Ltd., Bravo Apparel Manufacturer Ltd., and Amtranet Ltd. all located in Savar. Furthermore, it employs various eco-friendly practices, such as constructing a green building with LEED certification. Amtranet Group, with its sister companies like Sanjana Fabrics Ltd. Pioneer on a high-performance drive, Safetytek Waterproofing Bangladesh Ltd. has identified and fulfilled the immense demand for high-quality construction chemicals in one of the leading construction projects of Chittagong.

2.2 Management Team

A.K.M. Badiul Alam, who is the CEO and Chairman of Amtranet Group, combines an extensive career in textiles and clothing with an excellent instinct for business. Chandan Kumer Sarker is the Head of dying and a senior operational leader with over 25 years of experience in yarn dying, production scheduling, quality, and environmental compliance. The Amtranet Group puts an extreme importance on very skilled workers, quality control, and the marketing teams, all of which operate through the knitted garment production in their various plants, under their leadership.

2.3 Group Vision

Amtranet Group is taking global knitwear manufacturing to a higher level as it fights for the environmentally friendly way while producing clothes that are even better than the highest international standards. The company is emphasizing the integration of social responsibility with innovation and creativity in its creations as a way of securing the welfare of its employees and the communities that it supports. Besides, Amtranet Group is eyeing to be a textile sector player with the long-term success through maintaining effective production processes and practicing sustainability, thus, improving the company's position globally, and impacting the economy and morals of the business in a positive way.

2.4 Group Mission

Amtranet Group's aims are to produce first-class knitwear, assure the contentment of customers, use environmentally-friendly approaches, staff development, and

reinforcing the growth of the Bangladeshi textile industry and maintaining ethical and efficient business practices.

2.5 Turnover

Amtranet Group established strong standing in the textile and apparel industry as their annual sales reached around 26.7 million USD. The organization has a workforce of 5,000 to 10,000 that consists of factory operators, managers, and skilled specialists. The large workforce allows the company to produce efficiently, go beyond global quality standards, and appeal to a variety of markets. The gradual financial success of Amtranet Group together with its strong workforce and positive reputation in the industry are all reflected in the financial success of the company merged with the number of employees.

2.6 Product Range

Amtranet Group has an extensive lineup on sale which boasts various merchandise from tee and polo shirts to jerseys, dress shirts, trousers, sweaters, and pullovers. They are capable of producing high-quality, made-to-order clothing by utilizing their own printing, embroidery, washing, and finishing facilities. The company serves both local and international markets by merging basic needs, casual wear, and luxurious knitted clothes. This not only allows the company to keep the quality and innovation of its products up to the mark but also provides flexibility, consistency, and value-added products.

2.7 Textile Products

The Amtranet Group's textile products mainly comprised of cotton, polyester, and their blended fabrics. Most types of T-shirts, polo shirts, and jerseys are composed of 100 % cotton or cotton-poly blend to provide utmost comfort, strength and breathability.

2.7.1 Composition

As for insulation and movement, pullovers and sweaters are generally produced using wool blends or acrylic fibers. The high-quality cotton, polyester, or cotton-polyester

blends are encumbered to make dress shirts and trousers that have smoothness, wrinkle resistance, and long wear. The company does a very careful selection of materials to satisfy both the domestic and international market standards and to provide the perfect balance of comfort, quality, and performance.

2.7.2 Weight Range

Amtranet Group's clothing, depending on the product type, fabric composition, and intended usage, typically falls into the weight range of 150 to 320 grammes, thus ensuring comfort, durability, and suitability for formal, sporty, or casual environments.

2.7.3 Weaving Range

The weaving range of Amtranet Group consists of plain, twill, satin, and jacquard weaves, hence, the firm can produce durable and versatile fabrics appropriate for shirts, trousers, and specialty knitwear. The mentioned variety of weaves is guaranteed to provide strength, texture, and beauty for the different clothes that are made.

2.7.4 Dyeing and Finishing Range

The dyeing and finishing portfolio of Amtranet Group consists of three different techniques - reactive, pigment, and vat dyeing - which are very effective in making the fabrics' colors bright and durable. The treatments, such as pre-shrinking, sanforizing, softening and wrinkle-free, are part of the finishing processes that done to upgrade the quality, durability, and comfort of the fabric. Stone washing, enzyme treatments and garment washing are some of the additional methods that the company uses to create new textures, finishes, and looks. With its considerable capacity for dyeing and finishing, the company is able to manufacture high-quality ready-made garments which adhere to both local and international market standards.

2.8 Finishing

Amtranet Group's finishing processes aim at quality, functionality, and aesthetics of the fabric. A pre-shrinking, sanforizing, softening, wrinkle-free treatments, and heat-setting are the methods that keep the clothes in their shape and at the same time

comfortable. Other means such as enzyme washing, stone washing, bleaching, and garment washing are the ones that create different textures, colors, and finishes. These treatments not only enhance fabric feel and durability but also add a visual appeal, which allows Amtranet Group to produce expensive, ready-to-wear garments that meet various customer needs and global standards.

2.9 Production Capacity

Amtranet Group boasts a large manufacturing capacity with multiple factories along with advanced technology scattered over its various locations. The firm is ready to supply thousands of garments per day which comprise T-shirts, polo shirts, jerseys, dress shirts, trousers, and sweaters not only for the local but also for the global market. The company's integrated production process, which consists of knitting, weaving, dyeing, finishing, cutting, sewing, and quality monitoring, guarantees the output level of both efficiency and constancy. The high level of productivity is gradually achieved through the joint efforts of supervisors, automated systems, and competent labor while the quality is not compromised at all. The powerful production capacity of Amtranet Group allows meeting both customer expectations and international standards while dispatching large orders on time.

2.10 Factory Resources

The production sites belonging to Amtranet Group have been provided with the most modern and sophisticated equipment and materials as to support the production of clothing that is not only efficient but also of high quality. The knitting machines, the weaving looms, dyeing units, finishing equipment, cutting tables, sewing machines, and quality control tools are some of the most important parts of the company's facilities that ensure smooth production. The company has printing, embroidery, and washing facilities within its premises that enable the delivery of customized and excellent finishes. The plants have skilled people, who are operators, supervisors and engineers, taking care of the operation, maintenance of the equipment, and adherence to international standards. These resources result in Amtranet Group producing a wide range of knitwear and clothing items with very reliable quality that meets the demand of both domestic and international markets efficiently.

2.11 Product Quality

Amtranet Group to his credit not only guarantees but also maintains the highest quality products among each of the knitwear and apparel items. The entire process of producing these items is closely supervised starting from fabric selection, knitting, dyeing, finishing, cutting, and sewing. Besides, the company is performing extensive quality control procedures that consist of inspections for colorfastness, stitching correctness, dimensional stability, and fabric strength. Moreover, the advanced machines and skilled workers are doing precision and uniformity in production. Through the enforcement of international standards and the constant enhancement of procedures, Amtranet Group is keeping the global market's expectations regarding comfort, performance, and reliability in T-shirts, polo shirts, jerseys, and other apparel made by it. Therefore, the company can be in the first rank of competitors all around the world.

2.12 Quality Certification

The Amtranet Group provides a firm guarantee that the garments manufactured by us conform to the global benchmark. This is done by the application of different quality certifications and compliance measures along with the process of maintaining the highest quality. The company maintains product quality at a constant level by practicing the best of industry standards, observing social compliance regulations, and adhering to ISO standards. A team of quality control experts inspects every step of the production process starting from the selection of fabrics right up to the finishing. The ethical production practices, environmental management, and safety of their factories are the subject of routine audits. Through the amazing combination of certifications and strict inspections, the Amtranet Group is able to sell their knitwear and apparel products as reliable, long-lasting, and internationally acknowledged.

The Amtranet Group guarantees that the clothing we produce meets the ultra-high standards via multiple quality certifications and compliance methods, which is the reason for the highest quality assurance. The company secures uniform product quality by adherence to best practices, social compliance regulations, and ISO standards. Regular safety and environmental management inspections are conducted at their factories.

2.13 Lab Facility

Amtranet Group has incorporated modern lab facilities for measuring the strength, colour fastness, shrinkage, and durability of fabric among its operations. Quality control during the entire process of production is guaranteed by these laboratories, hence the company is able to maintain international standards, produce similar garments and meet consumer demands for knitted and woven goods such as clothes.

2.14 R&D Facilities

The Amtranet Group boasts R&D facilities that are specially designed for the improvement of the process, the creation of the fabric, and the innovation. A team has developed many new techniques and ideas, such as advanced knitting patterns, high-tech dyeing processes, and eco-friendly materials, to enhance functionality and quality of clothing. Besides that, these facilities empower the company to stay ahead of the pack, meet and exceed the consumers' requirements, and launch good and quick-to-degrade clothing that is also environmentally safe.

2.15 Sustainability and Environment

Amtranet Group takes sustainability and environmental responsibility very seriously. The company employs eco-friendly practices, energy-saving machines, and water-conserving dyeing techniques to produce knitwear that has the least impact on the environment and is able to co-exist with nature in the long run.

By using green initiatives like cutting down on waste and using nature-friendly methods, the company makes sure that its knitwear production does not harm the environment and at the same time support the ecological sustainability in a long run.

2.16 Customer Service

The Amtranet Group is very devoted to customer service and that is their guarantee - quick correspondence, tracking of orders and support. Their team actively answers customer queries, manages feedback, and makes sure that buyers are happy in order to build a strong rapport and trust with customers both locally and abroad.

2.17 Major Export Market

The main emphasis of Garments Export Village Ltd – Amtranet Group is on the international markets, and its products are exported to a whole range of countries. The company has managed to create very good ties with buyers in Europe, the USA, and Asia, who thus become the foundation of the company's export business. The main markets for the company's exports are Germany, the UK, France, the USA, Canada, and Japan, where the demand for high-quality knitwear is very high and the products like T-shirts, polo shirts, and jerseys are produced accordingly. Thanks to the company's compliance with international quality norms, fine-tuning according to buyer's requirements, and on-time delivery, its position has been very well established in these tough markets. By being loyal to the product quality, coming up with imaginative designs, and being in line with the global regulatory standards, the Amtranet Group has successfully made its presence felt in the international apparel market. These export markets are a big part of the company's growth and sustainability, they are a major source of revenue and also enhance its reputation.

2.18 Major Customer

The main users of Garments Export Village Ltd - Amtranet Group are overseas fashion labels and retail chains which need firstly, top-quality knitted garments. Secondly, these buyers consider mainly prompt delivery, uniform quality, and adherence to global standards as their basic requirements. The largest consumers are predominantly located in Europe, North America, and Asia, thus, the company remains focused on the export market.

2.19 Future Business Strategy

Garments Export Village Ltd -Amtranet Group's coming business strategy not only concentrates on the worldwide market growth but also targets the higher production rates, the sustainable practices adoption, and the innovation of the product lines to meet changing customer preferences, all while keeping superior quality and reinforcing its hold in the global knitwear market.

CHAPTER 3

SCOPE OF THE STUDY

3.1 Scope of the Study

The Garments Export Village Ltd - Amtranet Group is scrutinized in detail through research in every aspect of its operation, production, products, and quality control, market, sustainability and growth strategies.

- The researchers intend to provide the public with a detailed understanding of the Garments Export Village Ltd -Amtranet Group operation, which is the leading manufacturer of knitwear and garments in Bangladesh.
- It is based on the investigation of the production processes of knitting, weaving, dyeing, finishing, cutting, stitching, and quality control, that the understanding of how raw materials are transformed into finished garments is reached.
- The report looks into the organizational setup and management strategies, while at the same time giving the inter-departmental cooperation that helps to keep up with the world standards and gain efficiency, a central place in the discussion.
- The product range that covers T-shirts, polo-smocks, sports, dress shirts, slacks, and knitwear, along with the production methods and raw materials are scrutinized.
- The study examines the company's quality management system, laboratory facilities, R&D projects, and sustainability practices with a focus on their influence on the product quality and the environment.
- Not only does it assess the market reach and clients, but it also identifies the major export markets and the most important customers along with the marketing and sales strategies.

The report, through the illustration of future business activities such as expansion, innovation, and sustainability, reveals the long-term growth targets.

- The student is supposed to be supported by the internship in understanding the actual textile operations, making decisions, and communicating in the office, therefore the research attempts to connect the theoretical knowledge with the practical experience in the industry.

CHAPTER 4

OBJECTIVES OF THE STUDY

4.1 Objectives of the Study

The research focuses on Amtranet Group's production processes, management styles, and organizational setup. It assesses product quality, market share, customer delight, and eco-friendly practices while connecting theoretical learning with hands-on industry experience. Moreover, it will attempt to uncover the company's future business strategies and insights that can lead to better efficiency, innovation, and growth in the textile and apparel sector.

4.1.1 Broad Objective

The foremost objective of this particular research is to acquire a detailed understanding of the whole operation, production method, and commercial tactics of Garments Export Village Ltd - Amtranet Group. Besides, the research will not only help to close the divide between theoretical learning and real-world practice but also improve the understanding of the fabric industry in terms of production, flow management, and marketing tactics through the observation of practical industrial involvement in the factory.

4.1.2 Specific Objectives of the Study

More specifically, the research project intends to scrutinize the Garments Export Village Ltd - Amtranet Group's production methods, the measures for controlling the quality of the products, and the varieties of products offered. Also, it will look into management practices and organizational structure, assess market penetration and customer satisfaction, sustainability and environmental initiatives as well as acquire practical knowledge that links theoretical understanding with textile industry operations and challenges in the real world.

CHAPTER 5

METHODOLOGY

5.1 Methodology

The study's methodology aims at bringing out a full picture of the Amtranet Group's operations and practices within the limits set by the research question. To this end, the qualitative research with its various tools like observation, participation and experience gained during the internship as the main methods, had the widest possible application. The production process which involved knitting, weaving, dyeing, finishing, cutting, sewing, and quality control was thoroughly understood through the direct observation which was the main method used. Not only was I learning about the daily factory activities and the employees but also about the effective conversion of raw materials into finished garments through the observing of the whole process closely.

Along with the observations, the researcher talked to the supervisors, managers, and workers in a more or less informal way to get a clearer picture of the different departments' roles, management tactics and day-to-day operations' problems. Thus, the researcher was able to get a closer view of the quality control and efficiency of productions through the insights gathered from the decision-making processes.

In addition to the primary observations, secondary data sources were used to back them up, such as company documents, annual reports, website information, and industry publications. These sources played a vital role in clarifying the company's past, product assortment, market place, certifications, and future plans.

The combination of observing and interviewing as means of collecting primary data and analyzing secondary data, gave a very complete and exact portrayal of Amtranet Group's business activities. The method not only allowed understanding of technical processes and the organization's layout but also connected theoretical knowledge with practical industrial practices in the world, thus providing valuable insights into the textile and apparel manufacturing industry.

5.1.1 Observe Production Workflow

Observing the production flow at Garments Export Village Limited – Amtranet Group gives a clear view of the whole garment manufacturing cycle. The production flow starts with the inspection of fabrics, which can be either knitting or receiving the ready ones, then dyeing, finishing, cutting, sewing, and finally, packaging. By observing these stages very closely, it can be realized how every department plays its part in synchronization to keep the production flow moving smoothly. Observers will see how the workers share their duties, how the supervisors check the quality, and how the machines are running to ensure that the desired output is achieved. Besides, it will show how critical timing, communication, and compliance with safety and regulatory standards are. Direct observation will allow one to spot bottlenecks, strengths, and areas for improvement in different production stages with ease. In summary, the observation of the workflow not only links theoretical understanding with industrial practices but also provides an excellent insight into how the company has developed efficient management of large-scale garment production.

5.1.2 Analyze Departmental Structure

The analysis of the Garments Export Village Limited – Amtranet Group's departmental structure provides a good picture how the organization keeps efficiency in all its operations. The company has been divided into major functional units like production, quality assurance, merchandising, planning, HR, compliance, maintenance, and logistics. Each department has its own defined role, e.g. in a systematic and organized way the tasks can be performed.

If one studies these departments and their interaction, it would be very clear that right coordination is the key to meeting deadlines, maintaining quality and keeping customers happy. The structure also gives a view of the organization's hierarchy, indicating how the supervisors, managers and senior official working together in making decisions and solving problems. Such a study opens up how the duties are allocated, how the communication takes place and how the collaboration of the employees leads to the success of the company. Knowledge of the departmental structure is a good source of information on how huge garment operations are skillfully managed.

5.1.3 Assess Quality Systems

The evaluation of the quality systems at Garments Export Village Limited – Amtranet Group reveals the company's practice of meeting international quality standards for its products. The quality control measures are implemented from the beginning of the process with the fabric check through the final inspection to the customer in order to minimize defects. The company has a range of strict quality procedures, which include testing fabric strength, assessing colorfastness, controlling shrinkage, and checking sewing accuracy. Quality inspectors, line supervisors, and laboratory technicians are actually partners ensuring a monitoring of the uniformity in each batch from inception to completion. The quality control department records its observations, gives advice to the production departments, and makes sure that the necessary steps are taken if there are any problems. Besides, these systems lead to the avoidance of delays, the cutting down of waste, and the boosting of customer satisfaction. The assessment of the quality systems demonstrates the company's intention to provide durable and well-cut-edged garments that are fit for the global market.

5.1.4 Review Machinery Usage

The delving into the mechanical devices employed by Garments Export Village Limited and Amtranet Group, besides showing the primary importance of technology in the production of clothing on a large scale, also brings to light the pivotal role of technology in the clothing mass-manufacturing process. The factory has very modern machines for knitting, cutting, dyeing, and sewing, which produce a lot and also very accurate goods. Watching the machines at work one can see that the automated systems eliminate manual errors, quicken the process, and thus the whole operation is more efficient. The machines are regularly serviced and checked by technicians in order to avoid breakdowns and to ensure that everything runs smoothly. Also, the utilization of energy-saving machines leads to a substantial reduction in both the production costs and the environmental impact. Examining the machinery usage reveals the extent to which the technology affects both the product quality and the operation's performance. The assessment further emphasizes the need for qualified operators who are not only familiar with machine settings and safety practices but also able to troubleshoot effectively. In conclusion, machines form the backbone of a company's worldwide competitiveness.

5.1.5 Evaluate Sustainability Practices

A study of sustainability practices at Garments Export Village Limited – Amtranet Group pointed out that the company's production is getting more and more responsible and eco-friendly. The company brings down the negative impact on the environment by introducing technologies that save water in the dyeing process, using machines that consume less power, and setting up waste control systems among others. The company has also taken measures to cut down on the use of chemicals and make sure that the disposal of wastewater is done in a manner that is safe and in accordance with the law. Apart from that, the company has also put in place a recycling program and has been encouraging the efficient use of fabric so that cutting waste can be reduced. The company's sustainability practices further include providing safe working conditions, taking care of the workers, and adhering to ethical principles. In fact, when one looks at these practices one can conclude that the company is aiming to comply with the worldwide standards of environment-friendly production of garments. These practices will not only enhance the brand image but also lead to operational efficiency, and protection of the environment in the long run.

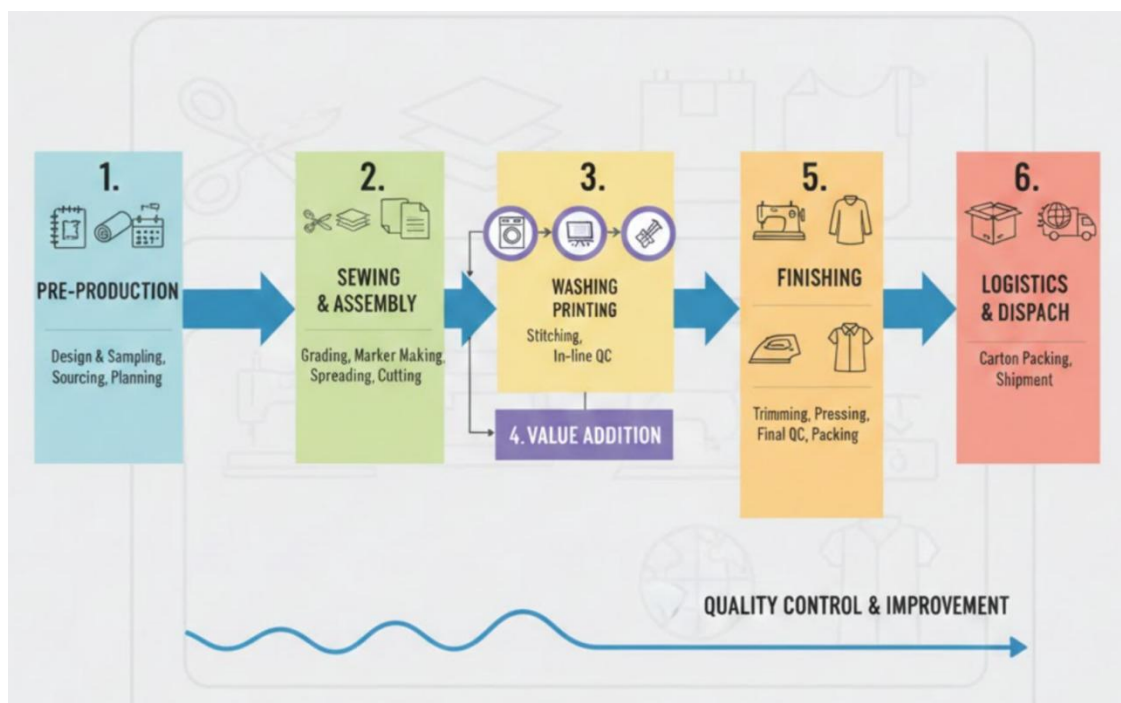


Figure 5.1: Garment Production Workflow

CHAPTER 6

DISCUSSION, ANALYSIS AND FINDINGS

6.1 Discussion

Throughout my internship at Amtranet Group, I was observing and analyzing different facets of operations, management, and production processes. The company's workflow from knitting and weaving through to dyeing, finishing, cutting, and sewing is well-organized, and all these processes help in the production of garments that are both timely and of high quality. The different departments have strong cooperation, and their communication is so clear that it reduces the chance of errors and delays.

The workforce analysis found that the company possesses a talented and orderly group of workers, over which there are experienced supervisors and managers; this is a great contributor to the production and quality of the products. The company is committed to being eco-friendly and is engaging in practices such as water-efficient dyeing and energy-saving methods which are in line with the world's standards.

The findings show that Amtranet Group has managed to very well along production efficiency, product quality, and market demand thus serving both the local and international clients excellently. The practical knowledge and skills derived from the theoretical study were clearly illustrated in the textile manufacturing sector. The analysis of the workforce discovered that the corporation has highly skilled and well-mannered employees supervised and managed by experienced personnel; this is a significant factor in the production and quality of goods.

6.2 Analysis

An extremely well-structured and efficient production system is implemented with complete cooperation of all the departments involved such as knitting, weaving, finishing, and quality control in according to an appraisal of the Amtranet Group's activities which have monitored by the international standards. With modern machinery and facilities of printing, washing, and embroidery to support the skilled labour, the overall productivity is maintained while at the same time quality of clothes get preserved under the knowledgeable supervision. The company has gained an international reputation and is in a good position globally due to its commitment to

being environmentally friendly, compliance and taking the lead in innovation. Nonetheless, overcoming the obstacles of reliably executing massive orders on time and quickly modifying to the ever-changing fashion trends is still a requirement. The comprehensive assessment, however, states that efficiency, quality, and market responsiveness are all affected negatively.

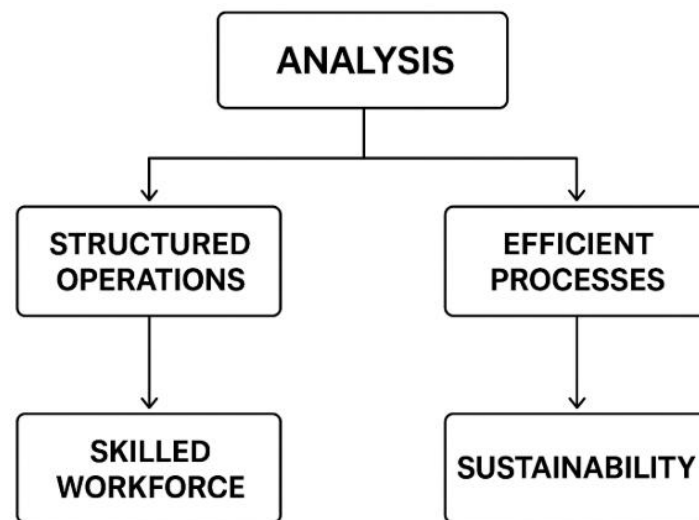


Figure 6.1: Visual Representation of Operational Analysis

6.3 Findings

The internship at Garments Export Village Ltd – Amtranet Group showcased that the firm practices to a very high standard and with great efficiency. The whole process of making the cloth is done step by step, meaning, the production of T-shirts, polo shirts, jerseys, and sweaters, their shipment, and call-up are all at the same time, and the quality is the same every time.

Close cooperation among departments, workers' expertise, and modern manufacturing techniques together range the product staying at the same level quality. The firm puts a lot of stress on the eco friendliness, quality control that is very strict, and innovation that is continuous, and these activities not only increase efficiency but also help the firm to enhance its reputation internationally. This work was a real eye-opener regarding how a properly run garment manufacturing unit can supply and meet both the local and global market while following the industry's best practices.

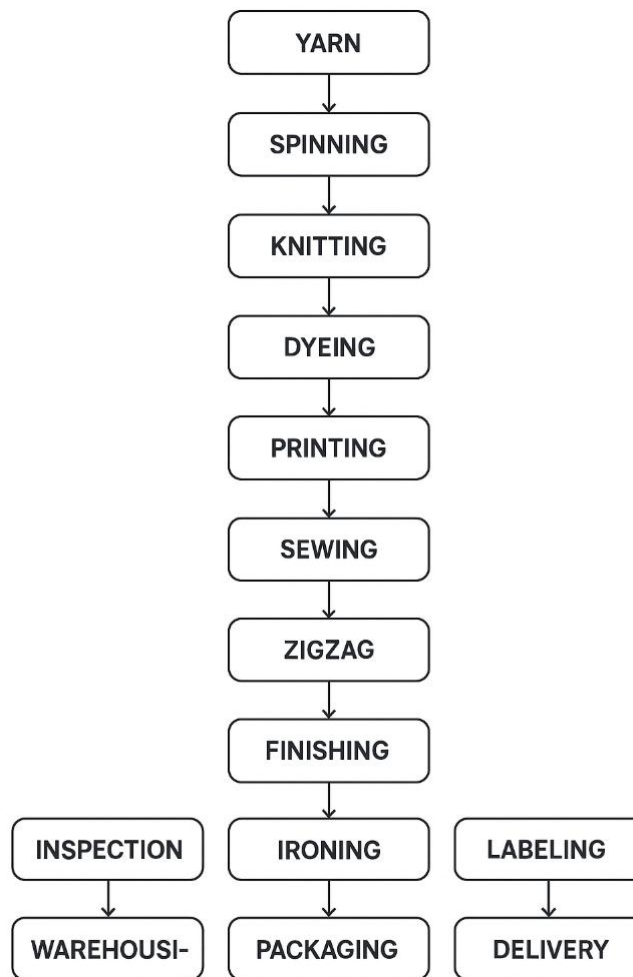


Figure 6.2 : Step-by-Step Production Flow of a T-Shirt from Yarn to Finished Product

Besides, the practical training given in the course of my internship gave me a remarkable view into the management practices that are effective at Garments Export Village Ltd – Amtranet Group and the likes. It had very good and clear communication across all departments which really helped in the coordination of production, quality control, and marketing easily. The firm equally highly values ethical standards which they use to express professionalism and accountability in all their business dealings. All in all, the internship experience pointed out the art of balancing the different facets of the garment industry such as productivity, quality of products, and meeting the market demand which Amtranet Group does so well. It indeed was an experience of the application of theory in practical reality, which in turn revealed the company's competence and strategic approach in the already competitive textile sector.

CHAPTER 7

RECOMMENDATION AND CONCLUSION

7.1 Challenges

My internship at Garments Export Village Ltd – Amtranet Group gave me a glimpse of various obstacles that prevent the production of garments from being effective and smooth. One of the main issues is how production schedules are managed, especially in case of unstable market demand for T-shirts, polo shirts, and jerseys. Maintaining the quality standard while doing the quick delivery is a hard task that requires maximum cooperation between the workers and their supervisors. Inter-department coordination, for example, between knitting, dyeing, stitching, and finishing, sometimes suffers from poor communication which causes delays or redoing of the work. Getting the finest grades of raw materials at the best prices is sometimes very tough, and this not only reduces production quality but also affects cost efficiency. Besides, regular maintenance of equipment and unplanned machine breakdowns result in a halt in the production process. Comprehending the above-mentioned challenges was like getting a hands-on experience of the intricacies involved in a knit fabric and garment manufacturing environment.

7.2 Recommendations

In my opinion, Garments Export Village Ltd - Amtranet Group can overcome the challenges it encounters if it makes use of a few strategies. One of the strategies is to use new production planning tools that will assist in setting up production and shorten the time taken. Regularly conducting training sessions for the employees in quality assurance, machine handling, and management of the working process will lead to higher efficiency and uniformity in the products. Moreover, a better communication flow between the departments will help in reducing mistakes and bolstering coordination. On the other hand, scouting for other suppliers of raw materials might provide better quality at cheaper prices. Furthermore, routine maintenance of the machinery can lead to less downtime and more productivity. If the company adopts all these precautions, it will be able to keep its operational excellence at high levels, ensure the quality of the products, and strengthen its position in the competitive textile industry.

7.3 Conclusion

My internship at Garments Export Village Ltd. and Amtranet Group was for three months and was somewhat a learning platform. I was able to see the whole process of making T-shirts, polo shirts, and jerseys which comprised of knitting, dyeing, stitching, finishing, and quality checking. I gained a lot of knowledge on how the raw materials were turned into high-quality products and how the inter-department communication and cooperation was so important for the work to be done.

During the whole internship I had the chance to see both the strong points and the shortcomings of a real industrial environment. I understood better the production planning, time management, control of quality, and communication between departments which are all the skills that the experience brought to me. Also, it became clear that the maintenance of machines and high-quality raw materials are very important to the production and the product's excellence.

Internship offered me not only technical but also an opportunity to become more professional, developing so the skills such as teamwork, problem-solving, and being flexible in a fast-paced environment. Mixing with the company's professional experts opened up to me the world of industry standards, workplace ethics, and managerial practices which are very hard to acquire in a classroom.

This internship has been a perfect combination of theoretical learning and practical application. It has provided me with both technical and professional competencies that I consider important for my future career. I am really thankful for all the help and encouragement given to me by Garments Export Village Ltd - Amtranet Group and, in fact, this experience has made me more determined to explore the textile and garment industry further.

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