



Daffodil International University

**Internship Report on
4Ps Marketing Mix
Of
Knit Concern Ltd.**

Submitted To:

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Date of Submission

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Letter of Transmittal

Date:

Mr. Dr. Mohammad Shibli Shahriar

Professor & Director

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “4Ps in Knit Concern Ltd.”

Dear Sir,

I am submitting my internship report on "4Ps in Knit Concern Ltd." In this report, I have shown how the company applies the 4Ps of marketing within its organization. This report shows a detailed analysis of the 4Ps: Product, Price, Place, and Promotion.

During my internship, I was able to observe different aspects of marketing activities and take part in what I could. The report is divided into several sections, which include:

- Introduction and the significance of the 4Ps to the company's operations- A detailed examination of how each of the 4Ps is applied at Knit Concern Ltd.
- Insights into the effectiveness of these strategies and recommendations for possible enhancements

I would like to extend my heartfelt thanks to you and the entire team at Knit Concern Ltd. for granting me this invaluable learning opportunity. The practical experience and professional support I received have greatly contributed to my understanding of marketing principles and business operations.

Sincerely Yours

Joyanta Mondal

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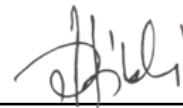
Declaration

This is Joyanta Mondal. I declare that this internship report titled “4Ps Marketing mix of Knit Concern Ltd. is my own work. I prepared it after completing three months of internship at Knit Concern Ltd.

This report reflects my learning and experience during the internship. It has not been submitted anywhere else for academic purposes. I have shared what I observed and learned with honesty. Any mistakes are fully my responsibility.



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Name of Supervisor: Dr. Mohammad Shibli Shahriar
Designation: Professor & Director MBA Program
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Disclaimer

This is Joyanta Mondal. I hereby declare that this internship report is about 4ps in Knit Concern Ltd." It was prepared by me after I completed three months of work in Knit Concern Ltd.

It represents my work and perspectives. The views expressed in this report may not align with the official positions of Knit Concern Ltd. Any errors and omissions are solely my responsibility. Please consider this report for informational purposes only.

Joyanta Mondal

ID:112-11-2159

Major: Marketing

Department of Business Administration

Certificate of Approval

I am pleased to confirm that the "4Ps in Knit Concern Ltd" internship report prepared by Joyanta Mondal, ID: 112-11-2159, from the Department of Business Administration, is approved for presentation and defence. He completed his internship at Knit Concern Ltd. under my supervision during the spring 2025 semester.

The data and findings in the report appear to be accurate.

I wish him every success in his future attempt.

Signature: _____



Supervisor: Dr. Mohammad Shibli Shahriar

Designation: Professor & Director MBA Program
Daffodill International University

Acknowledgement

I would like to express my sincere gratitude to everyone who supported and guided me during my internship at Knit Concern Ltd. First, I thank the entire team for welcoming me and creating a positive learning environment. Your support and willingness to share your knowledge made this internship a valuable experience.

I am especially thankful to my supervisor, Dr. Mohammad Shibli Shahriar, for your valuable guidance and support throughout the preparation of this report. Your guidance helped me understand the practical applications of the 4Ps in a business aspect. Your feedback has greatly aided my professional growth.

I want to thank my colleagues. Their collaboration and support have inspired me throughout this journey.

This report reflects the support that I received from them. I am truly thankful to all who contributed to my learning and development during this internship.

Executive Summary

This report explores Knit Concern Ltd's use of the 4Ps of marketing: product, Price, Place, and Promotion. The goal is to provide a clear understanding of how these marketing elements help the company's strategies and contribute to its overall success. By analyzing each area, the report shows how the 4Ps help the company build its market presence and stay competitive.

The analysis shows that Knit Concern Ltd. has made its products to meet customer needs. Set a pricing strategy that balances profit with affordability. They have been using effective distribution channels to reach a wide market. They applied carefully and creatively promotional methods to strengthen its brand.

Based on the findings, this report offers practical recommendations to improve current strategies and shows possible challenges. Overall, the results highlight the importance of a well-coordinated marketing mix in supporting long-term growth.

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Introduction

The garments industry is a rapid changing sector that significantly impacts global economies. Companies are facing strong competition because of the changing of technology and consumer preferences. To maintain their market presence, they need to adopt innovative strategies. Knit Concern Ltd., has successfully face these challenges by adopting a comprehensive method that help both combining operational efficiency and effective marketing strategies.

This report studies the application of the 4Ps Product, Price, Place, and Promotion within Knit Concern Ltd. The analysis shows how the company has customized its product offerings, pricing tactics, distribution methods, and promotional efforts to provide to a diverse consumer base. Knit Concern Ltd. has achieved sustained growth and strengthened its competitive position by aligning these marketing principles with industry trends.

My internship opportunities at Knit Concern Ltd. has helped me to observe how these strategic components work together to grow business success. This report explore the 4Ps' real-world applications in the garments industry. I learned how well strategies work to tackle challenges in the market. The report provides a full understanding of Knit Concern Ltd.'s strategies and identifies areas for potential improvement in a competitive environment.

Origin of the Report

This report is part of the requirements for my three-month internship in the BBA program. I had the opportunity to complete my internship at Knit Concern Ltd. In this report, I focus primarily on the "4Ps in Knit Concern Ltd," a topic assigned by My honourable faculty supervisor, Mr. Dr Mohammad Shibli Shahriar, Professor and Advisor at the Faculty of Business and Entrepreneurship, Daffodil International University, also approved this topic.

Objectives of the Report

The primary purpose of this report is to examine how the 4Ps of Product, Price, Place, and Promotion are applied at Knit Concern Ltd. and evaluate their effectiveness in achieving business success. The specific goals include:

- To analyze the product offerings and quality standards
- To study the pricing strategies
- To explore distribution channels (Place)
- To evaluate promotional activities

Scope of the Study

This report examines Knit Concern Ltd.'s marketing strategies. It specifically examines how the 4Ps—Product, Price, Place, and Promotion are used in the garments industry. The research offers insights into how these marketing components affect the company's market position, customer engagement, and overall business success.

Limitations

Limitations refer to specific barriers I encountered while preparing this report. Some of these limitations include:

- Time constraints
- The merchandiser was often busy and could not provide detailed information.
- Factory workers were also occupied.
- There was a lack of an instruction manual.
- My visits to different workstations were brief.
- Some departments do not disclose all the information I need.

Methodology

In this report, both primary and secondary data have been utilized. The primary data was gathered from the officials of Knit Concerned Ltd regarding their operational and production procedures. Collaborating with other departments and discussing with their staff provided significant primary information. Secondary data were collected from annual reports and relevant published literature.

Specifically, the sources of information are as follows:

Primary sources:

- Personal observations
- Discussions with employees
- Experience in various departments

Secondary sources:

- Published documents and online resources

Overview of the Organizations

Knit Concern Group was founded in 1990 in Narayanganj, Bangladesh. It has grown into a prominent manufacturer and exporter of knitwear. Starting in a rented space with around 500 employees, the company has significantly expanded and now has about 16,000 staff members. Their comprehensive facilities include knitting, dyeing, finishing, and garment production, all located on a single 20-acre site. The group produces roughly 200,000 pieces of knit apparel and 100,000 pieces of lingerie daily. They serve well-known international brands like H&M, Camaieu, ZXY, PEPCO, MANGO, Okaidi etc. Knit Concern prioritizes quality and sustainability, holding important certifications such as ISO 9001:2008 and Oeko-Tex Standard 100.

Founder and Directors

Founder & Director: Joynal Abedin Mollah, President & CEO.

General Information about the Factory

Company Official Name	Knit concern Ltd.
Logo	
Type	100% Export Oriented Composite Knitwear Industry
Factory Address	62 Water Works Road, Godnail, Narayanganj-1400 Bangladesh.
Contact No.	+880 2-7648766
Fax	02-7641087
E-mail address	
Web	
Person to be contact	02 7631086, 02 7645641
Year Of Establishment	1990
Business	100% Export Oriented Knit Fabrics manufacturer & RMG exporter.
Products	Knit Wear & Knit Garments
No of Employees	16,000
Legal Form of Company	Private Limited Company

Location

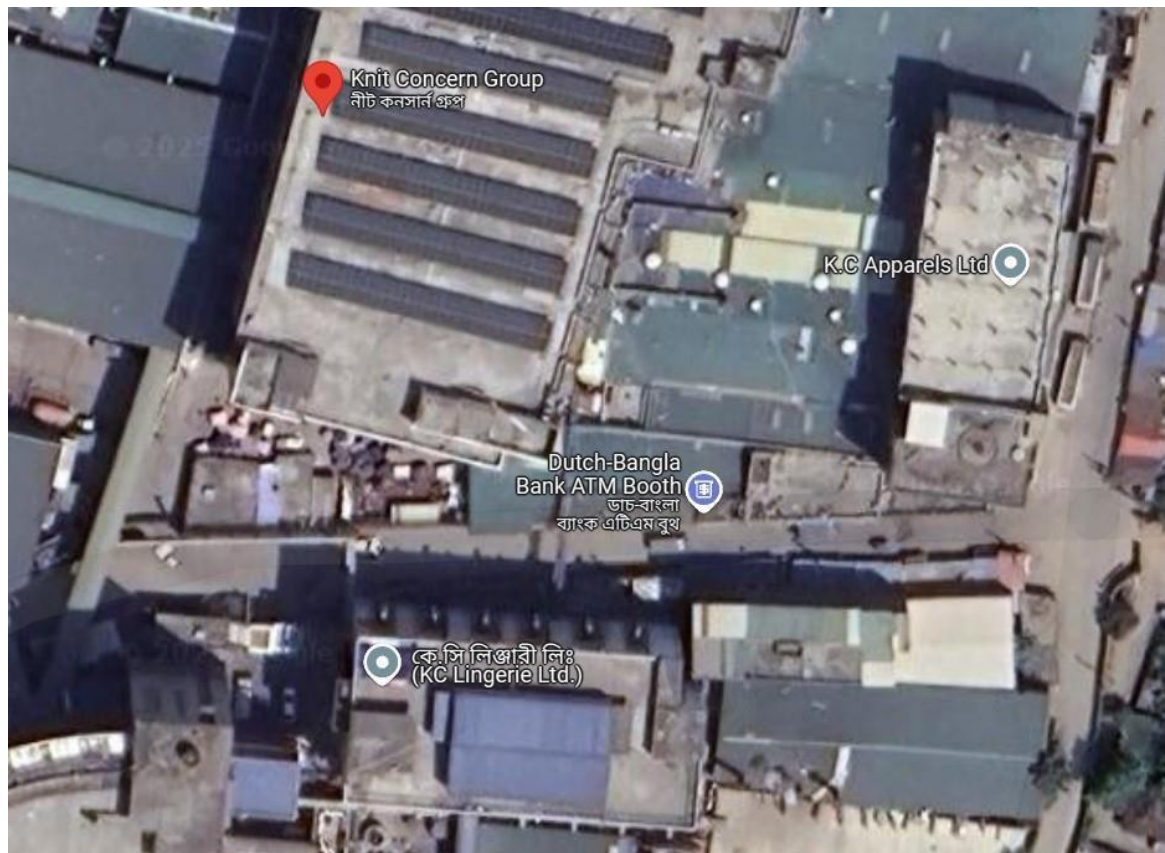


Fig: Satellite view of company location

Mission

The main goal of Knit Concern Group is to offer its customers maximum satisfaction and value for their investment by providing comprehensive knitwear sourcing services in one convenient location.

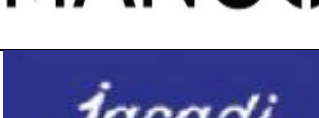
Vision

Knit Concern Group's goal is to become a leading manufacturer and exporter of knitwear in the global market.

Products of the Company

Product	Image
T-shirt	
Polo shirt	
Sweat shirt	
Hoodie	
Trouser	
short pant	
Kids Item	
Lingerie	

Major Buyers

Buyers Name	Logo
H&M	
Camaieu	
Okaidi	
Pepco	
ZXY	
Mango	
Jacadi	

Knit Concern Ltd. Capacity

Items	Capacity Per Day
Knitweare	200,000 Pcs
Lingere	1,00,000 Pcs
Knitting	55 Tons
Dying	45 Tons
Printing	20 Tons
Washing	

Certifications and Standards

Knit Concern prioritizes quality and sustainability, holding important certifications such as ISO 9001:2008 and Oeko-Tex Standard 100.

ISO Certificate



Oeko-Tex Certificate



Organic Certificate



1 May Fair Certificate



Department

-  Knitting
-  Dyeing
-  Yarn Dyeing
-  Laboratory
-  Printing Division
-  Washing
-  Merchandising
-  Design and Research
-  Pattern and Marker Making
-  Cutting
-  Embroidery
-  Apparel Division
-  KC Lingerie Ltd
-  Quality Assurance
-  IE
-  IT
-  HR and Compliance
-  Utility
-  Skill Development Centre
-  Other

Introduction of 4Ps & their significance in the company

The 4Ps refer to Product, Price, Place, and Promotion. These are the essential components a company must evaluate when introducing a product or service to the market.

Here is a concise summary of each element:

Product: A product is an element that offers value to the market. This includes the physical item or service offered and all associated aspects, such as features, quality, branding, packaging, customer service, and warranties.

Price: This is the cost that customers pay for the product or service. It is a vital factor influencing profitability, sales volume, and the perceived worth of the offering.

Place (or Distribution): This covers how the product reaches the customer. It covers distribution channels (e.g., retail outlets, online platforms, and wholesalers), logistics, inventory management, and overall product accessibility.

Promotion: This includes all activities a company engages in to convey the value of its product to the target audience and encourage purchases.

Why 4ps significant to Company Operations:

The 4Ps are not only theoretical concept. They have significantly affect nearly every face of a company's operations:

Strategic Planning: The 4Ps form the foundation of a company's marketing strategy. Thinking about what new things to make, how much to sell them for, where to sell them, and how to tell people about them all these decisions must work together to help the company reach its bigger goals.

Resource Allocation: Understanding the 4Ps helps a business decide where to spend money and effort. For example, if a company wants to sell high-end items, it might invest more money into making them really well and selling them in specific, upscale places. But if it wants to sell cheaper items, it might focus on making them efficiently and selling them everywhere.

Customer Acquisition and Retention: A clearly defined marketing mix (the strategic integration of the 4Ps) is vital for attracting and retaining customers. Providing the correct product at an appropriate price, ensuring accessibility, and effectively communicating its value are essential for establishing a strong customer base.

Competitive Advantage: A company can stand out from its competitors by making smart choices about its products, prices, where it sells, and how it advertises. This could mean having a special product no one else has, offering better prices, making it easier to buy their products, or coming up with new ways to get people interested.

Operational Efficiency: How a company gets its products to customers' "Place" has a big impact on how it manages its supplies, deliveries, and stock. Making these things run smoothly can save a lot of money and improve the whole operation.

Financial Performance: Ultimately, how well a company handles its product, price, place, and promotion directly affects how much it sells, how much profit it makes, and its overall financial health. A good combination of these four things helps the company sell more and make more money.

In summary, the 4Ps offer a framework for companies to systematically consider how they create, deliver, and capture value. By thoughtfully analyzing each element and their interrelations, businesses can formulate effective marketing strategies that foster success in the marketplace.

Application of the 4Ps of Marketing to Knit Concern Limited

Product

Knit Concern specializes in high-quality knit apparel, particularly t-shirts. They offer various knitwear products, including polo shirts, sweatshirts, nightwear, Hoodie, shorts, and leggings. This focus on knitwear places them in an important segment of the global apparel market. Knitwear represents a large share of Bangladesh's ready-made garment exports.

Beyond Basic Garments: A Comprehensive Knitwear Solution

Knit Concern sets itself apart by providing a "100% Export Oriented Composite Knitwear Solution." This indicates that they operate a fully vertical setup on a single site, which includes a variety of services beyond just producing the final garment. These services contain:

Knitting: Creating their own knit fabrics.

Dyeing & Yarn Dyeing: Offering multiple dyeing options.

Printing & Embroidery: Providing choices for custom designs.

Washing: Delivering garment washing services.

Garmenting (Apparel Sewing): The primary manufacturing of clothing items.

Lingerie Production: Through their subsidiary, KC Lingerie Ltd, they also manufacture lingerie.

They provide one place knitwear sourcing solution to the international buyers. This wide range of services provide them strong marketing advantages. This can help smooth the supply chain and minimizing the need for buyers to engage with various vendors for different production stages.

Focus on Quality and Standards

One of the important Knit Concern's marketing strategy is their strong focus on quality product. They try to deliver very high-quality knit apparel to the international market. They have various international certifications to support their strategy. Such as:

ISO 9001:2015: Certification for Quality Management Systems.

BSCI & ICS: Certification showing compliance with social standards.

HIGG INDEX: Used to measure and improve sustainability performance.

OCS & RCS: Certification that confirms the use of organic and recycled materials.

GOTS (Global Organic Textile Standard): Certificate for applying to products like accessories, babywear, womenswear, childrenswear, menswear, and yarns, highlighting the company's expertise in organic textiles.

OEKO-Tex: Ensures that products are free from harmful substances.

These certifications act as strong marketing proof for famous buyers who want quality products, ethical production, and sustainability when choosing suppliers.

Knit Concern Limited uses multiple strategies to guarantee product quality. They focus on sustainability, ethical practices, and customization options to satisfy the needs of famous international buyers. These strategies provide clear marketing advantages to the company.

Ensuring Product Quality:

Knit Concern focuses on producing high-quality knit apparel for the international market. Support this commitment with several important factors:

Certifications: The companies hold certifications like ISO 9001:2015 for Quality Management Systems. It shows their compliance with international quality standards. They also maintain certifications like BSCI and ICS, which help ensure good working conditions and help improve product quality.

Modern Machinery: During the internship I noticed that Knit Concern uses advanced technology and updated machines. These machines are imported from countries such as Germany, Switzerland, the USA, Japan, Italy, China, and the UK. I learned about a machine

called BRCKNER that is used for fabric production. This advanced technology helps produce quality product that meet the buyer's requirement.

Integrated Operations: Knit concern runs their whole production process on one site like knitting, dyeing, garmenting, Printing and so on. For that reason management can control whole system easily. This integration helps maintain quality standards across all stages.

Focus on Latest Designs: Knit Concern emphasizes its ability to quickly adapt to changes fashion trends. They update their design quickly so that their products match the buyer's demand.

From a marketing point of view, these quality assurance measures make buyers more confident in their products. They create trust and build long-term relationships with international buyers. Highlighting this commitment to quality also makes the company more attractive to new clients who value reliability.

Focus on Sustainability and Ethical Practices:

Knit Concern gives a lot of importance to sustainability and ethical practices for international buyers. Their certificate reflect this:

GOTS (Global Organic Textile Standard): This certification shows that knit concern can produce organic textile in different categories. It gives them an advantage in today's growing market for eco-friendly clothing.

Oeko-Tex: This certification guarantees that their products are free from harmful substances. It is crucial for satisfying international safety standards and appealing to buyers concerned about clothing safety.

HIGG INDEX: Knit Concern takes part in the HIGG Index, which measures both environmental and social performance. This shows the company is serious about improving in these areas, especially as the fashion industry faces more pressure to reduce its impact on the environment.

BSCI & ICS: These certifications confirm their commitment to social compliance standards and reassure buyers of ethical labor practices and safe working conditions.

Knit Concern highlights its sustainability and ethical certifications when dealing with buyers. This helps them appeal to clients who care about responsible sourcing and gives the company an edge in a very competitive market.

Customization Options:

Knit Concern provides a range of services that demonstrate their ability to offer customization to buyers:

Knitting, Dyeing, Yarn Dyeing, Printing and all others section: These in-house capabilities provide flexibility in production, allowing them to meet the specific design and material needs of various buyers.

KC Lingerie Ltd: Knit Concern has a subsidiary focused on lingerie production. This shows they have the skills to handle more complex sewn products and can also create customized designs, not just standard items.

Design and Research, Pattern and Marker Making: These services highlight their ability to collaborate with buyers on unique designs. They also ensure precise pattern creation, which is essential for customized fits and styles.

Offering customization options is a significant marketing advantage. It enables Knit Concern to provide to the specific requirements and branding needs of international buyers. Knit Concern can handle different product needs, which attracts buyers looking for unique designs.

Knit Concern highlights its focus on quality, sustainability, ethics, and custom designs to build a strong brand image. This helps them stay attractive to international buyers in a very competitive market.

Price

Knit Concern Limited possibly sets its prices for international customers by evaluating several key factors:

Cost of Production: Knit Concern carefully keeps track of all the costs involved in making knitwear. This includes the price of yarn and fabric, wages for workers, and expenses for running the factory such as electricity, water, and maintenance. They also consider other related costs that may come up during production. After calculating everything, the company sets prices that cover these expenses and still leave a fair profit margin.

Competitor Pricing: Knit Concern evaluate the pricing strategies of its competitors in Bangladesh and other manufacturing countries like China, Vietnam, and India. Given that Bangladesh is recognized for its competitive pricing in the apparel sector, Knit Concern must offer appealing prices to attract and secure orders.

Potential Pricing Strategies

Knit Concern is likely to use a hybrid pricing strategy

Cost-plus pricing: This method will probably serve as their foundation to ensure that all expenses are covered and that they achieve profitability.

Competitive pricing: They need to stay competitive with other manufacturers in Bangladesh and beyond to attract international buyers, who often focus on price.

Value-based pricing: They will utilize their strengths, such as quality, reliability, certifications (including sustainability certifications like GOTS), integrated operations, and connections with well-known buyers to possibly charge a higher price.

Negotiation Power of Major Buyers

Major international buyers, like H&M and Zara, generally hold considerable negotiation power because of the high volumes they purchase. They can pressure manufacturers to lower prices, sometimes even below production costs. As a result, Knit Concern must operate efficiently and may need to accept lower profit margins to secure these large orders and sustain long-term partnerships. The trend of "open costing" also allows buyers to see the manufacturer's costs, which may restrict the markup that Knit Concern can impose.

Place

Knit Concern Limited utilizes a comprehensive strategy to enhance the accessibility of its products for international customers:

Warehouse & Inventory Management

Knit Concern has its own large in-house warehouse. After product manufacturing and finishing, items are packed into cartons and sent directly to the warehouse. There, the products are organized and stored according to buyer specifications.

Distribution & Accessibility

Knit Concern Ltd. has a well-structured and efficient distribution system perfected to serve both local and international clients. The company operates a large in-house warehouse facility where finished products are packed, organized, and stored according to individual buyer requirements. This ensures smooth order fulfillment and quick response times.

For local retail distribution, local business representatives or company vehicles arrive at the factory to collect products directly. This allows for flexibility and responsiveness in the domestic market.

For international orders, Knit Concern uses its own transportation system to deliver goods to the seaport, ensuring safe and timely shipment to global clients.

The factory is in a very convenient location, which helps with smooth logistics. It is located next to a wide road, so large transport vehicles can move easily. This makes the supply chain faster and helps ensure on-time deliveries.

Promotion

Knit Concern Limited employs several strategies to convey its value proposition and attract renowned buyers:

Website

Their websites www.knitconcern.com and knitconcerngroup.com, act as a key platform for displaying their capabilities, product offerings (such as t-shirts and lingerie), certifications, commitment to quality, and contact details. But there is no clear mention of Knit Concern utilizing specific online B2B platforms for apparel sourcing, such platforms (like Alibaba, Foursource, Maker's Row, Sewport) are commonly used in the garment industry to reach a broader international audience. The aim of these sites is to position them as a trustworthy and professional partner for international business.

Certifications as Promotional Tools

Knit Concern utilizes its various certifications (ISO 9001:2015, BSCI, GOTS, Oeko-Tex, etc.) as effective promotional assets. These certifications enhance trust and credibility with esteemed buyers who value high-quality standards and are increasingly focused on sustainability and ethical practices. By prominently featuring these credentials on their website and marketing materials, they demonstrate compliance with global standards.

Participation in Trade Shows and Exhibitions

I did not find any data about Knit Concern likely engages in international trade shows and exhibitions relevant to the garment industry both in Bangladesh and globally. These events offer chances to network with potential buyers, display their products, and foster relationships.

Direct Marketing Efforts

Knit Concern focuses on direct sales with international buyers. They have built long-term partnerships with respected brands, suggesting proactive communication and customized service to meet specific buyer needs.

Digital Marketing and Content Marketing

Knit Concern likely uses digital marketing through their websites to share information and attract potential clients searching online for manufacturers. Their website serves as a content hub, possibly including case studies, insights into their production processes, sustainability efforts, and quality control practices.

Social Media

Although the provided information does not confirm knit Concern's social media presence.

Building and Maintaining Relationships

Knit Concern prioritizes professionalism and likely concentrates on developing long-term partnerships with buyers by delivering excellent customer service and being responsive to their needs. They likely aim for clear and consistent communication and strive to understand the unique requirements of each buyer.

SWOT Analysis of Knit Concern Ltd.

Based on my analysis of the 4Ps now I am conducting a SWOT analysis for Knit Concern Limited from a marketing perspective.

		Strengths	Weaknesses
Opportunities		- Robust Product Range - Certified for Quality and Sustainability - Established Buyer Relationships - Focus on Sustainability and Ethics - Customization Options - Experience and Trustworthiness - Digital Presence	- Traditional Marketing Focus - Limited Online Interaction - Dependence on Price Competition
	Threats	- Growing Demand for Sustainable Apparel - Rise of B2B Online Platforms - Untapped Digital Marketing Potential - Highlighting Customization - Increased Participation in Trade Shows	- Intense Global Competition - Price Sensitivity of Buyers - Rising Labor and Raw Material Costs - Stringent Compliance Requirements - Supply Chain Disruptions - Evolving Fashion Trends

Strengths

Robust Product Range: Knit Concern specializes in premium knitwear like t-shirts and offers a massive daily production capacity of approximately 200,000 pieces, ensuring scalability and reliability for large orders.

Certified for Quality and Sustainability: Holding certifications such as ISO 9001:2015, GOTS, and Oeko-Tex, Knit Concern emphasizes both quality assurance and environmental responsibility.

Established Buyer Relationships: Knit Concern supplies to well-known global brands like H&M and Zara, demonstrating their ability to meet the expectations of distinguished clients.

Focus on Sustainability and Ethics: Knit Concern holds certifications such as GOTS and Oeko-Tex. These certifications show the company's focus on sustainability and ethical production. Many international buyers prefer suppliers with this proof of responsible practices. The certifications help Knit Concern meet that demand.

Customization Options: Their in-house services, including knitting, dyeing, printing, and embroidery, indicate a strong ability to provide customized products tailored to specific buyer needs.

Experience and Trustworthiness: Knit Concern started operations in 1992. The company is a leading taxpayer in Bangladesh. These points show stability and reliability to potential clients.

Digital Presence: The websites www.knitconcern.com and knitconcerngroup.com present the company and its product offerings. They act as basic platforms to reach global buyers.

Weaknesses

Traditional Marketing Focus: The current marketing strategy focuses on website maintenance. There is no clear effort in digital or social media marketing. This limits outreach to new tech-savvy consumers.

Limited Online Interaction: Knit Concern has no strong social media presence. This weakens their ability to build direct connections with potential clients. It also reduces chances to engage with buyers in a proactive way.

Dependence on Price Competition: Bangladesh is known for competitive prices. Knit Concern relies too much on this strength. The company does not highlight value-added services or sustainability initiatives in its marketing.

Opportunities

Growing Demand for Sustainable Apparel: The global focus on sustainability gives Knit Concern a good opportunity. The company can bring in more buyers by showing its GOTS and Oeko-Tex certifications. It can also share its eco-friendly practices to increase trust.

Rise of B2B Online Platforms: Knit Concern can grow its presence on B2B platforms like Alibaba, Foursource, and Sewport. This would help the company reach more international buyers who are looking for apparel manufacturers.

Untapped Digital Marketing Potential: Knit Concern can use digital marketing methods like SEO, blogging, and online ads. Blogging can share their expertise and sustainability efforts. These steps improve visibility and help attract new buyers.

Highlighting Customization: Knit Concern can promote its customization options. This attracts buyers who want specific designs. It also shows the company's flexibility in manufacturing.

Increased Participation in Trade Shows: Knit Concern can join international textile and garment trade shows. These events create chances to meet potential buyers face to face. They also allow the company to showcase its products and capabilities.

Threats

Intense Global Competition: The ready-made garment sector in Bangladesh is highly competitive. Many manufacturers try to win international contracts.

Price Sensitivity of Buyers: Global buyers are well known and have strong negotiating power. They often pressure manufacturers to reduce prices. This can lower profit margins.

Rising Labor and Raw Material Costs: Labor costs in Bangladesh are rising. Raw material prices also change often. Both factors increase production expenses and reduce pricing competitiveness.

Stringent Compliance Requirements: International buyers now set stricter demands on quality, labor practices, and environmental standards. Knit Concern must meet these requirements at all times.

Supply Chain Disruptions: Global events and local problems can disrupt the supply chain. These issues affect production schedules and delay deliveries.

Evolving Fashion Trends: The fashion industry changes very quickly. Knit Concern must adjust often to follow new trends and buyer preferences. This requires flexibility in both production and design.

Findings

Knit Concern has a strong range of products. The company is known for high quality and large production capacity. It also holds key certifications in quality and sustainability. Knit Concern maintains good connections with well-known international buyers. The marketing strategy is limited. A more active digital marketing plan would help the company reach more customers and engage better in the global market.

Recommendations

The following recommendations focus on the 4Ps framework. They aim to help Knit Concern improve its marketing strategies.

Product

Recommendation: Create a digital catalog to show your customization options. This catalog should display different choices like knit types, fabric blends, printing methods (such as digital, screen, or embroidery), labeling, and design services. Use high-quality images and clear descriptions. This will help attract and engage potential buyers by showing them exactly what they can choose from.

Price

Recommendation: Introduce Tiered Pricing and Volume Discounts. Establish a clear tiered pricing model based on order size and complexity, offering discounts for larger orders to encourage greater commitments from prominent buyers.

Place

Recommendation: Improve Website Usability for International Buyers. Enhance the user experience for international clients on their websites by adding multilingual options (beyond English), simplifying navigation to important information like certifications and customization, and ensuring easy access to contact details for international sales. Consider implementing a private client portal for existing customers to monitor orders and view order history.

Recommendation: Engage on Relevant B2B Online Platforms. Create and optimize profiles on significant B2B platforms for the apparel industry, such as Foursource, Sewport, and possibly Alibaba and Maker's Row, to exhibit their capabilities and certifications and connect with a broader network of potential buyers.

Recommendation: Participate in Key International Trade Shows. Identify and consistently engage in major international textile and apparel trade shows of interest to knitwear and their target buyer segment, including Premire Vision Paris, Texworld New York City, and specialized knitwear events like Pitti Immagine Filati.

Promotion:

Recommendation: Strengthen LinkedIn Presence. Build a robust and active presence on LinkedIn to engage with fashion brands, sourcing managers, and industry professionals. Regularly Share Company updates, certifications, and client testimonials.

Recommendation: Implement Targeted Digital Advertising. Invest in targeted advertising campaigns on platforms like Google Ads and LinkedIn, aimed at reaching decision-makers in international fashion brands and sourcing departments, highlighting key value propositions.

Conclusion

In summary, this report has presented a detailed examination of Knit Concern Limited's marketing environment using the 4Ps framework. Knit Concern has a strong foundation based on a quality product range that includes certifications, capacity, and customization options, meeting the needs of leading international buyers. Their pricing strategy seems to strike a balance between production expenses, market competition, and the value they offer. Knit Concern utilizes direct sales, maintains a website, and rarely takes part in trade shows to reach the global market. Their value communication currently relies primarily on their website and certifications, indicating areas for further improvement.

The SWOT analysis revealed Knit Concern's key strengths and opportunities, especially in enhancing their sustainability efforts and increasing their digital marketing initiatives. Although they have built strong relationships, a more proactive and digital-focused marketing strategy is suggested to improve their visibility and attract new clients.

The recommendations provided aim to leverage Knit Concern's strengths while addressing weaknesses. By improving communication of their sustainability practices and customization capabilities, strategically using digital marketing and B2B platforms, and actively engaging in major industry events, Knit Concern Limited can strengthen its position as a trusted partner for leading international buyers, promoting sustainable marketing success and ongoing growth in the competitive global apparel sector.