



**Merchandising Activities of Amazing Fashions Limited**

**Date of Submission: 29 April, 2025**



## **Merchandising Activities of Amazing Fashions Limited**

**Supervised by**

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**ID: 232-14-012**

**Program: MBA**

**Major in Marketing**

**Department of Business Administration**

**Faculty of Business & Entrepreneurship**

**Daffodil International University**

**Date of Submission: 29 April, 2025**

## Letter of Transmittal

29 April, 2025

To

Dr. Mohammad Shibli Shahriar  
Professor & Director MBA Program  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Subject: Internship report on “Merchandising Activities of Amazing Fashions Limited”.**

Dear Sir,

With due respect, I, Md. Abdus Salam Shaun, would like to submit my report on **“Merchandising Activities of Amazing Fashions Limited”**, which was assigned to me as part of the internship program. It has been a valuable opportunity for me to prepare this report while working as an intern at Amazing Fashions Limited under your kind supervision.

Conducting this study during my internship allowed me to gain practical experience and deeper insights into the merchandising processes of the organization. The knowledge and skills I have acquired throughout this period will undoubtedly be beneficial for my future professional endeavors.

I sincerely appreciate the time and guidance you have provided throughout this project. I look forward to your kind evaluation and feedback on the report.

Sincerely yours,

*Md. Abdus Salam Shaun*

.....  
**Md. Abdus Salam Shaun**

ID: 232-14-012

Program: MBA

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## **Student's Declaration**

I hereby declare that the internship report titled “**Merchandising Activities of Amazing Fashions Limited**” is my original work, prepared following the completion of my internship at Amazing Fashions Limited. The report was developed under the guidance of **Dr. Mohammad Shibli Shahriar**, Professor & Director MBA Program, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. I further declare that this report has been prepared solely to fulfill my academic requirements. It has no other purpose, although the contents may prove to be useful for relevant stakeholders and for the improvement of future activities.

*Md. Abdus Salam Shaun*

.....  
**Md. Abdus Salam Shaun**

ID: 232-14-012

Program: MBA

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## **Certificate of Supervisor**

This is to certify that **Md. Abdus Salam Shaun**, a student of the MBA program, ID No: **232-14-012**, under the Department of Business Administration, has successfully completed his internship program entitled “**Merchandising Activities of Amazing Fashions Limited**” as a partial requirement for the fulfillment of the MBA degree.

The internship was carried out under my supervision and guidance. During this period, he demonstrated dedication and sincerity in completing the assigned tasks. I believe the knowledge and experience gained through this program will greatly contribute to his professional development and future career endeavors.



.....  
**Dr. Mohammad Shibli Shahriar**

Professor & Director MBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## **Acknowledgement**

First and foremost, I would like to thank the Almighty Allah for granting me the ability, patience, and strength to successfully complete this report.

I would like to express my heartfelt gratitude to all those who supported me throughout the preparation of this report. I am especially thankful to my academic supervisor, **Dr. Mohammad Shibli Shahriar**, Professor & Director MBA Program, Faculty of Business & Entrepreneurship, Daffodil International University, for his continuous guidance, valuable insights, and encouragement, which enabled me to complete this report on time and in an organized manner.

I am also sincerely grateful to the entire team of **Amazing Fashions Limited** for their cooperation, support, and for allowing me access to relevant information and documents essential for the preparation of this report. Their kind assistance played a significant role in helping me gain practical knowledge and strengthen my professional skills.

## **Executive Summary**

The following internship report has been prepared as a requirement for the successful completion of my MBA program. While classroom learning provides essential theoretical knowledge, it cannot fully capture the complexities of real-world business scenarios. My internship at Amazing Fashions Limited offered a valuable opportunity to bridge that gap, allowing me to gain practical insights into the current business environment and organizational culture.

This report, titled “Merchandising Activities of Amazing Fashions Limited,” has been prepared as part of the academic requisites of my MBA degree. The study focuses on the merchandising operations of an apparel and fashion company, aiming to understand and evaluate the key merchandising activities carried out within the organization.

Amazing Fashions Limited is one of the prominent players in the ready-made garment (RMG) sector, located in Savar. The company operates a fully equipped and expansive factory where the production process spans from the development of samples to the manufacturing of finished goods for export. In the context of Bangladesh’s ongoing RMG revolution, Amazing Fashions Limited plays a significant role in the industry's growth and international reputation.

The company generates its annual revenue primarily from two major categories: woven garments and knit garments. As a 100% export-oriented business, Amazing Fashions Limited produces a wide range of apparel including shirts, pants, shorts, and trousers, which are exported mainly to the UK, USA, and various European countries.

To meet the growing demands of the global market, the company has recently invested in advanced mechanical equipment to enhance its production capacity. With a mission and vision centered on profit maximization, the company prioritizes maintaining strong relationships with both suppliers and buyers. A hardworking, committed workforce and an efficient merchandising team are at the core of their operations, ensuring that strategic goals are met effectively.

This report focuses on the merchandising activities of Amazing Fashions Limited, with a particular emphasis on buyer satisfaction and product quality—two key elements that contribute significantly to the company’s success in the competitive global apparel market.

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# **Chapter: 1**

## **Introduction**

## **1.1 Introduction**

The Ready-Made Garment (RMG) sector holds a pivotal position in the economy of Bangladesh. Since its emergence as a key industry in 1978, the textile and clothing sector has become the backbone of the country's export economy, contributing approximately 85% of total export earnings. Among this, around 75% comes directly from the apparel sector, which includes a diverse range of products such as knit and woven shirts, blouses, trousers, skirts, shorts, jackets, sweaters, sportswear, and various casual and fashion garments.

The sector is a major source of employment, currently providing jobs to over 1.5 million workers, the majority of whom are women from underprivileged communities, thereby playing a significant role in empowering women and reducing poverty in Bangladesh.

It explores the roles of supporting organizations and stakeholders like BGMEA, BKMEA, the Export Promotion Bureau, yarn suppliers, Chittagong Port authorities, insurance providers, and shipping companies. Through this internship and the subsequent report, I have gained practical insights that go well beyond textbook knowledge, offering a real-world understanding of how the RMG sector functions.

Within this industry, merchandising plays a central and indispensable role. Merchandisers are required to be hardworking, persuasive, quick thinkers, observant, and patient. Their effectiveness directly impacts the smooth functioning of production and sales operations. Without skilled merchandisers, it would be extremely challenging to ensure the timely execution and delivery of orders, maintain quality standards, and satisfy buyer requirements.

Buyer satisfaction is a cornerstone of success in the RMG sector. The majority of buyers are international clients, and their satisfaction ensures long-term business relationships and repeat orders. Merchandisers play a crucial role in this process by coordinating production schedules, maintaining communication, and ensuring that deliveries meet the buyers' expectations. Failure to meet these expectations can lead to the loss of valuable clients and damage to the company's reputation.

The RMG industry is one of the fastest-growing export sectors in Bangladesh and represents a major achievement in the country's social and economic development. To support this growth, the Bangladeshi government has implemented an open-door policy to attract foreign investment, which has led to the establishment of approximately 2,500 export-oriented RMG factories across the country.

Overall, the sector not only contributes significantly to the national economy but also drives industrialization, job creation, and global trade integration for Bangladesh.

## **1.2 Background of the Study**

As part of the requirements for the Master of Business Administration (MBA) degree under the Faculty of Business and Entrepreneurship at Daffodil International University (DIU), I was assigned to complete an internship at Amazing Fashions Limited. The internship was conducted over a period of 90 working days, from January 1 to March 31, 2025. During this time, I was placed in the Merchandising Division of the company, where I had the opportunity to gain hands-on experience and practical insights into the merchandising operations.

The primary objective of this internship was to develop a clear understanding of the various aspects of merchandising activities at Amazing Fashions Limited. This report serves as a comprehensive reflection of the knowledge, experience, and skills I acquired throughout the internship program.

## **1.3 Scope of the Study**

This study focused specifically on the operations and performance of Amazing Fashions Limited in relation to its merchandising activities. The objective was to understand how the company's practices align with key areas commonly emphasized in the Ready-Made Garment (RMG) sector, particularly in terms of buyer satisfaction and product quality. The report aims to evaluate whether the strategies and measures adopted by the organization effectively meet buyer expectations and maintain industry standards.

## **1.4 Objectives of the Study**

The objectives of this report can be viewed from two perspectives:

### **1. General Objective:**

The primary purpose of this internship report is to fulfill a partial requirement of the Master of Business Administration (MBA) program under the Faculty of Business and Entrepreneurship at Daffodil International University (DIU).

### **2. Specific Objectives:**

The specific objectives of this report are as follows:

- i. To gain a comprehensive understanding of the merchandising activities carried out at Amazing Fashions Limited.
- ii. To identify potential areas for improvement in the merchandising processes of Amazing Fashions Limited and suggest practical recommendations for enhancement.

## 1.5 Methodology of the Study

The objectivity and reliability of any study largely depend on the methodology applied during its preparation. For this report, both qualitative and quantitative data were utilized to provide a well-rounded and accurate analysis. The information presented in this report has been collected from two main sources:

### Primary Sources:

- Hands-on experience gained while working in the Merchandising Unit of Amazing Fashions Limited.
- Informal discussions and exchanges of ideas with fellow interns and batchmates.

### Secondary Sources:

- National and international journals and publications related to merchandising activities.
- Industry reports published by BGMEA (Bangladesh Garment Manufacturers and Exporters Association).
- The Annual Report of Amazing Fashions Limited and other relevant internal documents.

## 1.6 Limitations of the Study

Every research project inevitably faces certain constraints that can impact its completeness and depth. These limitations, when identified and analyzed, can offer valuable insights for improving future research. This internship report is no exception, and several limitations were encountered during the process of gathering data and preparing this report. These constraints are as follows:

- **Lack of up-to-date industry data:** Access to the most current and relevant data on the apparel industry was limited, which impacted the scope of the analysis.
- **Time constraints:** Due to the limited time frame of the internship, the depth and quality of the study were affected, as there was insufficient time to gather and analyze all potential data.
- **Confidentiality of certain data:** Some critical data and information were deemed confidential by the company and, therefore, could not be included in the report.
- **Scope of merchandising:** Since merchandising is a broad and multifaceted topic, it was challenging to cover all aspects comprehensively within the constraints of a single report.

**Chapter: 2**  
**Company Profile**

## **2.1 Introduction**

Amazing Fashions Limited is one of the leading textile and Ready-Made Garments (RMG) companies in Bangladesh, playing a pivotal role in the country's export sector by contributing significantly to foreign currency earnings and employment. In recent years, particularly after the end of the Multi-Fiber Arrangement (MFA), composite knitting industries have emerged as key players in Bangladesh's RMG sector. Among these, Amazing Fashions Limited has carved a prominent position due to its innovative and dynamic approach since its inception in 2007.

The factory of Amazing Fashions Limited is located at Degerchala Road, Gazipur, just a 5-minute drive from Hariken Bus Stop in Gazipur, Dhaka. The total factory space spans 256,332 square feet, which includes a six-story building, a one-story building, a three-story building, and three one-story structures. The premises are highly secure, with boundary walls and private security guards. Additionally, a Bangladesh Government Ansar Force camp is established within the facility to ensure complete security.

Amazing Fashions Limited is an integrated company with a strong commitment to quality and innovation. The company's various divisions are fully equipped to offer a comprehensive range of products for both the export and domestic textile markets. With cutting-edge technology and a focus on developing local human resources, the company is well-positioned to make a significant contribution to Bangladesh's growing knit garment export sector.

The core philosophy behind the company's existing structure and its future expansion is to capture value at each stage of the knitting process. Amazing Fashions Limited operates as a composite unit, housing knitting, dyeing, finishing, and sewing units all under one roof. In addition, the company has its own printing, embroidery, and washing units on-site. These integrated units work seamlessly together to meet the specific needs and timelines of their buyers.

The company primarily exports T-shirts and various types of men's, women's, and children's knit apparel, produced from a wide range of knit fabrics.

## **2.2 Company History**

Amazing Fashions Limited is a fully integrated composite unit, comprising knitting, dyeing, finishing, and sewing units all under one roof. The company began its operations in January 2007, specializing in the production of knit-based ready-made garments. Over the years, Amazing Fashions Limited has significantly expanded its design and manufacturing

capabilities, becoming a prominent player in the garment sector. As a testament to its growth, the company's export volume has increased by 300% over the past 9 years.

The organization adheres to a policy of honesty and sincerity in all its business dealings, with a strong commitment to customer satisfaction at the core of its operations.

### 2.3 General Information About the Factory

Company Name	Amazing Fashions Limited
Managing Director	A.L.M Ziaul Haque
Corporate Office	House# 445, Road 07, DOHS Baridhara, Dhaka- 1206, Bangladesh
Factory Address	Plot# 10, Dagerchala Road, Mouza-Baliara, P.O- National University, Gazipur Dhaka, Bangladesh.
Year of establishment	January 2007
Listing Status	Private listed company
Average annual turn over	35 million
Total work force	1800
Daily Working hour	08 AM- 08 PM
Factory Equipment	All types of Knit item for men, women, young fashion and kids, such as T-shirt, Polo shirt, Pant, Sweatshirt, Jacket

### 2.4 Principles Strategy

- Offer a diverse range of products in medium quantities, rather than focusing solely on basic items. Currently, we manage 140 styles each month at our existing capacity.
- Foster long-term customer relationships by consistently delivering high-quality products on time, at competitive prices.

- Continuously improve and maintain the workplace environment, prioritizing safety, job satisfaction, and employee development through active participation and the encouragement of idea generation.

## 2.5 Organization Culture

Amazing Fashions Limited operates with an efficient functional structure, where each department is led by a senior manager who oversees interdepartmental coordination to ensure the achievement of overall goals throughout the order cycles. Within these departments, small teams of young professional’s work on similar tasks, fostering a competitive environment.

We have cultivated a horizontal organizational culture that encourages employees to actively participate in team-based problem-solving and contribute innovative ideas aimed at the company's growth and development. In recognition of their contributions, employees are often rewarded in addition to their regular task performance ratings.

## 2.6 Major Buyers

1. OVS	2. UPIM
3. COIN	4. KARSTADT
5. Charles Voegele	6. ZARA
7. M & Co.	8. BERSHKA
9. Bensherman	10. Etams

## 2.7 Annual Turnover

We have been partnering with these customers for over 7 years. Our annual turnover for the fiscal year was USD 25 million. With the addition of increased production capacity in July 2024, we anticipate that our export volume will surpass USD 35 million in the fiscal year 2024-2015.

## 2.8 Product Range

Main Product Line	All types of Knit item for men, women, young fashion and kids, such as T-shirt, Polo shirt, Pant, Sweatshirt, Jacket
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Major Accessories	All types sequence, lace, button, zipper, stone, varieties of print, appliqué & embroidery, badge, patch, belt, buckle etc.
Composition	100% cotton, CVC, PC, TC, viscose, cotton/elastane, viscose lycra, modal etc.
Major Fabrication	Single Jersey, Interlock, RIB (1x1, 2x2, 3X4, 2X1, Lycra Rib etc),
	Pique, Fleece, Terry,
	Yarn dyed Feeder & Engineering Stripe, All over printed fabrics, Jacquard design, Lurex, Waffle, Drop Needle. etc.

## 2.9 Fabric Production Capacity

One of our greatest strengths lies in our robust supply chain, which includes both sister concerns and long-term partner factories for knitting, dyeing, and all-over printing (AOP). This integrated network enables us to efficiently develop and produce a wide range of high-quality fabrics.

Inspired by Toyota's "Kyōsei" philosophy—which emphasizes mutual growth and close collaboration—we are committed to fostering strong, long-term relationships with our supplier partners. To ensure consistent quality and on-time production, we have dedicated quality controllers and production officers stationed at these partner facilities around the clock.

## 2.10 Major of Knitting Partner

Major Knitting Partners	Daily Maximum capacity allocation (Kgs)		Major Dyeing Partners	Daily Maximum capacity allocation (Kgs)
Amazing Fashions	5000		Karoni	12000
NRG	12000		Wisteria	3000
MM group	3000		Divine	3000
Mondol	3000		NRG	3000
Cita	2000		Universal Yarn Dyeing	6000

All over Print Partners	Daily Maximum capacity allocation (Kgs)
Intermax	2000
Divine	2000
Formosa	1000
A one Pola	2000

## 2.11 Major Garments Production

Category A	Category B	Category C
1. Tee Shirts	1. Fashionable tops	1. Band Collar Polo
2. Leggings	2. Ladies dresses	2. Golf shirts
3. Skirts	3. Sweat shirts	3. Placket neck and Basic Polo
4. Pyjama sets	4. Jogging Pants	4. Fancy jackets
5. Under wear	5. Ladies and Men's Shorts	

## 2.12 Garments Production Capacity

Production Cluster	Machines per assembly line set up	Per Line Daily productivity (80%)	Existing assembly lines	Additions in July 2016	Current Production (Daily)	Projected Production effective July 2016 (Daily)
Category A	21-28 machines (Basic)	1800	10	4	18000	25200
Category B	29-38 machines	1500	8	4	12000	18000
Category C	38-75 (Critical items)	1400	7	2	9800	12600
				<b>Total</b>	<b><u>39800</u></b>	<b><u>55800</u></b>

## **2.13 Lead Time**

- Lab dip submissions are completed within 7 working days upon receiving the color reference.
- All-over print (AOP) and yarn-dye strike-off submissions are made within 10 working days after receiving both the color reference and design specifications.
- Sample submissions are completed within 10 working days following fabric confirmation.
- Shipments are scheduled within 45 days after final approvals of fit, design, color, and print for critical items such as Polo shirts, and within 30 days for basic items. These timelines may vary based on order quantity, fabric type, and approval lead times or any changes requested by the customer.

## **2.14 Quality Measures**

1. 100% inspection of incoming materials, along with monthly evaluations of suppliers to ensure consistent quality standards.
2. Comprehensive quality checks at every stage of interdepartmental material movement, including cutting, printing, embroidery, sewing, finishing, and packaging.
3. In-line quality control during both sewing and finishing processes to detect and resolve issues in real time.
4. 100% pre-final shipment inspections to ensure all products meet customer specifications and quality benchmarks before dispatch.
5. Weekly internal audits and independent supplier audits, conducted by the head office, to maintain compliance and continuous improvement.

## **2.15 Compliance Certification**

- ACCORD
- BSCI (Business Social Compliance Initiative)
- WRAP (Worldwide Responsible Accredited Production)
- OEKO-TEX® Standard 100
- ISO 9001:2008 (Quality Management System)

## **Chapter: 3**

### **Analysis**

### 3.1 Concept of Merchandising

Merchandising refers to a specialized department within the garment industry, derived from the word "merchandise," which means goods that are bought and sold. A merchandiser is responsible for managing and coordinating the entire process of turning raw materials and accessories into finished garments; while ensuring quality standards are met and deliveries are completed on time.

In the context of the garments industry, merchandising involves sourcing materials, negotiating with suppliers, maintaining cost efficiency, ensuring product quality, adhering to deadlines, and ultimately satisfying buyer requirements. Therefore, a merchandiser must develop a broad skill set and deep understanding of the market to manage all aspects of the order successfully.

Essential Knowledge and Skills for a Merchandiser:

- Strong command of English and familiarity with technical terminology to facilitate clear and effective communication with buyers and suppliers.
- Solid understanding of yarn, fabric, dyeing, printing, finishing, color fastness, as well as the processes of garment sampling and production.
- Clear knowledge of garment measurements and quality parameters essential for manufacturing.
- Proficiency in raw material inspection and garment quality control systems to ensure product consistency and customer satisfaction.

### 3.2 Merchandisers Functions to Execute Export Order

When a merchandiser receives an export order, it is their responsibility to plan and coordinate a series of key activities to ensure the order is completed accurately and delivered on time. The following tasks must be scheduled and executed efficiently:

- **Calculate fabric requirements** based on the total number of garments, including an additional percentage to account for potential wastage during cutting.
- **Determine accessories requirements**, such as thread, buttons, interlining, main labels, woven labels, size/fit labels, polybags, hangers (if applicable), plastic pins, cartons, and other necessary trims.
- **Identify and confirm sources for fabrics** to ensure timely procurement and quality assurance.
- **Identify and confirm sources for trims and accessories**, ensuring all materials meet buyer specifications.

- **Develop a Time and Action (T&A) calendar** to track every stage of the process, including fabric and trim deliveries, approvals, and production deadlines.
- **Conduct accurate costing** of the entire order, factoring in raw materials, labor, overhead, and margins.
- **Plan the garment production schedule** in coordination with production and quality teams to meet shipment deadlines.
- **Schedule pre-shipment inspections** to ensure the garments meet quality standards before dispatch.
- **Prepare and manage all shipment documents** such as invoice, packing list, bill of lading, and certificate of origin.
- **Implement a well-structured action plan** through the T&A table to monitor progress and address any delays or issues proactively.

### 3.3 Responsibilities of Merchandisers

A smart merchandiser is responsible for managing orders across four key stages, ensuring smooth execution and strategic planning throughout the process:

- **Sourcing** – Identifying and approaching potential buyers and securing future orders.
- **New Order** – Receiving and reviewing initial order inquiries or development requests from buyers.
- **Confirmed Order** – Handling orders that have been finalized and approved, including all required documentation and approvals.
- **Running Order** – Overseeing active production, ensuring timelines, quality, and delivery commitments are met.

### 3.4 Products of Amazing Fashions Limited

Amazing Fashions Limited primarily specializes in producing top and bottom knit garments for men, women, and children. The company is known for its strong presence in global markets, delivering high-quality apparel that meets international standards and consistently exceeds buyer expectations.



### 3.5 Amazing Fashion Work for



THE ORIGINAL  
**ARIZONA**  
JEAN COMPANY®

**DOCKERS®**  


### 3.6 Supplies of Amazing Fashions Limited

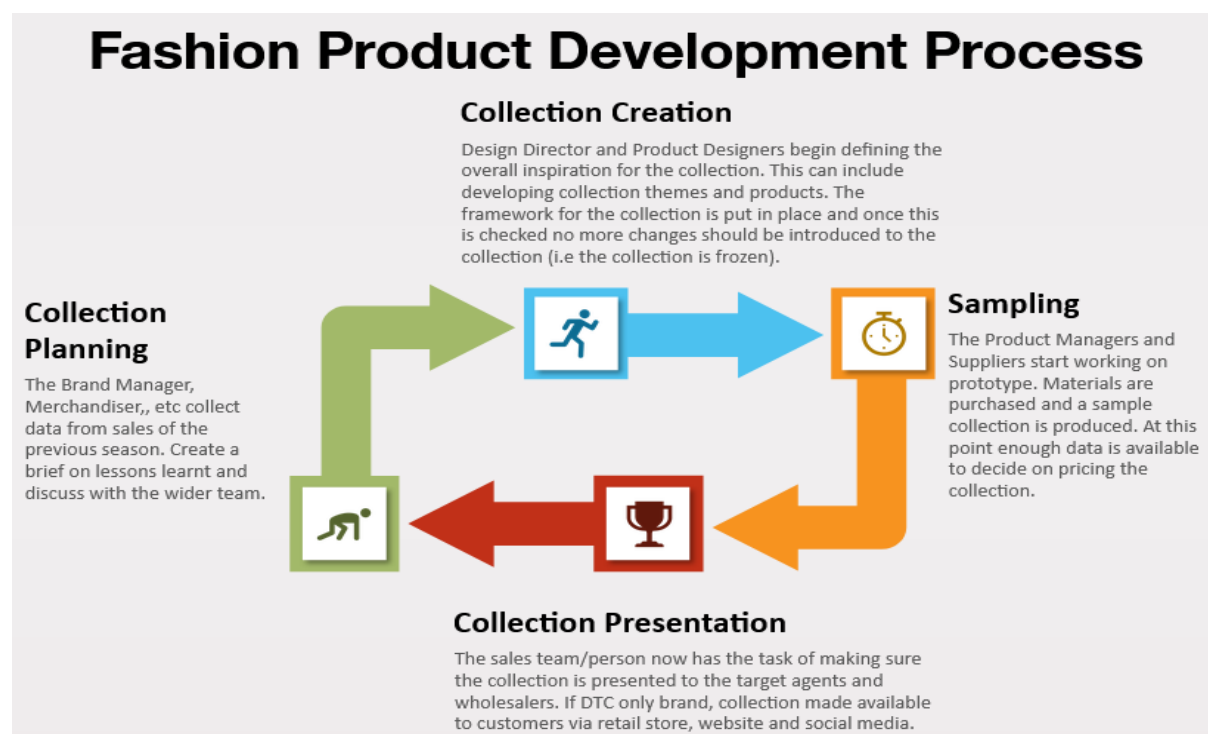
#### Fabric

- ZaberZubayer
- Sun Tex
- Shanghai Shelyen
- Shandong
- Jemie Tex
- Shakti Ganesh ltd
- Taksungetc

#### Trim

- A&E (Thread Supplier)
- Coats (Thread Supplier)
- YKK (Thread Supplier)
- RPAC (Label Supplier)
- AveryDennison (Label Supplier)
- Shore to Shore (Label Supplier)
- SML (Label Supplier)

### 3.7 Business Development Procedure of Amazing Fashions Limited



### 3.8 Process of Order Execution in Amazing Fashions Limited Merchandising Terms

- Communication with Buyers

Maintain regular and effective communication with buyers to understand their requirements and ensure smooth order processing.

- Procurement and Order Confirmation

Receive purchase orders from buyers and confirm them promptly to initiate the production process.

- Consumption Calculation

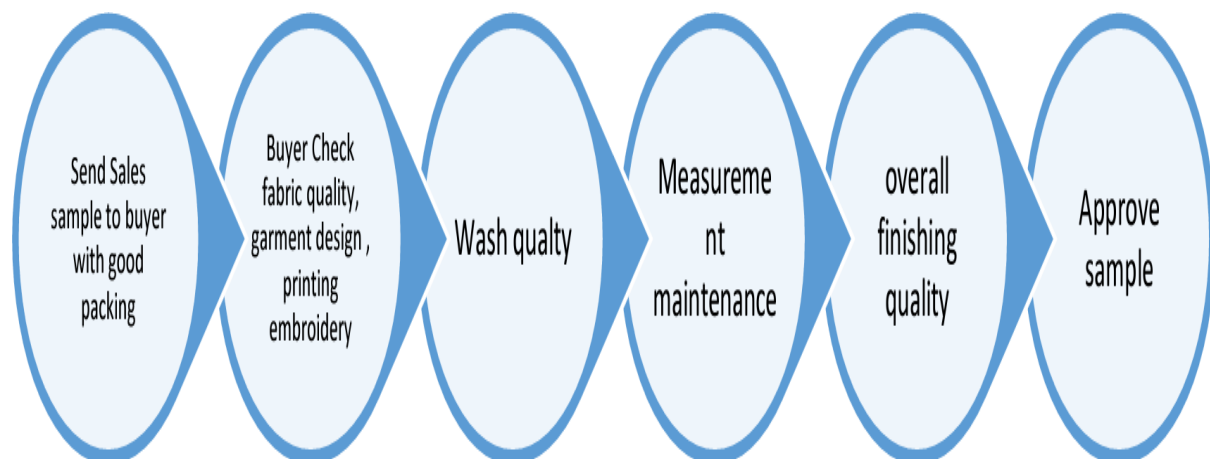
Determine the fabric and interlining consumption per garment. Based on the consumption (typically measured in yards), calculate the total fabric required for bulk production.

- Sample Management and Buyer Approval

Oversee sample development and obtain necessary approvals from buyers to proceed with production.

- Material Sourcing and Timely Approvals

Identify and source suitable fabrics, trims, and accessories, ensuring all materials receive timely approval to avoid production delays.



### **3.9 Merchandising Responsibility to Production Team**

#### **Preparation of Production Files for Production Commencement**

Key Components to Include:

- Approved Sample
- Finalized Order Sheet
- Measurement Sheet & Size Assortment
- Fabric Quantity Requirements
- Packing List
- Carton Dimensions & Specifications

#### **Additional Responsibilities Toward the Production Team:**

- Send buyer-approved samples to the factory for reference.
- Deliver complete production files along with approved patterns to the production floor.
- Collect the final approved sample from the buyer.
- Create a comprehensive product file including the buyer-approved sample and pattern.
- Arrange meetings with the Production Manager to brief them on upcoming production.
- Clearly explain the approved sample details, production file contents, and the finalized pattern.
- Finally, hand over all relevant materials and files to the Production Manager for execution.

### **3.10 Merchandising Activities to Quality Check to Ensure Quality Product**

#### **Importance of Quality Control in the Textile Industry**

Quality control is a vital part of the production process, as the overall reputation and success of a company heavily depend on delivering consistent, high-quality products. In the textile industry, quality is monitored from the very beginning to the end of production. It is influenced by various factors such as the quality of fibers, yarns, fabric construction, color fastness, surface designs, and the final finishing of garments.

However, quality standards are ultimately defined by the specific requirements of each buyer.

To meet and maintain these standards, merchandisers must take the following steps:

#### **Steps to Maintain Quality Requirements**

- Understand and implement customers' specific quality standards and expectations.

- Organize and train the Quality Control (QC) department to ensure they are well-equipped to monitor quality effectively.
- Provide clear and accurate quality specifications to the QC team for consistent inspections.
- Communicate quality requirements to the production department to ensure alignment from the beginning of production.
- Develop quality control parameters, including inspection methods, frequency, and sampling techniques.
- Conduct regular inspections and testing according to the established quality plan.
- Document and record all inspection results accurately.
- Provide timely feedback to the production team to address any issues and implement corrective actions.

### **3.11 Merchandising Activities on Goods Delivery to Buyers Destination**

Merchandisers play a key role in ensuring that goods are delivered accurately, on time, and in full compliance with buyer requirements. The delivery process involves several critical activities to ensure smooth shipment and successful order closure.

#### **Key Merchandising Responsibilities During Goods Delivery:**

- 1. Final Shipment Planning**
  - Confirm shipment date with the buyer.
  - Coordinate with the production and logistics teams to finalize packing and dispatch timelines.
- 2. Pre-Shipment Inspection**
  - Arrange final inspection as per buyer's standard or third-party requirements.
  - Ensure the shipment meets all quality and quantity specifications.
- 3. Approval from Buyer or Third-Party Inspection**
  - Obtain final approval report from the designated inspection agency or buyer's QA team.
- 4. Documentation Preparation**
  - Prepare and verify all shipment documents including:
    - Commercial Invoice
    - Packing List
    - Bill of Lading/Airway Bill

- Certificate of Origin (if required)
- Any buyer-specific documents

#### **5. Forwarding Shipping Documents**

- Send soft copies of shipping documents to the buyer for pre-check.
- Forward original documents to the buyer or bank as per payment terms (LC, TT, etc.).

#### **6. Shipment Execution**

- Coordinate with freight forwarders for booking and transportation.
- Monitor the shipment process and ensure timely dispatch to the buyer's destination.

#### **7. Tracking and Follow-up**

- Track the shipment until it reaches the buyer.
- Keep the buyer updated on shipment status and ETA.

#### **8. Post-Shipment Support**

- Assist with customs clearance issues, if any.
- Handle any claims or queries related to delivery or product condition.

#### **9. Order Closure**

- Confirm receipt of goods at buyer's end.
- Collect buyer feedback.
- Close the order internally and document lessons learned for future improvements.

## **Chapter: 4**

### **Findings, Recommendations and Conclusion**

## **4.1 Findings of the Study**

### **1) Improved Planning and Time Management**

Merchandisers and the operations department should enhance their planning and time management practices to boost overall productivity.

### **2) Modernization of Quality Assurance**

Given the company's strong focus on quality, it is essential for merchandisers to modernize and upgrade the existing quality assurance systems.

### **3) Balanced Power Distribution**

Authority and decision-making power should be more centralized and distributed fairly, ensuring equal opportunities across departments.

### **4) Focus on Long-Term Relationships**

Merchandisers should prioritize building long-term, strategic relationships with buyers and suppliers rather than focusing on short-term gains.

### **5) Continuous Strategy Development**

Merchandising strategies should be regularly updated to maintain a competitive and sustainable position in the industry.

### **6) Support for Air Shipments**

The company should consider covering additional costs for air shipments, when necessary, to reduce pressure on merchandisers and ensure timely delivery.

## 4.2 Recommendations

Amazing Fashions Limited is recognized as one of the prominent textile companies in Bangladesh, with a strong reputation in the international market for delivering quality products. It is a vertically integrated facility equipped with in-house dyeing, printing, embroidery, accessories production, and garment manufacturing capabilities.

During my analysis, I focused particularly on the Finance and Merchandising functions of the company. Based on my observations, I would like to offer the following recommendations to help the company achieve its future goals:

### 1) **Workload Distribution in Merchandising**

Merchandisers are solely responsible for procuring all raw materials, which significantly increases their pressure during production and often results in delayed shipments. Delegating procurement responsibilities or integrating support teams could improve efficiency and reduce shipment delays.

### 2) **Client Acquisition Strategy**

The merchandising department shows limited initiative in securing new buyers. Amazing Fashions Limited should invest in strengthening its business development efforts to expand its global client base and reduce dependency on a few key buyers.

### 3) **Internal Departmental Conflicts**

Internal issues such as employee politics, lack of coordination, and centralized power structures negatively impact the performance of the merchandising department. Implementing transparent communication, decentralizing decision-making, and fostering interdepartmental collaboration could significantly improve overall productivity.

### **4.3 Conclusion**

The Ready-Made Garment (RMG) sector continues to grow steadily, even in the aftermath of the global financial crisis of 2009. While countries like China are facing increasing challenges in maintaining low-cost production in their textile and footwear industries, Bangladesh remains competitive due to its cost-effective labor and pricing structure. This presents a significant opportunity for Amazing Fashions Limited to capitalize on these global shifts and strengthen its market position.

One of the most critical areas that can drive this growth is the proper management of Merchandising Activities. In today's competitive global environment, efficient merchandising plays a pivotal role in ensuring timely production, quality assurance, and successful buyer relationships. This study highlights several strategic steps that Amazing Fashions Limited should consider to enhance its merchandising operations and achieve long-term success.

The research also reveals that merchandising is not only a central function but also the most dynamic and resource-intensive department within the garment industry. Merchandisers are at the heart of daily operations, acting as a bridge between buyers, production, and supply chain teams. Therefore, their effectiveness and efficiency are essential for maintaining a smooth and productive workflow.

To ensure sustained productivity and competitiveness, it is vital for Amazing Fashions Limited to invest in developing the skills, tools, and management practices within its merchandising team. This sector holds vast potential, and continuous development will be key to unlocking future growth.

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