Faculty of Business & Entrepreneurship

Department of Business Administration

Internship Report

On

Marketing Activities

At Rising Group

Course Title: Internship Report

Submitted by

Md. Shamim Reza

ID: 153-14-1960

Academic Supervisor

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Assistant Professor and Associate Head
Department of Business Administration
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Daffodil International University, Dhaka

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

Letter of Transmittal

12th January ,2025

Mr. Dewan Golam Yazdani
Assistant Professor and Associate Head
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University, Dhaka

Subject: Submission of Internship Report on Marketing Activities of Rising Group

Dear Sir,

I would like to inform you that, I have completed my internship report on **"Marketing Activities of Rising Group"**. A few months before by the grace of Almighty luckily, I only alone got the opportunity to work at Rising Group as Junior Merchandiser-(Merchandising & Marketing), among 26 candidates which is such pleasure of mine.

Now I'm submitting my internship report based on my practical working experience for the internship program which is an integral part of my academic program. I have furnished all the things that I have learnt from my professional work field. I have tried my best to make the report excellent and gather relevant information for preparing a complete report. Without the proper guidance of you, it was not possible for me to prepare the report accurately.

I hope you will accept my report considering the limitations and mistakes of the study, and sincerely believe you will find the study very interesting and informative.

Thanking you for your kind supervision.
Sincerely yours,
Md. Shamim Reza
ID: 153-14-1960 (Major in Marketing)
Masters of Business Administration (MBA)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University,
Dhaka

Declaration

I am Md. Shamim Reza, Bearing Id: 153-14-1960**,** Form Masters of Business Administration (MBA) program, Major in Marketing, student of Daffodil International University, hereby declare that, the Internship Report titled on "Marketing Activities of Rising Group" is prepared by myself at the time of working as a professional service holder of Rising Group under the intensive supervision and guidance of Mr. Dewan Golam Yazdani, Assistant Professor and Associate Head, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, Dhaka and Md. Mobarak Hossain, Head of Human Resource Management of Rising Group, Dhaka.

I further affirm and also declare that the internship report is completely original and prepared for academic purpose only. No part of this report is copied from others and not submitted to any other University or Institution for any degree or any other purpose.

Md.Shamim Reza
ID: 153-14-1960 (Major in Marketing)
Masters of Business Administration (MBA)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University,
Dhaka.

LETTER OF APPROVAL

January 14th, 2025

To

The Head

Department of Business Administration

Daffodil International University,

Birulia, Ashulia, Savar, Dhaka 1216

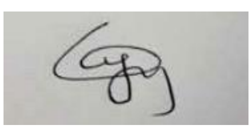
Subject: Approval of Industrial Attachment Report for MBA Program.

Dear Sir,

I am just writing to let you know that this Industrial Attachment on **"Marketing Activities"** have been prepared by Md. Shamim Reza, Bearing Id: 153-14-1960 is completed for final evaluation. The whole report is prepared based on the proper investigation and information in Rising 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



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Mr. Dewan Golam Yazdani
Assistant Professor and Associate Head
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University, Dhaka

Preface

The purpose of this report is to present the outcomes of the internship program undertaken at **Rising Group**, in the department of Marketing. 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 a unique opportunity to learn about the industry, understand the sales and marketing strategies and gain hands-on experience in the field. Hence I am a employee of this company in Marketing department, so I have the practical involvement & experience to work with different famous buyers as an , attend meetings, and participate in various marketing activities. This report will also highlight the challenges faced and the lessons learned during my working period.

I would like to express my gratitude to Rising Group for providing me with this invaluable opportunity and the support giving throughout my work specially Honorable General Manager Md. Rejaul Karim, Manager Mr. Raihan Sohag, Head of Marketing and Business Development Mr. Salauddin, Head of Human Resource Department, Mr. Mobarak Hossain of Rising Group. for their priceless advice & kind effort, which helped me a lot to collect proper information and data.

I would also like to thank my supervisor Mr. Dewan Golam Yazdani 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 Marketing activities and the practical aspects of the industry.

Abstract

The results of an internship program completed at Rising Group, a top fabric and clothing manufacturer, are presented in this paper. Gaining practical experience in fabric sales and marketing as well as comprehending the different facets of the process were the main goals of the internship. Market segmentation, target market identification, product positioning, and promotional activities are just a few of the sales and marketing tactics that the corporation uses to advertise its goods. Along with suggestions for future expansion, the research analyzes the company's rivals and existing market position. The internship program has given the author actual skills that she may use in her future job and has given her a great opportunity to learn more about the sales and marketing of fabrics.

TABLE OF CONTENTS

Chapter: One

Introduction

http://www.risinggroup.eu

1.1 Introduction

Textile product manufacturing infrastructure, including an enormous spinning mill with 30,240 spindle ring and 720 spindle rotor machines which remain in operation since 2005, Rising Group provides a major contribution to Bangladesh's apparel exports. With a capacity of 20–25 tons of fabric each day to produce different knit fabric varieties, we begin our path towards Knit Fabric Manufacturing & Finishing in 2008.

The marketing, sourcing, commercial, and production departments are run by a forward-thinking, competent managerial team and a terrific, staff-friendly program. According to the purchasers' code of conduct and municipal regulations, all manufacturing facilities have adequate lighting, ventilation, and occupational safety precautions. Our goal is to establish this group as a true icon in Bangladesh's business community.

1.2 Origin of the Report

The information utilized in this report comes from a variety of sources. because the Rising Group job letter included a commitment and secrecy provision. It is not permitted for me to specify every source or experience. Only sources that do not violate the company's terms and conditions are included in the list below. However, the most of the material is based on my actual job experience with the organization.

1.3 Scope of the Study

The analysis presents a wealth of information about Rising Group as I had gotten the chance to learn about a number of sales and marketing strategies while working in the business's advertising and marketing units. It contains my observations and firsthand accounts during my work internship.

1.4 The study's intentions

Completing the report's partial requirements for the MBA program is the main objective. Gaining practical expertise and a deeper understanding of sales and marketing is the primary goal of this subject. I have tried to provide a summary of "Marketing Activities of Rising Group:" in this report. The primary goals are as follows:

- To assess the Rising Group's marketing mix.
- To scrutinize Rising Group's promotional initiatives.
- To ascertain the challenges pertaining to marketing initiatives.
- To make some recommendations in light of the findings.

1.5 The consequence of analysis

The analysis is important to me as well as to those who carry out additional research in similar subjects. Here, I acquired knowledge that I and others can apply to our future careers. For the initial time, the group received the report to be its summary, that may be useful to other people as a source or guideline and for creating appropriate rules in similar situations. Researchers can also use this report as secondary data, which helps facilitate and authenticate their study.

1.6 Rationale of the Study

Customers' expectations have skyrocketed due to the fierce competition among private, international, and nationalized businesses. Furthermore, there is fierce competition in the industry. Additionally, all field and foundational information went into creating this study. Therefore, it makes perfect sense to conduct a thorough investigation of the company. Additionally, this study can assist top-level management, supervisors, and executives in making appropriate decisions going forward. They might have the opportunity to apply the most fundamental understanding or perspective of a typical employee of their organization.

1.7 Methodology

The information gathered from various sources utilizing a certain approach served as the basis for the study. There are a few steps that must be followed one after the other in order to finish the report. The report's topic was first chosen, and then relevant data was gathered from primary and secondary sources as well as from the author's own knowledge and experience. Since I was hired by Rising Group, gathering data was simple for me. Following collection, the data informed the research methodology and sample strategies. Once all the necessary data has been gathered, determine the report's anticipated outcome.

1.8 Resources for Content and Information

I obtained all of the data from primary and secondary sources, which were both distinct.
Additionally, the details are given below:

- **Primary Sources:**
  - Observation, hands-on training, and Rising Group experience.
  - Company Training & Workshop
  - Discussing with the Supervisor.

- **Secondary Sources:**

  - Company Profile
  - Website of Rising Group.
  - Annual report, audit report, Company documents, of Rising Group.

1.9 Limitations of Study

- The sensitivity of the data was the main obstacle to creating this report. Given how fiercely competitive the market is, their firm could suffer if the margin information were made public to rivals. As a result, in certain instances, management was hesitant to provide certain precise information.
- Data confidentiality was still another significant obstacle that this study had to overcome. Every organization has secrets that are kept hidden from the public. For the purpose of the organization's confidentially, staff members did not provide enough information when gathering data for Rising Group.
- Another factor that makes data collection difficult is business rush hours.
- Another drawback was the inability to locate relevant secondary data from other internship books.
- Another significant problem impeding the data collection procedure was time constraints. Many aspects could not be covered in the current study due to time constraints.
- The breadth of the research has been constrained by the amount of data gathered from various sources; frequently, current data has not been provided

2.0 Survey Period

By God's grace, I was hired as a full-time Merchandiser (Merchandising & Marketing) at Rising Group after clearing the corporate written exam and a successful interview. I therefore finished this report when I was employed by the company. However, the final report was finished between November 15, 2024, and January 1, 2025. The evaluation is entirely based on my real job for the business. As a result, I tried my hardest to discuss each subject in a clear and suitable way.

Chapter: Two

An Overview of Rising Group

❖ **Rising Wings-**

- Rising Fashions Limited
- Rising Apparels Limited
- Arunima Apparels Limited
- Sabarang Fashions Limited
- Rising Spinning Mills Limited
- Rising Industries Limited
- Active Composite Mills Limited
- Rising Fashions accessories Limited
- Rising Holding Limited
- Popular packages & washing Limited
- Simftex Apparel & Washing Ltd.
- Blue Seal textile Ltd.
- Rising Sourcing Service.
- Rising Logistic Service.
- Mahmuda Attires ltd..

2.1 History of Rising Group

Rising Group started out as a tiny clothing operating a production and exporting company in a leased structure in Mirpur, Dhaka, in 1997. Today, this has three complexes and is one of the nation's top producers of clothing, yarn, and knit fabrics. The company is vertically integrated to offer one-stop services, including manufacturing facilities for buttons, thread, printing, washing, and dyeing and finishing. According to local regulations and international standards, all facilities guarantee environmental-friendly practices including many more facilities.

Rising Fashions Ltd.

1997

Plot-I/16, Block-K, Rupnagar I/A, Mirpur-2, Dhaka-1216 Floor Area: 25,000 Sq. Ft (3-Lines WOVEN)

Rising Apparels Ltd.

1999

Plot-I/10, Block-K, Rupnagar I/A, Mirpur-2, Dhaka-1216 Floor Area: Unit-1: 36,000 Sq. Ft (6-Lines WOVEN)

Arunima Apparels Ltd.

2000

Plot-I/10, Block-K, Rupnagar I/A, Mirpur-2, Dhaka-1216 Floor Area: 36,000 Sq. Ft (6-Lines WOVEN)

Sabarang Fashions Ltd

2002

Plot-I/16, Block-K, Rupnagar I/A, Mirpur-2, Dhaka-1216 Floor Area: 25,000 Sq. Ft (3-Lines WOVEN)

Rising Spinning Mills Ltd.

2004

Nayadingi Bus Stand, Saturia, Manikgonj. Floor Area: 1,47,300 Sq. Ft Cotton Spinning – 30240 Spindle + 720 Rotor

Rising Knit Textiles Ltd.

2008

Nayadingi Bus Stand, Saturia, Manikgonj. Floor Area: 1,30,000 Sq. Ft a) Knitting b) Dyeing & Finishing c) Garments Washing.

Active Composite Mills Ltd.

2008

Zirabo Bazar, Ashulia, Savar, Dhaka. Floor Area: 60,000 Sq. Ft (12-lines)

Rising Industries Ltd.

2001

Nayadingi Bus Stand, Saturia, Manikgonj. Floor Area: 1,47,300 Sq. Ft Cotton Spinning – 36000 Spindle + 1080 Rotor

Fashion Accessories

2012

Nayadingi Bus Stand, Saturia, Manikgonj. Floor Area: 30,645 Sq. Ft Printing Unit b) Button Unit

Popular packages & accessories Ltd.

1994

Plot-I/10, Block-K, Rupnagar I/A, Mirpur-2, Dhaka-1216 Floor Area: 7,000 Sq. Ft (Cartoon Manufacturing)

This company operates the following businesses:

- Bangladesh ships goods to the United States, Canada, Australia, and Europe.
- Importing goods from Thailand to CHINA.
- Production and selling of entertainment goods.


USA
AÉROPOSTALE
Target.
WAL-MART
MICHAEL


EUROPE
INDITEX
ZARA
Bershka
KIABI
PRIMARK
mavi


Valleygirl
coles
AUSTRALIA
MIRROU
prettygirl

We believe in serving our customers
Our services align with our belief

2.2 Managing Director Profile

Mahmud Hasan Khan (Babu), Rising Group's managing director

Mr. Mahmud Hasan Khan is the Rising Group's managing director and Arunima Apparels Ltd.'s designated director on the Meridian Finance & Investment Ltd. board. He completed his social science bachelor's and master's degrees at the University of Dhaka.

Rising Group is one of the nation's top producers of knit fabrics, yarn, and clothing. The vertically integrated group manages the following processes: Fiber to Yarn, Yarn to knitting, Knitting makes the fabric, then next process fabric Dyeing, then process to Stitching, then is customer required Print or Wash or embroidery then Packaging etc.

Mr. Khan has worked in the textile and RMG industries for more than 20 years. For many years, he held the posts of BGMEA's Director and Vice President. In 2003–2004, Rising Apparels Ltd. was awarded the National Export Trophy (Bronze). Mr. Khan is a member of the Uttara Club and Kurmitola Golf Club in Dhaka, respectively.

With approximately 7,550 employees and a US$125 million revenue from its different enterprises, which vary from yarns to ready-made garments, Rising Group is an excellent instance of eye-vision and decision at the right times in the company. Babu's vision, business acumen, and superb capacity to make choices were the decisive components. "I used to give my friends who were employed in the apparel manufacturing sector boxes. Dealing with them taught Babu a huge about apparel, according to Babu, who founded his first production facility.

The MD of the Group believes that expanding and succeeding in the apparel industry is just as challenging as maintaining it. Babu places particular emphasis on education and training in order to guarantee the same.

2.3 Mission of Rising Group

In pursuit of excellence and professionalism, marked by a constant search for new ideas and an emphasis on developing enduring relationships with clients.

2.4 Vision of Rising Group

As the twenty-first century requires, the group will continue to invest in high-quality labor, state-of-the-art information technology, product improvement, and adaptability.

2.5 Objective of Rising Group

The primary objective is to remain a reputable organization in Bangladesh rather than a wealthy one. At the moment, Rising Group provides one-stop solutions for the clothing, accessory, and packaging industries, including spinning, knitting, dying, finishing, embroidery, and printing. More precisely, the following is a list of Rising Group Ltd.'s goals when considering its position both domestically and internationally:

- The company emphasizes sustainable and ethical production practices, aiming to become a circular business by designing durable, recyclable products comprised of recycled, safe, or ethically evolved materials.
- Rather than prioritizing wealth accumulation, Rising Group's main goal is to be recognized as an honored organization in Bangladesh.
- The company is also committed to environmental sustainability, placing it at the heart of their operations.
- Rising Group is dedicated to serving its customers by combining efforts to provide quality products and services, with expansion and advancements driven by 100% customer satisfaction.
- The company is involved in various corporate social responsibility initiatives, including developing skilled manpower through technical training, providing medical facilities for employees, and offering childcare facilities across factories.

2.6 Strategic Aspirations

- To inspire team members to take responsibility for each task.
- To uphold and accomplish international standards.
- To Aim to be recognized as a reputable and honored business entity within Bangladesh and internationally.
- To ensure 100% client pleasure by providing superior goods and services that are suited to the demands of the market.

2.7 Function of Rising Group

Rising Group serves as one-stop solutions for the clothing. Additionally, accessory, and packaging fields, covering spinning, knitting, dying, finishing, embroidery, and printing. Furthermore, Rising Group involves related businesses in the economic zone and leasing fields.

- To offer all kind of assistance to establish development related to clothing.
- In order to invest to took fashion to new heights.
- To conduct business in a foreign fashion.
- To carry out social welfare initiatives by developing clothing.
- To ensure quality products in garments sector.
- To provide consultation service to related companies
- To provide construction materials.

2.8 Corporate Profile

Name of the Company	Rising Group
Legal Status	Private Limited Company
Logo	
Formal Inauguration	On 1997
Managing Director	Mahmud Hasan Khan
Number of Employees	13000
Corporate Head Office	Plot-I/10, Block-K, Section-2, Mirpur, Dhaka-1216, Bangladesh; Rupnagar I/A.
Contact Number	+8809613 111 000
Email	rising@rising-group.com
Website	http://www.risinggroup.eu

2.9 Management of the Company

Chairman	NARGIS AKTER (20-years' experience in garments trade)
Vice chairman	JOHNNY K. Y. LAM (23-years' experience in garments trade)
Managing director	MAHMUD HASAN KHAN (25-years' experience in various trade)
DIRECTOR	MD. ZULFIKER MAMUN KHAN (18-years' experience in Production & quality control)
DIRECTOR	SHAFIQUL ISLAM (20-years' experience in Technical, Production & quality control)
DIRECTOR	MIR RAFIQUL ISLAM (15-years' experience in Merchandising, Production & Quality Control)
DIRECTOR	MASUM IQBAL KHAN (8-years' experience in Merchandising, Production & Quality Control)
DIRECTOR	MASUD REZA KHAN (8-years' experience in Merchandising, Production & Quality Control)
DIRECTOR	AKTARUZZAMAN KHAN (8-years' experience in Merchandising, Production & Quality Control)
DIRECTOR	MONIRUZZAMAN KHAN (8-years' experience in Merchandising, Production & Quality Control)
DIRECTOR	ABUL HASNAT KHAN(MONJU) (22 Years Experience Production & Compliance)
DIRECTOR	MOHAMMAD HANNAN (20 Years Experience Accounts & Finance)

2.10 Business Partners & Corporate agreements

2.11 Customers

BUYER NAME									
REGION	BRAND								
AUSTRALIA				Kmart	MOSAIC BRANDS LTD	Target			
USA		AÉROPOSTALE	amazon	Burlington	DELTA GALIL INDUSTRIES LTD.	ELLEN TRACY	Hanna Andersson	JONES NEW YORK	
	LANDS' END	Lee	LI & FUNG	THE marmaxx GROUP	NAUTICA	Stein Mart	TJ·maxx	vf	Wrangler
EUROPE	ALDI	Bershka	C C C	Eminence	Jennyfer	KIABI la mode à petits prix	Morrisons	next	ZARA

2.12 Different sectors of Rising Group

- **Spinning:**

Rising Spinning Mills Ltd. was established in Saturia, Manikgonj, in 2004 as a result of the phase-out of the quota and the scarcity of yarn and fabric that further increased the company's spiraling production costs. The facility had 30,000 spindles and a floor area of 1,64,472 square feet.

Textile:

We believe that the quality of a company's goods and the satisfaction of its customers are what drive it to new heights. To ensure the production of contemporary textiles, Rising Group manufactures the best yarns. Using state-of-the-art technologies and robust operating capabilities, we continuously aim to progress.

With Blue Seal Textile Ltd., we started the process of establishing a textile branch in 1999. Since then, we have developed a clientele built on reliability and confidence by producing a wide range of superior fabrics. In 2007, we launched another textile business. In order to satisfy client requests, Rising Knit Textile Ltd.

Knit:

We believe that a company's quality of products and customer satisfaction are what drive it to new heights. At Rising Group, we produce the best knitwear available. We continuously work to improve by utilizing state-of-the-art technologies and robust operational skills.

Our six distinct knitwear production facilities allow us to fulfill client requests of any size, and we specialize in creating knitwear. Our state-of-the-art customer service is available 24/7 to satisfy our loyal customers' needs.

Dyeing:

A crucial component of contemporary textiles is color. A textile product's color has a significant impact on how it is marketed and used. Textile colors, such as those of sports teams or hospitals, can be used to distinguish between groups of individuals or military units. Additionally, color can serve a practical purpose, like in protective gear or camouflage. Nonetheless, the color of textile goods has a significant role in what is referred to as fashion in contemporary retail establishments. When it comes to clothing, carpet, furniture, drapes, curtains, linens, and towels, color is crucial. Every product is advertised with a focus on its particular hue. Rising knit textile dye capacity have per day 35 ton knit fabric. Having the facility to dye their own clothes allows them to provide excellent support to their customers, which is helping their business move forward.

Accessories:

We believe that the quality of a company's goods and the satisfaction of its customers are what drive it to new heights. At Rising Group, we ensure that every extra component required to create a faultless product is included. Using state-of-the-art technologies and robust operational capabilities, we continuously aim to improve our work.

Popular Packages & Accessories Ltd. and Rising Fashions Accessories Ltd. are our two suppliers for a comprehensive selection of accessories. This business completes our ecosystem for producing optimal items, where everything is made internally with sufficient quality and quantity control. Our service allows our customers to think extensively about their purchases because we give them the whole solution.
We produce narrow fabric, buttons, care labels, sewing threads, and elastics.

Elastic

Button

Meridian Finance:

Meridian Finance always makes strategies in advance so that it can adjust to any changing environment. We may continue to plan for the future and function in the present with the experience and information we have gained, all the while getting priceless insight that aids in our long-term growth. By bringing our services to our clients' doorsteps, we are expanding our reach and empowering them to create their own stories.

We have an A credit rating because of our exceptional asset quality, sound financial standing, and capacity to meet our commitments to lenders, depositors, and shareholders. Our goal at Meridian Finance is to assist our clients in writing and achieving their own success stories.

Sirajgonj Economic Zone:

The Sirajganj district's Sirajganj Economic Zone is situated on the west side of Bangabandhu Bridge. The zone is intended to be developed across a block of land that is approximately 1041.43 acres in size. A group of twelve businesses and people came together to form Sirajganj Economic Zone Limited, the Economic Zone's developer. Rising Group was the most important of those businesses in making this idea a reality.

2.13 Products

Rising Group specializes in creating stylish clothing. This company is well-known throughout the world for this. They take pride in becoming Bangladesh's top composite plant.
List of things-

- ✓ T-shirt
- ✓ Polo Shirt
- ✓ Hoodie
- ✓ Sweatshirt
- ✓ Jacket
- ✓ Dress
- ✓ Children Dress
- ✓ Tank

Pajama Set

Nightwear Set 01

Nightwear Set 02

Chino

- ✓ Camisole
- ✓ Baby Romper
- ✓ Toddler Romper
- ✓ Legging
- ✓ Shorts
- ✓ Skirt
- ✓ Pajama
- ✓ Jogger
- ✓ Pajama Set
- ✓ Nightwear Set
- ✓ Chino
- ✓ Short Cargo
- ✓ Long Cargo
- ✓ Long Pant
- ✓ Broad Shorts
- ✓ Boxer Shorts
- ✓ Swim shorts
- ✓ Joggers

Short Cargo

Long Cargo

Long Pant

Broad Shorts

2.14 Completed, Ongoing & Upcoming Projects of Rising Ltd.

Mahmud Hasan Khan, the MD of Rising Group, asserts that the industry's future lies in manufacturing products in an ethical and sustainable manner.

This company already completed fourteen sister concerns under one umbrella. At present, they are trying to enhance their area and started a new project at Habigonj.

Babu khan engaged a Sri Lankan IE that routinely lead in-house and a training sessions for employee to improve the abilities as well as productivity, emphasizes that "we are learning still and there is no end to it." As a result of their care for the environment and as a business need, they developed a green facility called Mahmuda Attires Ltd. and want to pursue Gold Certification for the future factory.

2.15 Honors, Awards & Certifications of Rising Group

- **Honors & Awards:**

- **Certifications:**

Chapter: Three

Marketing Works of Rising Group

3.1 Concerning Market stage:

The marketing goal is to identify and meet personal and societal needs. "Meeting needs profitably" is among the most straightforward definitions of marketing. Marketing seeks the attract clients who giving greater value as well as to grow, keep current ones satisfying them.

The technique of managing markets to build profitable client relationships is known as marketing. Marketing aims to understand the customer. But building successful client connections requires effort. customers must be sought for, their demands must be determined, attractive offers must be created, pricing must be set, customers must be advertised, and buyers must be stored and delivered.

Marketing is a social and managerial activity that, in its broadest definition, allows individuals and organizations to produce and exchange value with one another in order to obtain what they need and want. More targeted business, marketing means establishing profitable, value-added consumer exchange relationships.

3. 2 About the Marketing Mix:

When selecting a in marketing campaign, a business must determine how much it needs to change the **four Ps** of its marketing mix to local conditions. There are several steps between standardized and personalized marketing mixes, which are at different extremes of the spectrum.

Businesses could encounter price and the grey market at the neutral price level, and setting uniform prices can be quite difficult. At the tile distribution stage, a business must tackle the problem of getting its goods to the end users by using a whole-channel strategy whenever establishing every component of the marketing mix, it is important to take into account the customs, social, juridical, ecological, technology and legislative constraints that companies face in other countries.

Here, we'll test some speed adjustments Rising Textiles Ltd. may make to product, pricing, distribution, marketing when expand into abroad markets. Four controllable tactical marketing components that comprise marketing mix are product, pricing, place, and promotion. These are combined by the company to generate the desired market response.

Rising Group is a business that focuses on providing goods and services. Proper implementation of the four Ps of the marketing mix is crucial for every service-oriented firm.

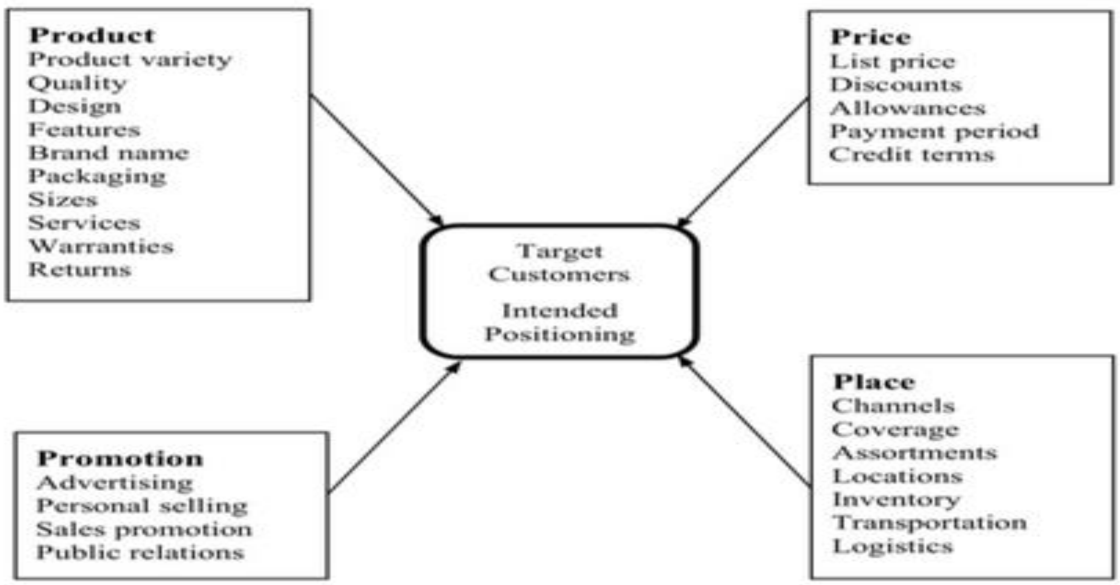


Figure: The four 'P' component of the marketing mix

3.2.1 Service Companies' Marketing Mix

The seven Ps make up the marketing mix. These are:
1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Evidence

Figure: The extended Marketing Mixes of Service Firm

3.3 Marketing Mix of Rising Group Ltd

3.3.1 Product:

A product is the collection of goods and services that a business provides to its target market. To put it simply, a product is one that meets the needs of the customer. Rising Knit Textiles Ltd. is a fully export-oriented business since Rising Group manufactures yarn for RMG in Bangladesh's apparel sector, which exports that overseas RMG. They guarantee the highest caliber of goods.

Rising focuses on Supima , Organic ,Core spun ,Slub Com. Compact, and Bamboo yarns in addition to traditional cotton yarn.

Considering the need worldwide, Rising moving forward to blended yarn like

- Modal yarn (100% M or 50%Cotton +50%Modal),
- Viscose yarn (100% or 50%Cotton+50% Viscose),
- PC yarn (65% Poly+35%Cotton or 50% Poly +50%Cotton),
- CVC yarn (60%Cotton +40% Poly or 80%Cotton +20% Poly)

The line of products offered by Rising Group

1. 100% cotton yarn:

Com. Combed yarn
Carded Combed yarn
Com. Compact yarn

2. Value added cotton yarn:

Supima cotton , CmiA Cotton Made in Africa, Organic cotton (GOTS and Open-End Standard)

- 100% com. Combed yarn , Carded yarn, slub yarn, rotor yarn
- Poly / Melange /Rifibra /Viscose /Tencel Lyocel/Cool touch and slub with blend.
- Better Cotton Initiative (BCI) 100% and with blend Poly, Viscose/ Ecovero, Modal & Melange etc. USA cotton (for contamination free)

3. Rayon yarn:

Modal: 100% Modal yarn, Modal yarn + Cotton yarn, Modal Slub yarn

Viscose: 100% Viscose yarn, Viscose yarn + Cotton yarn, Viscose yarn + Polyester yarn, Viscose Slub yarn

Tencel Lyocel : Tencel Lyocel yarn + Cotton yarn

Bamboo: 100% Bamboo yarn, Bamboo yarn + Cotton yarn.

4. Polyester:

100% Polyester yarn, Polyester yarn + cotton yarn (PC & CVC), slub,

Polyester yarn + Viscose yarn / Modal yarn / Lyocell yarn / Linen yarn

5. Recycle Polyester (GRS Standard):

Recycle Polyester yarn + Conventional cotton yarn / Organic cotton yarn / BCI yarn / Modal yarn / Viscose yarn / Linen yarn

6. Mélange:

Gray Melange yarn (Cotton + Viscose 1% to 50%)

Viscose + Polyester -PV Melange Yarn

Cotton + Modal - Cotton Modal Melange yarn

Poly Melange yarn (100% Polyester), Poly Cotton Melange (Cotton + Polyester)




Cotton yarn **Mélange** **Polyester** **Tri Blend/ Multi blend**

3.3.2 Price:

The price of a product is value what is worth which customer trades for the benefits of using or possessing it, or the cost that the company charges for it. The Rising Group's accounting department sets the product's price. Demand is ascertained by the account division by examining its historical sales volume. Estimates of the market for the business is helpful in figuring out how the pricing and quality of its items are related. The factory has implemented a market-based worthing strategy because it wants to remain in the market as long as feasible.

3.3.3 Promotion:

Promotion and guidelines for several actions business takes to convey the advantages of its product and to reach its target market. They don't have to conduct a lot of promotion in the Rising group. Their primary marketing tools are based on their reputation for never sacrificing quality. The company uses a variety of methods to market its product abroad, including providing samples, brochures, collections, attending international fairs, supplying CDs, participating in online auctions, faxing, emailing, and publishing articles in various journals, magazines, and Cortex.

3.3.4 Distribution/Place:

The framework for transferring product of organizations for their target market. Business is typically given a direct channel. Rising Group receives the order straight from GMS Composite Knitting Ind. Ltd. Initially, businesses aim to satisfy customer demands. The buyer will accept production that is 5% below or over the order in accordance with the terms of the contract. However, they cancel it if the tile product's quality falls short of their expectations or requirements.

3.3.5 People:

Knowledge workers, staff, management, and customers are among the individuals who have a direct or indirect impact on how much a product or service is thought to be worth. People are an organization's chance to improve a nation's economic circumstances in order for a company like Rising to teach the best important marketing personnel to do better business.

As a student of marketing, I believe that if it is carried out correctly within the company, it will benefit the textile sector.

3.3.6 Process:

The steps, systems, and sequence of events that result in a value exchange are called processes. The supply chain management process is used in Rising Factory. The entire process will be hindered if there are any issues. Rising Group constantly takes proactive steps to maintain the process in order to improve factory operations and customer satisfaction. Rising Group, for instance, has its own power supply system, which does not interfere with manufacturing.

3.3.7 Physical evidence:

Customers can determine whether they have received value by using tangible proof. The manner in which a staff member handles a customer, the amount of time a consumer must wait, or the setting for which a product is provided for a few examples.

Customers are always given priority by Rising Group staff. Business gave its staff training on to keep positive relationships with customers. Customers are able to wait in their waiting area, which are available to complete tasks promptly and in accordance with the needs of the clients.

3.4 Relationship Management strategies:

High Profitability	**Butterflies** Good fit between company's offerings and customer's need; high profit potential.	**True Friends** Good fit between company'sofferings and customer's need; highest profit potential.
Low Profitability	**Strangers** Little fit between company's offerings and customer's need; lowest profit potential.	**Barnacles** Limited fit between company's offerings and customer's need; low profit potential.

Figure-: An alternative approach to relationship management

Butterflies: They are rich but disloyal. good fit to the company's offerings as well as the necessity of customer. But much like genuine butterflies, we can only appreciate them for a little while before they disappear.

True Friends: Are devoted and profitable. The company's products and their demands are a good match. The company wants to keep investing in relationships in order to satisfy, expand, and retain these clients.

Strangers: It displays poor expected loyalty and low profitability.

Barnacles: It not particularly profitable, they are quite loyal. The products that the company offers don't fit together very well. As an illustration, consider a regular customer of Uttara Bank who does not produce enough income to pay for expenses.

3.5 Operational Procedure of Rising Group Ltd.

Making different kinds of yarns is Rising Spinning Mills Ltd.'s responsibility. Usually, the company makes these yarns in response to customer demand. The departments of Rising Group include administration, accounts, marketing, production, and quality control, just like any other corporation. The corporate office of Rising Spinning Mills Ltd. has direct supervision and control over the company's budgeting, financial, and administrative tasks. The production department handles raw material management and others maintenance.

Liaison office serves as Rising Group's headquarters. It handles stranger collecting, manufacturing duration and the implementation of the customer's required quality, resolving legal complications, handling LCs and payments, keeping accountants, shipping, and network maintenance with both domestic and international purchasers. The reputation of the company, the network and connections of the management, and a small number of new local buyers account for the majority of textile orders. The organization's primary duties can be separated into-

1. Export
2. Import.

The phases/ Functions in export procedure include:

a. Manufacturing Yarn
b. Ex-out the Yarns
c. Shipment the Yarns
d. Preparing documents
e. Receive foreign Currency.

Import/ Procurement of raw materials follow the under mentioned steps:

· Order placing
· Getting/Receiving Performa Invoices
· Opening Back-to-Back L/C and Receiving raw materials

3. 6 Environment of Rising Group Ltd:

3.6.1 Marketing Environment:

The players and external factors that influence a marketing manager's capacity to establish and sustain fruitful connections with specific clients comprise Rising Group Ltd.'s marketing environment. The two components of the marketing environment are the company's macroenvironment and microenvironment.

3.6.2 Micro Environment:

The "Company" component of Rising Group Ltd. functions nearly flawlessly with its departments. Rising Group Ltd.'s macroenvironment is directly impacted by the raw material suppliers' policies, raw material costs, and inflation. Thus, assuring quality is a major problem in this case. When it comes to marketing intermediates.

3.6.3 Macro Environment:

The next section discusses the macroenvironmental elements that are important to Rising Groups.

Demographic factor- The textile industry suites to the South Asian region. Bangladesh's industrial growth is supported by a large working population and a facility for outsourcing raw commodities.

Economic factor- Rising Group's economic factors include low production costs, energy availability, personnel availability, and appropriate government policies.

Technological factor- Rising Group has access to affordable and readily available Chinese machinery.

Political factors- Strikes of all types and the uncertain political environment have a detrimental effect on Rising Group.

Natural and cultural factors- Rising Group had created Mahmuda Attires Ltd, their first green factory where they have integrated renewable energy sources, taken water reduction measures and ensured an ethical environment for all our stakeholders.

3.7 Segmenting the market:

3.7.1 The Worldwide Sector:

The global market for the RMG sector is substantial. Due to its massive textile market, China's ascent to economic supremacy has an impact on the textile sector. In addition to keeping businesses secure from competitors, protecting intellectual property is essential to doing business. Clothing is a human need that will always exist, even though major political events like war may have an effect on this business. Conversely, low-cost suppliers could be of interest to marketers.

3.7.2 Economic Segment:

The size and volatility of the gross domestic product, per capita income, inflation, interest rates, international trade surplus or deficit, unemployment, and rates of saving and investment all have a significant influence on the textile industry. Changes in per capita income may cause purchase levels to increase or decrease, which might be advantageous for the textile industry.

However, in the end, one may contend that clothing is a fundamental human need. It will thus always be valuable provided the price and quality are controlled.

3.7.3 Demographic Segment:

The age distribution of the population is also related and may be advantageous. Because the industry's target clientele might be any age range. As lifestyle changes, so does the distribution of money and educational achievement. Opportunities for this area might arise from economic dispersion and ethnic variety. Geographic dispersion may be advantageous for this sector.

3.7.4 Socio-Cultural Segment:

Family ties can influence a person's overall purchasing habits. Purchase behavior is also influenced by attitudes toward living and working conditions. The high purchase condition cannot be a lower living arrangement. RGM products imported from developed nations, that presents Bangladesh with excellent prospects. Entertainment trends and shifting lifestyles also influence consumer behavior and establish new markets for this industry. In this field, attitudes toward health can have both beneficial and detrimental effects. Businesses should reconsider health care, and they can also launch new organic apparel.

3.7.5 Technological Segment:

Everyone's life is made easier and closer by technologies. The largest obstacle to improved communication is the Internet and telecommunications. Additionally, it lowers the time lessen procedure costs. Online training is the newest concept in worldwide trade. Research and development (R&D) may produce a multitude of new and creative items and innovative procedures.

3.7.6 Market segmentation:

Market segmentation is the practice of dividing a market into distinct customer groups with particular needs, characteristics, or habits that may need the use of various services or marketing initiatives. Consumers in a market sector respond similarly to a specific set of marketing campaigns.

3.8 Target Marketing

The process of choosing more market segments to enter, assessing each segment's desirability. A business should focus on markets where it can make the most money, provide the most value to customers.

3.9 Placement in the marketplace

Rising Group wants to carve up unique market niches for their products. Rising Group Ltd. initially determines potential competitive advantages to base its product positioning on. The business offers more value to its target customers by offering more benefits and lower prices than competitors. The bank which guarantees that it will continue to provide the higher value that it currently does.

After deciding on a viewpoint, the Rising Group takes decisive action to convey.

3.10 Company Current Position

A Tk 587,782,036 net profit was made in 2023. The board of directors has recommended the following method of appropriation:

1. Money for a 20% cash dividend (Tk. 2.00 per share) that is planned for 2023 268,840,542 Tk.
2. A 10% provision for bonus shares (stock dividends) (10:100 ratio) 134,420,271 Tk.
3. Tk. 184,521,223 is transferred to surplus and general reserve.

3.11 Rank of the market

For the year ending in 2023, Rising Group has authorized 20% cash. Consent was granted at the company's 19th Annual General Meeting, which took place at the factory premises in Rupnogor, Mirpur, Dhaka.

Tk. 886.75 million was the gross profit, Tk. 676.17 million was the net profit (before tax), and Tk. 564.76 million was the net profit (after tax) for 2023.

Rising Group Ltd.'s marketing department monitors and contrasts actual and budgeted costs under those headings:

· Selling
· Warehousing
· Packing and shipping
· Promotional
· Credit and collection
· General accounting (for marketing)

Business looks for reason for corrective action and analysis when the expanses variance is negative. Frequently, the business is unable to export its goods as expected, so it takes the appropriate action to meet the goal.

3.12 Competitive Position in the local industry

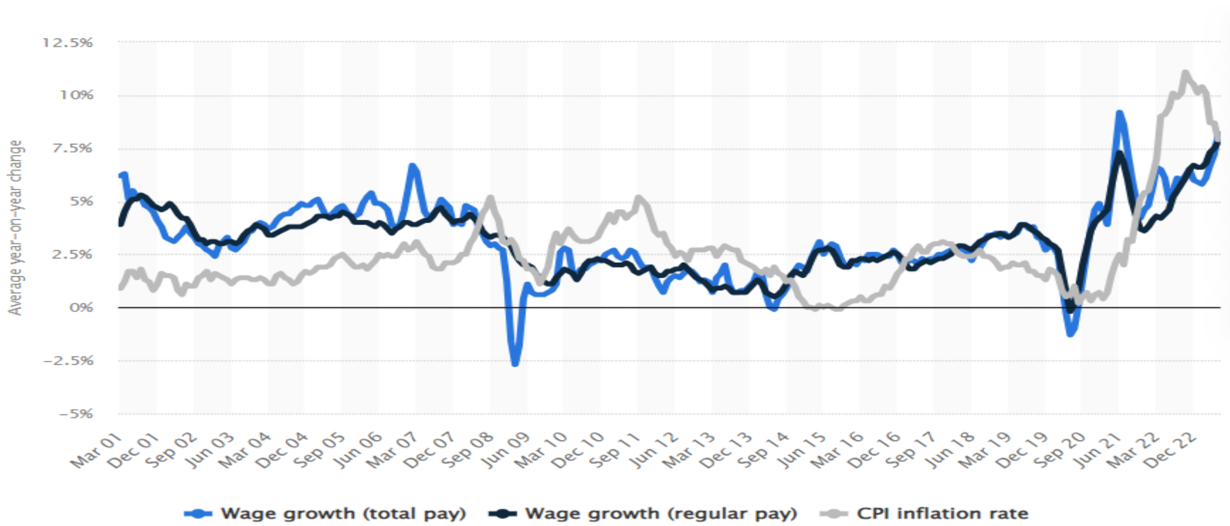
There was never any threat to the business from the local textile producers. The company believes that the key competitors of Rising Textiles Ltd. are the textile behemoths in China, India, Pakistan, and Vietnam, since most of them cater to the same markets as Rising Group.

Rising Group is currently gaining a significant portion of the export-focused RMG market in the local sector.

3.13 Current Textile Industries Conditions

As per the McKinsey research from 2021, The second-largest exporter of ready-made clothing is Bangladesh, after China. Bangladesh's clothing exports from July to June 2022–2023 increased by approximately 22.7% to US$ 21.915 billion compared to US$ 19.789 billion during the same period from 2021–2022. During 2022–2023, Europe was the main export destination for Bangladeshi clothing, with $12.96 billion, followed by Canada with $980 million. However, dreadful news has suddenly reached it. In recent history, it might be the second-largest industrial accident. As a result, in June, the US government, led by President Barack Obama, suspended Bangladesh from the (GSP), which permits more than 5,000 commodities from least developed nations to enter the US market duty-free. Since RMG goods, which comprise the majority of US imports from Bangladesh, are no longer listed as duty-free goods under GSP, exports will decline by almost $40 million. Bangladesh now exports $5 billion worth of commodities to the United States annually; therefore, the suspension from the US GSP will result in a 0.8% decrease in exports. Bangladesh will have to pay millions of dollars in taxes if the GSP facility is lost. Additionally, it is persuading the European Union to follow suit, which would significantly affect Bangladesh and its apparel industry.

3.14. Average growth of weekly earnings from March 2001 to December 2022



3.15. Analysis of Competition

There will be residential and retail facilities, as well as many forms of entertainment, sports, and activities that people of all ages can engage in and enjoy individually or collectively. The megacity is concentrating on health, education, and entertainment for friends and family. The tremendous changes in the national and international economies, as well as the way individuals spend their money for leisure, will undoubtedly have the biggest impact on the tourism sector in the upcoming ten years.

3.16. Competitive Edge

It will be extremely tough for competitors to enter and thrive in the market region due to the high standards set by our organization and our location.

Our investment study indicates that there is a chance to deliver first-rate service in a family-friendly setting, where we can charge our clients fair prices and still turn a profit in this cutthroat industry.

Our competitive advantage is based on:

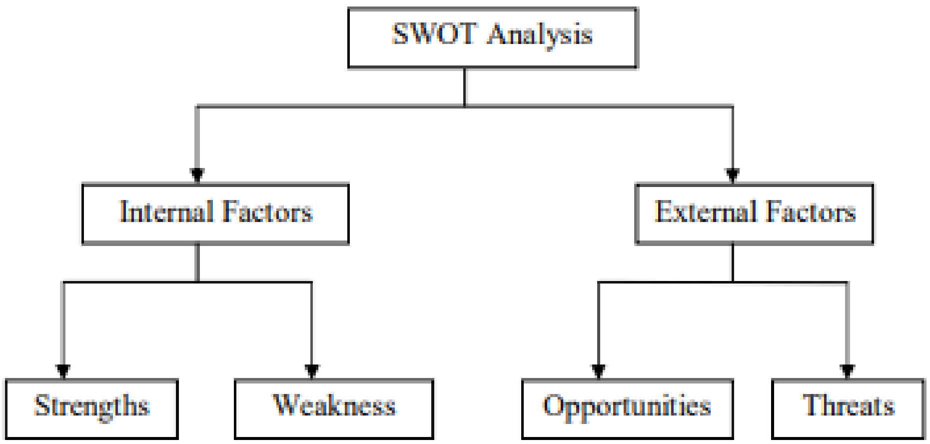
Our offerings will be positioned to give clients a first-rate retail, entertainment, and hospitality experience:

- Make the most money possible while maintaining the ability to provide reasonably priced entertainment.
- Offer the greatest family sports, games, and entertainment options.
- A variety of internationally renowned dishes and drinks.
- Offer activities for a wide variety of age groups.
- Recurring customers, events, and enjoyment.
- Distinctive and environmentally sustainable design with a cozy atmosphere.

Chapter: Four

SWOT Analysis & Findings

4.1. SWOT Analysis



- **Strengths:** Personal or organizational qualities aid in achieving the goal.
- **Weaknesses:** Personal or organizational characteristics that make it difficult to acquire the goal.
- **Opportunities**: Outside circumstances aid in achieving the goal.
- **Threats:** Outside factors could jeopardize the goal.

4.1.1 Strength:

Since the beginning of the rising group's adventure in 1997, we have pursued excellence and client satisfaction. We have been producing the highest-quality items for our stakeholders by utilizing and adapting to the most recent effective production processes. They currently employ over 13,000 people, operate in six different sites, and generate USD 188 million in revenue annually.

4.1.2 Weakness:

The rising faction depends heavily on Cotton. Additionally, the cost of cotton raw materials is rising. Transaction timings and transit times can occasionally cause a lot of issues at ports. Additionally, this textile company's drawbacks include greater taxes, power, and interest rates.

4.1.3 Opportunity:

The international market presents the company with promising prospects. It can lead the textile industry if it can effectively communicate and take a sizable share of the markets in Europe and the USA. The domestic textile industry is growing at an accelerating rate. In addition, diversification and product development are taking place to meet the demands of the worldwide market.

4.1.4 Threats:

The level of competition for Rising Textiles Ltd. is rising in both domestic and international markets. Additionally, there will be more rivalry from other foreign nations, such as China, India, Pakistan, Vietnam, and Sri Lanka. This business is also threatened by the need to strike a balance between supply and demand as well as pricing and quality.

4.2 Findings:

a) **Absence of an online system:**
Rising group Ltd. currently uses its self-software, which is not web-based, to manage organizational tasks.

b) **Lack of backup:**
File backup is crucial since the software is not continuously available online.

c) **Exclusively operating in the local market:**
As is well known, Rising Textiles Ltd. is a company that focuses entirely on exports and exclusively serves local clients.

d) **Lees' seasoned staff:**
Lees' seasoned staff members handle the marketing division. They lack the experience necessary to satisfy customers.

e) **Fewer staff members:**
Once more, there are fewer staff members at the front desk to handle account opening and dispatch-related duties. Thus, it takes a little longer.

Chapter: Five

Recommendation & Conclusions

5.1 Recommendations

a) Making software for online bases:

Although it is not online-based software, Rising Group currently uses its own software to manage organizational tasks. If something goes wrong, the entire department must bear the consequences. Therefore, it might be more efficient to run the task at an organization if they upgrade the system.

b) Ensuring the backup:

The backup of the files is crucial because the software is not online. Software use lowers environmental pollution by using less paper, yet it may jeopardize the company's vital papers. Therefore, the business should be more conscious of backups and make sure that they have a copy of their records.

c) Export directly in abroad:

Rising Group competes in the domestic textile market as well as the international one. Since Square Textiles Ltd. can produce nearly any type of yarn, they are able to export yarn to China, India, and other nations.

d) Appointing more Peoples:

Rising Group has a lot of clients—let's say 200—but six people aren't enough to manage them effectively. Therefore, hiring more competent individuals who can handle tasks with ease would increase the number of clients, which will raise the demand for the product. so that the expanding organization can increase its profits.

e) Combining the sales and marketing department with the research and development team:

Even though Rising Group has a QC department, they might make it easier for clients to consult with them before visiting the marketing department. The process is now drawn out since the marketing department consults with R&D first, followed by customer discussions. Thus, it will save additional time, such as 24 office hours, if they accomplish that.

5.2 Conclusion

The competition in this business has increased in recent years due to the rise of several new textile-related industries. The textile industry must thus now plan and carry out its operations in accordance with customer preferences. Old methods are no longer used in the textile business. In this competitive environment, this industry has expanded to encompass all financial services globally. To survive in this competitive market, the textile sector must manage its assets and liabilities well.

The manufacturing and distribution of high-quality yarn, which makes up a significant amount of Bangladesh's textile sector, is the company's primary operation. The Rising Group must have researched their pricing margin, marketing distribution method, and merchant-only promotional activities.

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