



Faculty of Business & Entrepreneurship

Department of Business Administration

Internship Report

On

Sales and Marketing of Woven Fabric

At Sanjana Fabrics Ltd-Asiatic Group

Course Title: Internship Report

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

Advance in Textile Management & Apparel Merchandising

LETTER OF TRANSMITTAL

October 15, 2024

To

Engr. Tanvir Ahmed Chowdhury

Assistant Professor

Department of Textile Engineering

Daffodil International University

Subject: Submission of Internship Report.

Dear Sir

I am glad to let you know that I have completed my Internship Program in Sanjana Fabrics Ltd-Asiatic Group on “**Sales & Marketing of Woven Fabrics**” for your kind evaluation. To prepare this report, I have given my best efforts that would enhance the report value.

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

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

Yours sincerely,



Zahid Hasan

ID: 181-14-2632

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LETTER OF APPROVAL

October 15, 2024

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 “**Sales & Marketing of Woven Fabrics**” have been prepared by Zahid Hasan bearing ID 181-14-2632 is completed for final evaluation. The whole report is prepared based on the proper investigation and information in Sanjana Fabrics Ltd-Asiatic Group. The student was directly involved in this industrial attachment report activities.

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

Yours Sincerely



Engr. Tanvir Ahmed Chowdhury

Assistant Professor

Department of Textile Engineering

Faculty of Engineering

Daffodil International University

Preface

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

The internship program was 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 Marketing Executive, 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 Sanjana Fabrics Ltd-Asiatic Group for providing me with this invaluable opportunity and the support giving throughout my work specially **Mr. Noor-A-Amin (Tutul)**, Director Operation, **Mr. Salim Hossain**, Director Marketing & **Mr. Kazi Razib Hossain**, my Team Leader.

I would also like to thank my supervisor **Mr. Engr. Tanvir Ahmed Chowdhury**, 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 Sales & Marketing of Woven Fabrics and the practical aspects of the industry.

Abstract

This report presents the findings of an internship program undertaken at Sanjana Fabrics Ltd- Asiatic Group, a leading manufacturer of Woven fabrics. The primary objective of the internship was to gain hands-on experience in the sales and marketing of woven fabrics and to understand the various aspects involved in the process. The report covers the various sales and marketing strategies used by the company to promote their products, including market segmentation, target market identification, product positioning and promotional activities. The report also provides an analysis of the company's current market position and its competitors as well as recommendations for future growth. The internship program has provided a valuable opportunity to gain a deeper understanding of the sales and marketing of woven fabrics and has equipped the author with practical skills that can be applied in future careers.

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INTRODUCTION

1.1 Introduction

The woven fabrics industry is a significant sector of the textile and apparel industry in Bangladesh. Bangladesh has emerged as one of the world's largest exporters of textiles and clothing, with woven fabrics being one of its major products.

The industry has been growing steadily in recent years due to the availability of cheap labor, a favorable business environment, and government support. The woven fabrics produced in Bangladesh include a wide range of products such as cotton, denim, polyester, and nylon fabrics, among others.

The sector is dominated by small and medium-sized enterprises (SMEs) that are engaged in both the production of basic fabrics and the manufacturing of finished products such as garments, home textiles, and industrial fabrics.

The woven fabrics industry in Bangladesh faces some challenges, such as the increasing cost of raw materials, low productivity, and inadequate infrastructure. However, the industry is continuously upgrading its technology and processes to overcome these challenges and increase its competitiveness in the global market.

Overall, the woven fabrics industry in Bangladesh is a vital contributor to the country's economy and is expected to continue to grow in the coming years, driven by the increasing demand for textile products worldwide.

1.2 Background of the Study

Industrial attachment may compare as pre-job. So for appropriate industrial attachment we should select a perfect industry. As I am already an employee of this company, I need not do an internship at another company. I am writing this report through my practical working experience. Hope this report will provide practical knowledge about Sales & Marketing of Woven Fabrics who will read this report in future and the working discipline of Sanjana Fabrics Ltd will impress them. It has highly advanced technology and an emphasis on developing local human resources.

I have prepared this attachment in SANJANA FABRICS LTD-ASIATIC GROUP, which is 100% Export Oriented Textile Mills. It has a well-planned environment and an overall section for making fabrics. By means of practical knowledge it's possible to apply theoretical knowledge in the practical field. For any technical education practical experience is almost equally important in association with theoretical knowledge. The training minimizes the gap between theoretical and practical knowledge and makes me familiar with the industrial environment.

It is a woven dyeing, printing & finishing factory. The industrial attachment is the process which builds understanding skill & attitude of the performer, which improves his knowledge in boosting productivity & services. College education provides us vast theoretical knowledge as well as more practical attachment, despite all these industrial attachments help me to be familiar with the technical support of modern machinery, knowledge about various operation stages.

It also provides us with sufficient practical knowledge about Productivity evaluation, Time study, target, work study, efficiency & maintenance of machinery and their operation techniques etc. The above mentioned cannot be achieved successfully by means of theoretical knowledge only. This is why it should be accomplished with practical knowledge in which it is based on industrial attachment makes us reliable to be accustomed with the industrial atmosphere & improve courage & inspiration to take self-responsibility

COMPANY PROFILE

2.1 Company Profile

COMPANY NAME	ASIATIC GROUP
Sister Concerns	Sanjana Fabrics Ltd; Asiatic Textile Mills Ltd; H. H. Textile Mills Ltd; Rawza Raisha Rahima Textile Mills Ltd; Afaz Textile & Composite Mills Ltd; Asiatic Properties Ltd; Asiatic Shopping Mall cum Residential Complex Ltd.
Head Office	28, Dilkusha, Motijhil, Dhaka-1000.
Marketing Office	House-9, Road-10, Sector-12, Uttara, Dhaka.
Factory	Mahana, Duptara, Rupgonj, Narayangonj.
Date of Establishment	1984
Listing Status	Private listed company.
Main Market	Europe, Australia, UK, USA, Russia & Canada.
Company Motto	Where your expectation & reality stands together.
Product	Woven Dyed and Printed finished fabrics.
Certification Achievement	OEKOTEX, GOTS, BSL, Organic & Detox.

Table-1.1: Company Profile

Asiatic Group has a long history of 35 years in the textile business. Starting its journey in 1984, this group has come up a long way forward to take the shape and size of a modern industrial organization. Currently Group has following prominent business units in its portfolio -

- Sanjana Fabrics Ltd.
- Asiatic Textile Mills Ltd.
- H. H. Textile Mills Ltd.
- Rawza Raisha Rahima Textile Mills Ltd.
- Afaz Textile & Composite Mills Ltd.
- Asiatic Properties Ltd.
- Asiatic Shopping Mall cum Residential Complex Ltd.

2.2 Management Team

Asiatic Group has a strong, qualified and vast experienced Management Team to provide effective leadership and set the right policy for successful business operation and growth. The Management Team is headed by Md. Sohrab Hossain, Managing Director. He is a self-made businessman who gradually turned into an industrialist. He is a natural leader who drives Group vision and mission and inspires its people to achieve that with sincerity, dedication and professionalism. Under his dynamic leadership the Group has been undertaking new business ventures one after another. He always puts strong focus on customer satisfaction through timely delivery of quality products. He has a strong passion for business development and growth. A frequent traveler having wide exposures to the business environment of many countries of the world.

Md. Abdullahel Hossain Bablu, Deputy Managing Director is one of the pioneering textile engineers in Bangladesh. He graduated in textile engineering in the 3rd batch from Bangladesh University of Textile in 1985. He has undergone training on textile and dyeing in Italy, Switzerland, Germany, Belgium and China. He has contributed a lot for the development of the textile and dyeing sector. He is widely respected in the textile sector of the country. He is very well connected with the manufacturers of machinery and producers of dyes & chemicals. The Group is privileged to enjoy the benefits of his long expertise in textile and dyeing technology.

Other members of the Management Team include Director Business Development, Director Marketing, Director Operation, Director Project, Director Finance and Director Human Resources & Administration.

2.3 Group Vision

Excellence in all our businesses through providing quality products to our customers.

2.4 Group Mission

- Provide quality products to all our customers at home and abroad
- Setting industry standard production processes
- Making production facilities environment friendly
- Develop human capital and professionalism in the organization

2.5 Turnover

Asiatic Group has an annual turnover of USD 50 million and Group has employed about 2,000 staff and workers.

2.6 Product Range

Asiatic Group has a good range of products in its product portfolio.

2.7 Textile Products

2.7.1 Composition

100% Cotton, Cotton / Stretch, Cotton / Poly / Stretch, TC Fabrics, CVC Fabrics, Linen, Cotton/Linen, Tencel, Viscose, Modal etc.

2.7.2 Weight Range

60 GSM to 450 GSM for Top & Bottom Fabrics
GSM- Gram per Square Meter

2.7.3 Weaving Range

Poplin, Twill, Canvas, Bed Ford Cord (BFC), Ottoman, Rib Stop, Herringbone, Texture Dobby and Oxford.

2.7.4 Dyeing and Finishing Range

Reactive: Solid & AOP

Disperse : Solid & AOP

Pigment : Solid & AOP

Reactive + Pigment:Solid & AOP

Vat : Solid & AOP

Fluorescent Color: Solid & AOP

Discharge: AOP and

Sulfur : Solid & AOP

2.8 Finishing

All types of peach, soft finish and coating.

2.9 Production Capacity

Asiatic Group has following monthly production capacity-

Weaving: 2.4 Million meter per month (balance quantity of greige is imported)

Dyeing: 5 Million meters per month

Printing: 3.5 Million meters per month

2.10 Factory Resources

All the factories are located at their own premises having modern machinery, latest technology, captive power generation and professional teams of expert manpower to deliver desired output.

2.11 Product Quality

Quality is a top priority in all our products and other areas of activities.

2.12 Quality Certification

We have following quality certifications achieved through our commitment to quality:

Oekotex, Gots, Organic, BSL and Detox

2.13 Lab Facility

H&M and M&S accredited full functional laboratory.

2.14 R&D Facility

Strong and dynamic R&D team

2.15 Sustainability and Environment

Have our own BCI BC Account, Doing Organic and Recycle Fabrics. Have modern functional ETP and other social compliances including BSCI.

2.16 Customer Service

Meeting customer expectations is the ultimate objective of Asiatic Group. Group intends to achieve this objective by providing quality fabrics and services to the valued customers. Management has given utmost importance and focus to customer satisfaction. Dedicated team looks after the customer feedback meticulously and provides timely response to the customers accordingly.

2.17 Major Export Market

Our products have access to the following major destinations:
Europe, USA, UK, Australia, Russian and Canada

2.18 Major Customer

We have the pleasure of working for many famous buyers of the world and major ones are listed below:

H&M, M&S, Target Australia, K-Mart Australia, Next, ALDI, Lidl, Celio, Tom Tailor, ESPRIT, UNIQLO, Zara, JC Penny, Li & Fung, O'STIN, C&A, Tema Turkey, CK, Primark, Carrefour, Walmart, Tommy Hilfiger, Gloria Jeans, KIABI, INDITEX etc.

2.19 Future Business Strategy

Asiatic Group put huge importance on adopting futuristic technology and product diversification in order to excel in the market competition. Experts of the Group attend global and local textile fairs, strengthen R&D function, also setting up of a Yarn Dyeing Unit and Spinning Mills in near future.

Scope of the Study

3.1 Scope of the Study

The following scopes have been found during the survey -

1. Analysis of the woven fabrics market: By analysis of the woven fabrics market I have researched the woven fabrics market to understand the competition, the customer base, and the trends that are impacting the market.
2. Sales and marketing strategy: I have studied the company's sales and marketing strategy for woven fabrics. This could include a review of the company's branding efforts, pricing strategy, and promotional activities.
3. Sales performance analysis: I have analyzed the company's sales performance for woven fabrics, including sales figures, market share, and customer feedback.
4. Marketing campaign analysis: I have reviewed the company's marketing campaigns for woven fabrics, including social media marketing, email marketing, and other forms of digital marketing.
5. SWOT analysis: I have conducted a SWOT analysis of the company's sales and marketing efforts for woven fabrics, identifying strengths, weaknesses, opportunities, and threats.
6. Recommendations: Finally, I can provide recommendations for improving the company's sales and marketing efforts for woven fabrics, based on the research and analysis conducted in the report. These recommendations could be focused on areas such as branding, pricing, promotion, and customer service.

Objectives of the Study

4.1 Objectives of the Study

In general, investigation objectives describe what we expect to achieve by a project. A statement of research objectives can serve to guide the activities of research. Here the Objective of the study has been classified into two categories as below.

4.1.1 Broad objective

The Broad objective of this research work is given below -

To investigate the Sales & Marketing of Woven fabrics of Sanjana Fabrics Ltd-Asiatic Group.

4.1.2 Specific Objectives of the study

The specific objectives of Sales & Marketing of Woven Fabrics may include -

1. To understand the sales and marketing strategies used by the company to promote their woven fabrics. This will help in identifying the key factors that contribute to the success of the company.
2. To conduct a comprehensive analysis of the customer base of the company. This will include identifying the target audience, their buying behavior, preferences, and the factors that influence their purchasing decisions.
3. To research and analyze the latest market trends in the woven fabrics industry. This will help the company to stay ahead of the competition by identifying new opportunities for growth.
4. To explore different sales channels that the company can use to promote their woven fabrics. This could include online marketplaces, physical stores, trade shows, and other marketing events.
5. To evaluate the effectiveness of the marketing campaigns launched by the company. This will help in identifying the areas that need improvement and suggest possible strategies for improving sales and marketing efforts.
6. Based on the findings of the study, to recommend for improving the sales and marketing strategies of the company. This may include suggestions for new products, marketing campaigns, sales channels, and other initiatives to improve sales and increase customer satisfaction.
7. Overall, the main objective of the study should be to provide the company with valuable insights and recommendations that can help in improving their sales and marketing efforts, thereby increasing revenue and market share.

Methodology

5.1 Methodology

Sanjana Fabrics Ltd- Marketing Dept is the place where is the working place of mine as an employee and the experiment has been taken into account to complete this internship.

As mentioned earlier, we do business with so many world's renowned buyers. Here I will describe the full Marketing procedure of O'STIN buyers of Russia.

At first a quality swatch/fabric reference which is collected from the buyer, needs to be analyzed.

By reviewing the analysis report we have to offer the quality from our available quality and fabrics price as well. If the buyer doesn't choose our available quality then we have to develop the quality fabric as per given reference swatch.

After the approval of quality, price and lead time the order is confirmed and can go for bulk production. But before bulk production there are still two types of development needed if the order is not on RED fabric. RFD means Ready For Dyeing but need not be colored to deliver.

If the order is on colored fabric then you need to develop Lab Dip or Strike Off depending on fabrics booking color. Lab Dip for single solid color and Strike Off for Printed color fabric in a small form for approval.

Discussion, Analysis and Findings

6.1 Discussion, Analysis and Findings

Before handling a buyer, you need to know about the buyer's working procedures, terms and conditions very well. So now I am describing the Working Procedures, Terms and Conditions of buyer O'STIN.

6.2 Definition and Abbreviation

6.2.1 Abbreviation

FSD – Fabric sourcing department.

PD – Product development department.

PrD - Production department.

PurchD - Purchasing department.

FM - Fabric manager.

PM - Product manager.

PrM - Production manager.

PurchM - Purchasing manager.

OSO - O'STIN China (SHO), O'STIN Bangladesh, O'STIN India

C/O - Carry over quality – fabric which was utilized during several seasons.

S/Y - Sample yardage (50m which NFS develops in a particular color/quality).

L/D - Lab dip – small swatch dyed in accordance with O'STIN request.

S/O - Strike off – digital version of the print A4 size. Based on the strike off, the designer confirms size and design of the print.

Mold/Roller - A press-form which NFS releases once S/O size and design are confirmed.

H/L - Handloom – color version for the Y/D fabric.

Y/D - Yarn dyed fabric. (Yarn dyeing → weaving).

P/D - Piece dyed (solid) fabric. (Weaving → dyeing).

NC price - Price in national currency.

6.2.2 Definitions

NFS - Nominated fabric supplier. Supplier which passed an internal technical audit managed by O'STIN FSD and included a seasonal fabric supplier's matrix.

RMGS - Ready-made garment supplier. Supplier assigned and contracted to produce readymade garment for O'STIN.

Nominated fabric– Fabrics which were presented by O'STIN FSD and chosen by O'STIN PD for further seasonal development.

6.3 Nominated Fabrics Quality

Here are the list of our nominated fabrics for O'STIN -

Fabric Article	Fabric Description
ATM-2016P(L) -	Panama Canvas 2/2 Solid 98% Cotton 2% Elastane (20+20)x(16+16)+70D/154x52 GSM-(265/295) CW-52" Peach
ATM-201660P(L)-	Panama Canvas 2/2 Solid 98% Cotton 2% Elastane (20+20)x(16+16)+70D/128x60 GSM-(255/285) CW-52" Peach
ATM-3020 -	LHT 2/1 Solid 100% Cotton 30x20/140x70 GSM-(190/200) CW-56" Peach
ATM-2016BT -	Broken Twill Solid 100% Cotton 20x16/128x60 GSM-(230/240) CW-56" Peach
ATM-4030(L) -	LHT 2/1 Solid 98% Cotton 2% Elastane 40x30+40D/156x78 GSM-(170/185) CW-52" Peach
ATM-4040 -	Poplin 1x1 Solid 100% Cotton 40x40/133x100 GSM-(135/140) CW-56" Non Peach
ATM-2020C -	Canvas 1/1 Solid 100% Cotton 20x20/100x50 GSM-(175/180) CW-56" Soft Finish
ATM-2020T -	LHT 3/1 Solid 100% Cotton 20x20/108x56 GSM-(190/200) CW-56" Peach
ATM-2054(L) -	LHT 3/1 Solid 98% Cotton 2% Elastane 20x16+70D/140x54 GSM-(260/290) CW-56" Peach
ATM-40100 -	LHT 2/1 Solid 100% Cotton 40x40/143x112 GSM-(145/150) CW-56" Peach
ATM-16107(L) -	Dobby Solid 98% Cotton 2% Elastane (16x10)x(7x16+70D)/80x72 GSM-(290/320) CW-52" Peach
ATM-2050(L) -	LHT 3/1 Solid 98% Cotton 2% Elastane 20x16+70D/150x52 GSM-(265/295) CW-56" Peach
ATM-1010 -	RHT 3/1 Solid 100% Cotton 10x10/72x42GSM-(265/280) CW-56" Peach
ATM-30150 -	Twill LHT 2/1 Solid 100% Cotton 30x20/150x70 GSM-(195/205) CW-56" Peach

ATM-0742 -	LHT 3/1 Solid 100% Cotton 7x7/72x42 GSM-(380/400) CW-56" Peach
ATM-0707 -	RHT 3/1 Solid 100% Cotton 7x7/72x42 GSM-(380/400) CW-56" Peach
ATM-16128 -	LHT 3/1 Solid 100% Cotton 20x16/128x60 GSM-(230/240) CW-56" Peach
ATM-2016(L)+P-	LHT 3/1 Solid 98% Cotton 2% Elastane 20x16+70D/128x60 GSM-(250/285) CW-56" Peach
ATM-2016(L) -	LHT 3/1 Solid 98% Cotton 2% Elastane 20x16+70D/128x60 GSM-(250/285) CW-56" Peach
ATM-16136(L) -	LHT 3/1 Solid 98% Cotton 2% Elastane 20x16+70D/136x60 GSM-(255/290) CW-56" Peach
ATM-1020(L) -	RHT 3/1 Solid 98% Cotton 2% Elastane 10x20+70D/94x60 GSM-(310/340) CW-52" Peach
ATM-1212BB(L)-	LHT 3/1 Solid 98% Cotton 2% Elastane 12x12+70D/108x50 GSM-(345/380) CW-56" Peach
ATM-30140(L) -	LHT 2/1 Solid 98% Cotton, 2% Elastane 30x16+70D/140x70 GSM-(235/260) CW-56" Peach
ATM-301662(L) -	LHT 3/1 Solid 98% Cotton, 2% Elastane 30x20+70D/152x62 GSM-(230/260) CW-52" Peach
ATM-3030 -	Poplin 1x1 Solid 100% Cotton 30x30/136x80 GSM-(170/175) CW-56" Non Peach
ATM-1616C -	Canvas 1x1 Solid 100% Cotton 16x16/96x50 GSM-(205/210) CW-56" Soft Finish
ATM-10742 -	LHT 3/1 Solid 100% Cotton 10x7/72x42 GSM-(290/300) CW-56" Peach
ATM-1610 -	RHT 3/1 Solid 100% Cotton 16x10/72x64 GSM-(250/260) CW-56" Peach
ATM-1016(L) -	RHT 3/1 Solid 98% cotton 2% Elastane 10x16+70D/88x56 GSM-(300/340) CW-52" Peach
ATM-3062(L) -	LHT 2/1 Solid 97% Cotton 3% Elastane 30x20+70D/150x62 GSM-(200/230) CW-52" Peach
ATM-30158(L) -	LHT 2/1 Solid 98% Cotton 2% Elastane 30x20+70D/150x58 GSM-(200/230) CW-52" Peach

ATM-4072 -	Poplin 1x1 Solid 100% Cotton 40x40/133x72 GSM-(120/125) CW-56" Non Peach
ATM-4070 -	Poplin 1x1 Solid 100% Cotton 40x40/110x70 GSM-(110/115) CW-56" Non Peach
ATM-2056C -	Canvas 1x1 Solid 100% Cotton 20x20/116x56 GSM-(195/205) CW-56" Soft Finish
ATM-7030 -	LHT 2/1 Solid 100% Cotton 30x30/130x70 GSM-(150/160) CW-56" Peach
ATM-1658 -	LHT 3/1 Solid 100% Cotton 16x12/124x58 GSM-(280/290) CW-56" Peach
ATM-1612 -	LHT 3/1 Solid 100% Cotton 16x12/108x56 GSM-(270/280) CW-56" Peach
ATM-302060 -	LHT 2/1 Solid 98% Cotton 2% Elastane 30x20+70D/160x60 GSM-(215/245) CW-56" Peach
ATM-3030(L) -	LHT 2/1 Solid 98% Cotton 2% Elastane 30x30+40D/160x70 GSM-(190/210) CW-52" Peach
ATM-201648 -	LHT 3/1 Solid 98% Cotton 2% Elastane 20x16+70D/152x48 GSM-(250/285) CW-56" Peach
ATM-2010C -	Oxford Canvas Solid 100% Cotton (20+20)x10/124x40 GSM-(235/245) CW-56" Peach
ATM-1650C -	Canvas Solid 100% Cotton 16x16/96x50 GSM-(190/200) CW-56" Soft Finish
ATM-3085 -	Poplin 1x1 Solid 100% Cotton 30x30/133x85 GSM-(170/175) CW-56" Non Peach
ATM-71046SL -	LHT 3/1 Solid 100% Cotton 7 Slubx10/70x46 GSM-(320/335) CW-56" Light Peach
ATM-1007 -	RHT 3/1 Solid 100% Cotton 7x10/72x42 GSM-(330/340) CW-56" Peach
ATM-2010 -	LHT 3/1 Solid 100% Cotton 20x10/130x56 GSM-(275/285) CW-56" Peach

6.4 Fabric Nomination Process

Fabric considered nominated under below terms and conditions:

- a. Fabric supplied by nominated fabric supplier;
- b. Fabric price was negotiated by O'STIN;
- c. Bulk production initiated by O'STIN;
- d. Fabric quality standardized by O'STIN.

Supplier's profile – Main information about supplier (Mill evaluation, presentation, company profile).

1 st bulk lot - A part of the main bulk dyed/produced in correct color/quality designed for PPS.

In-house test - Test which NFS provides once the fabric is confirmed for further development.

FTR - Fabric test report based on 1st bulk lot quality and done by an authorized 3rd party laboratory (SGS/ITS).

FIR - Fabric inspection report, according to the 4 point system. Should be released by NFS for each shipment.

MCA - Material Color Approval request to supplier for a sample of the colored fabric, produced in line with fabric specification and required characteristics and colored in the needed color and according to standard provided (Pantone/Color code or fabric swatch).

SMR - Material sample request to supplier for the fabric sample, which contents its technical characteristics (weight, construction, density, width, finishing and price).

PPS - Pre-Production sample of ready garment.

6.5 Background

6.5.1 Objectives

- This document provides an overview of the expectations that O'STIN has of its Nominated Fabric and Ready Made Garment suppliers.
- Both NFS and RMGS have to read and confirm their understanding and willingness to comply with these expectations by signing this document and returning a copy to O'STIN.
- The document should be communicated to all appropriate personnel at all Nominated Fabric suppliers and Ready Made Garment suppliers producing fabrics and ready made garments for O'STIN.

6.5.2 Scope

The requirements of this document are obligatory to all RMGS, NFS, OSO, O'STIN RUSSIA, who take part in the development and bulk production for apparel and accessories of O'STIN orders. The requirements are effective immediately after releasing this document.

6.5.3 O'STIN Expectations

- Cooperative attitude and behavior for NFS & RMGS.
 - NFS follows and RMGS accept and inspect fabric quality, confirmed by O'STIN.
 - Cross functional support between NFS & RMGS.
 - Solid contract based cooperation between NFS & RMGS.
 - Appropriate fabric time management at NFS & RMGS. Both suppliers must have a clear understanding of each other's capacities and production time restraints.
 - Fabric functionality is verified between NFS & RMGS on the sample production stage.
- 2.3.7. NFS must be very proactive in informing the RMGS and O'STIN of any possible delays to enable best possible resolution.
- O'STIN Expectations on collaboration between NFS & RMGS at the stage of the bulk execution:
- ✓ The Garment Supplier's purchase order for fabrics and trims which should contain the following points:
 - ✓ Contract number and signing dates;
 - ✓ Detailed information about fabric (article, color, fabric specification, quantity, delivery dates with partial shipment specification if necessary);
 - ✓ Clear payment terms;
 - ✓ The responsibility for contract breaching, including penalties for delays of delivery and payments, if necessary.

- At the order management O'STIN expects RMGS and NFS to keep to the contractually agreed delivery dates:
- ✓ RMGS must allow NFS in their production planning proposals the minimum bulk production lead times not counting any holidays and must allow extended lead times and partial shipments for big quantities (for fabrics > 10.000m);
- ✓ RMGS should plan their requested fabric delivery time with a reasonable buffer for fabric transportation, and inspection, and possible discussions;
- ✓ NFS must only confirm dates they can keep and arrange to these dates.

6.6 List of The Business Process

O'STIN business process consists of the following stages -

- a. Pre-sessional;
- b. Seasonal;
- c. Bulk execution.

6.7 Description of The Business Process

- a. Pre-seasonal activities - activity which O'STIN implements 2 weeks before Seasonal fabric sourcing meeting;
- b. Seasonal activities - the process executed after fabrics' quality confirmation and Design review;
- c. Bulk execution – process executed at the stage of the bulk

6.8 Responsibilities

O'STIN Responsibilities

- a. Identify, evaluate and nominate fabric suppliers based on cost, capacity, quality and service levels;
- b. Source, develop, consolidate, negotiate fabric prices and approve fabric quality with the fabric suppliers;
- c. To settle and standardize fabric quality;
- d. Initiate bulk production of the fabric;
- e. To confirm 1st bulk lot of fabrics in-time.

6.9 NFS Responsibilities

6.9.1 Prices

- a. NFS have to present detailed cost for all the requested fabrics in accordance to the format of the fabric specification sheet, including testing costs;
- b. Currency:
 - ✓ Chinese Yuan (CNY) for local China shipments
 - ✓ USD for other countries local shipment and all export shipments
- c. Fabric price DAP: fabric price including VAT and cost of transportation of the fabric from NFS to RMGS address;
- d. Fabric price FOB: fabric price, including cost of transportation of the fabric from NFS to the port from which there will be shipment to RMGS country;
- e. Fabric price CIF: fabric price, including freight cost and cost of transportation of the fabric from NFS to the port of RMGS country;
- f. VAT: applicable for local fabric prices (DAP). Export fabric prices (FOB, CIF) should exclude VAT charge.

6.9.2 Quality Confirmation (Pre-seasonal)

- a. NFS submit their internal testing report together with the Fabric specification sheet prior fabric will be selected for further development;
- b. Before fabrics are selected for development NFS is responsible to inform FM if any parameters do not meet the O'STIN requirements;
- c. O'STIN should make the decision whether to use the fabric or not;
- d. Fabric is considered confirmed and nominated to the particular garment style before sample yardage request;
- e. NFS has to follow and provide consistent quality to O'STIN.

6.9.3 Color Management (Pre-seasonal)

- a. Material Color Approval Request (MCA) is required to be used as the primary color standard and to be sent by O'STIN FM to NFS;
- b. NFS is responsible to submit l/d, s/f, h/l based on MCA within 7 days to SHO;
- c. All the l/d, s/f, h/l are to be sent by NFS to SHO FM (non-China have to be sent to O'STIN RUSSIA directly) with 3 sets (1 set to RMGS, 2 sets to SHO);
- d. Approval of the l/d, s/f, h/l are to be sent by SHO FM to NFS and RMGS.

6.9.4 Sample Yardage Management (Pre-seasonal)

- a. Confirmed fabrics by PM and FM should be requested for the 1st garment sample;
- b. Fabrics for the 1st sample should be with correct greige and finishing, but in available color;
- c. Provide sampling yardage free of cost in required colors and quantity to garment factories within the required timeline to make initial samples.

6.9.5 Bulk Execution

- a. NFS have to have a high flexibility and work closely with RMGS on volumes needed, timing priorities and shipment conditions;
- b. From RMGS to share clear priorities and help NFS to deliver to requirements in time;
- c. NFS is to deliver within given lead times after RMGS detailed order breakdown, contract and prepayment;
- d. From RMGS to manage the needed quantities with appropriate time set aside for large volumes or specific complexities;
- e. RMGS should have for large volumes (> 10,000m) arrangements possible for partial shipments (China based fabrics);
- f. RMGS should have appropriate time set-up to do fabric in-house checking and to buffer production start (cutting);
- g. NFS and RMGS should be proactive, immediate, open, and fair discussions to settle problems and secure on time garment delivery.

6.9.6 Testing

- a. All fabrics (nominated and non-nominated) must have a full fabric test report, according to O'STIN requirements – not later than PPS;
- b. FTR to be arranged and provided to O'STIN by RMGS. Cost of material testing to be included in the Garment Cost Sheet.
- c. For fabrics exported from China to other countries, FTR can be ordered by NFS. In this case RMGS compensates testing cost to NFS.
- d. FTR should be conducted per each fabric article. Physical testing for one color way, Chemical testing – for all colors;
- e. FTR should be conducted in a proper format where:
 - ✓ Applicant should be the garment supplier;
 - ✓ Vendor should be the nominated fabric supplier;
 - ✓ All the color styles where fabric utilized should be indicated.
- f. All testing costs should be excluded from the fabric price.

6.9.7 Quality Management in Bulk

- a. The fabric supplier must inspect the fabric prior to delivery and the inspection report must accompany the delivery;
- b. O'STIN can arrange additional fabric inspections by its own Quality Control representatives
- c. To supply consistent quality between: Approved fabric quality → 1 st sample fabric quality→1 st bulk lot quality→Main bulk quality;
- d. The NFS is responsible to ship the fabrics that meet the agreed quality standards to the RMGS;
- e. Fabrics which fail to meet the agreed quality standards will be rejected and re-made at the expense of the NFS;
- f. The NFS must send with each fabric delivery the following documents to the RMGS to prove they have tested and inspected their fabric and that it meets the agreed quality standards;
 - ✓ Physical (for each fabric article) and chemical for each color test results;
 - ✓ Fabric supplier have to send shade bands to SHO Fabric team and to RMGS;
 - ✓ Roll by roll inspection report, using the 4 point system. Detailing width, length and all defects, color approval, hand feel, design and construction.
- g. RMGS inspects fabric after receipt. In case if fabric quality does not correspond to agreed parameters, O'STIN, RMGS and NFS arrange additional inspection with participation of representatives of each party. If fabric defects happen at NFS faults, NFS must compensate for the damage by replacement of defective rolls or provision of discount to RMGS (discount size to be aligned with O'STIN).

6.9.8 Fabric Shipments

- a. NFS is responsible to quote & mutually agree delivery date with RMGS within a week of getting a purchase order/order confirmation;
- b. It is NFS responsibility to understand quality, delivery, testing and other requirements to meet O'STIN requirements;
- c. Coordinate with garment suppliers for PPS testing and arrange fabric as per required timeline to avoid any delay in PPS testing and PPS approval;
- d. Meet final delivery agreed with garment supplier, and partner with garment supplier in case of delay, which includes sending shipments by faster mode of transport (like air if needed) to meet required planned cut date of the garment factory;
- e. In case of ready garment ex-factory delay by more than 7 days happens because of fabric shipment delay RMGS may request NFS to compensate additional expenses (e.g. air delivery of ready garments) in accordance with conditions of contract between RMGS and NFS.
- f. NFS are required to provide a 4 point inspection report to RMGS and are expected to provide fabrics which meet the agreed quality standards for color, hand feel, construction, physical testing standards and color testing standards, on time.

6.10 Ready-Made Garment Supplier' (RMGS) responsibilities

- a. RMGS should be aware of fabric inspection based on 4 point system;
- b. RMGS is responsible to inspect and confirm to NFS of delivered fabric quality in bulk;
- c. To utilize nominated fabric for the garment sample production;
- d. Aware fabrics for the 1st sample should be with correct greige and finishing, but in available color;
- e. For sample yardage courier charges to be borne by garment suppliers. Fabric sample yardage will be provided free of cost by fabric suppliers;
- f. Place exact order quantity for the whole bulk, in order NFS could start 1st bulk lot production and provide consistent quality at PPS stage;
- g. RMGS has to place an order to NFS within 7 days, after order receipt from O'STIN;
- h. Provide a 3 rd party fabric test report to O'stin;
- i. To produce PPS out of 1st bulk lot of fabrics, and not to require NFS sample yardage for PPS production;
- j. To consider fabric' lead time and to place orders accordingly in order to get 1st bulk lot and main bulk in-time;
- k. RMGS should do fabric inspection within 7 days after bulk receipt. In case of any quality issue discuss it with NFS and O'stin, prior to fabric cutting;
- l. Mutually agree payment terms with NFS and make timely payment;
- m. Responsible for meeting the garment FOB date.

O'STIN will not interfere in the process management between NFS and RMGS, once the order is being placed. We will give the authority to manage the process to RMGS – taking appropriate actions only once requested to assist.

Challenges and Recommendations

7.1 Challenges and Recommendations

The company faces several challenges in the market, including lack of brand recognition and limited market reach. To overcome these challenges, the following recommendations are made:

1. Diversify the product line to cater to a wider target market and increase market share.
2. Invest in digital marketing to reach a wider audience and improve brand recognition.
3. Partner with key players in the industry to increase market reach and leverage their network.
4. Implement a customer loyalty program to retain existing customers and attract new ones.

Conclusion

8.1 Conclusion

This study is carried out only on one buyer's (O'STIN) marketing procedure though.

In conclusion, Sanjana Fabrics Ltd has a strong foundation for growth, but needs to implement new strategies to increase sales and market reach. By following the recommendations outlined in this report, the company can enhance its sales and marketing efforts and achieve long-term success.

Appendices

9.1 Appendices

O*STIN SMR Request No SMR-103085 10 2084 O*STIN

Supplier / Fabric Mill: HAND Samjama	Product Team: BOK
Fabric / Trim article: W007Ca054Sd	Recipient: OZhuavoronkova
Fabric ID: WN-215231	Request Date: 28 Jun 2019

Technical Information

Weight	0.0 (GSM)	Description:
Fabric Type	Plain - 054	Canvas solid 97% cotton 3% elastane 300gsm
Chemical Finish	TBD	Comments:
Mechanical Finish	TBD	Please make the sample of quality. The fabric should be elastic. BPAW66
Fabric Composition		
Yarn Count		
Cuttable Width	0.0 (TBD)	
Weave Direction	TBD	
Warp Weft Combination	TBD	
Density		



(20x20) (16+16) +70D/164x 58
Panama peach finish
GSM-308

Fig 1.1: Quality Swatch

O°STIN		SMR Number (if it's SMR)	
Fabric specification sheet - WOVEN/DENIM			
Fabric Supplier	Sanjana fabrics Ltd	Season	
Country	Bangladesh	Product Category	Style BOM
Supplier Fabric Article	ATM-1648(L)	Submission date	
Quality details			
Fabric type (twill, poplin, sateen, etc.)	2/1 S Twill	Fabric composition	98 % Cotton 2% Spandex
Fabric Dyeing code (solid, print, melange, yarn dyed, etc.)	Solid Dyed	Yarn count	Warp-16 , Weft-16 + 70D
Print type (reactive, pigment, discharge, sublimation, etc.)		Yarn type (open end, compact, carded, combed, filament etc.)	OE x Ring
Weave direction (left hand twill, broken twill, etc.)	2/1 S Twill	Mechanical finish	Peach
Structure (warp/weft combination, ex. 3/1, 2/1 etc.)	2/1 S Twill	Chemical finish	N/A
Construction (Density or EPIxPPI)	16x16+70D/102x48	Cutttable wight, inch	52"
Weight (g/m2, oz/m2 for denim)	255 g/m2 (A/wash)	For membrane fabrics:	
Production details			
1st lot lead time (days)	20-25 days	Bulk lead time (days)	15-20 days (based on greige availability)
MOQ	5000 yds	MCQ	3000 yds
Fabric Price (Validity till: 29/04/2021)			
FOB USD/meter	\$2.15 (Solid) \$2.30(AOP)	FOB RMB/meter	
		CIF BD USD/meter	
		CIF VN USD/meter	
		CIF IND USD/meter	
		CIF Cn USD/meter	
Recommended care in			
Additional comments			

Fig 1.2: Offered Quality

O[•]STIN		Lab dips submission form	
Fabric Supplier:	SANJANA FABRICS LTD.	Garment Supplier	
Fabric article No:	ATM-40100	Season	
Ostin Color Code	#45 (APS)	Line	
Provider Color Code		Garment Style	BP8294
L/d SL NO :	SL : 2108-1187	Submission date:	17.08.2021
L/d round:	1st (**)	2nd ()	3d () other ()
Fabric details			
Fabric composition	100% Cotton	Finishing	
Construction (Density or EPIxPPI)	40X40/143X112 Twill	Weight	
		Cutttable width, inch	
Illuminants: Primary: TL84 Secondary: D65			
Paste: 7cm*7cm-size l/d cutting			
A		B	
C		D	
Approved Opt - D 05/10/21 By Tuleya			

Fig 1.3: Approved Lab Dip

O[®]STIN		<i>S/off and H/L submission form</i>	
Fabric Supplier:	Sanjana fabric Ltd	Garment Supplier	
Fabric article No:	ATM-40100	Season	
Ostin Color Code	#25 -AOP	Line	
Provider Color Code		Garment Style	BP6293
S/off or H/L details			
S/off(h/l) inner code:		Submission date:	23.08.21
S/off (h/l) round:	1st (**)	2nd ()	3d () other ()
Fabric details			
Fabric composition	100% Cotton		
Construction (Density or EPIxPPI)	40x40/143x112	Weight	
Print type	Pigment	Cuttable width, inch	
Illuminants: Primary: TL84 Secondary: D65			

The image shows a close-up of a fabric print on an orange background. It features a cartoon monster truck with large black tires and a green body. To the right of the truck, the word 'ADVENTURE' is written in a bold, black, sans-serif font. Below the truck, there is a blue cactus and a blue agave plant. The word 'COOL' is written in a bold, black, sans-serif font to the left of the cactus. In the bottom right corner, there is a white speech bubble containing a black letter 'W'. The overall style is playful and adventurous.

Fig 1.4: Approved Strike Off

O[®] STIN		<i>bulk lot submission</i>	
Fabric Supplier	SANJANA FABRIC LTD	Garment Supplier	RUSSEL GARMENTS
Fabric Article No.	ATM - 40100	Season	SS22
Ostin Color Code	45 Bright Green	Line	
Provider Color Code		Garment Style	BP8294
1st bulk lot quantity / Order quantity			
Submission Date	15.11.21		
Specification			
Remark			
Care instruction			

1. All above information should be filled up *in English* and stick on the fabric. 2. It must be visible information. 3. The customer's name is always Ostin.



Fig 1.5: 1st Bulk Lot/ PP Cutting (Solid)

OSTIN		bulk lot submission	
Fabric Supplier	SANJANA FABRIC LTD	Garment Supplier	RUSSEL GARMENTS
Fabric Article No.	ATM - 40100	Season	SS22
Ostin Color Code	25 Bright Orange	Line	
Provider Color Code		Garment Style	BP6293
1st bulk lot quantity / Order quantity			
Submission Date		15.11.21	
Specification			
Remark			
Care instruction			

1. All above information should be filled up in English and stick on the fabric. 2. It must be visible information. 3. The customer's name is always Ostin.

Fig 1.6: 1st Bulk Lot/PP Cutting (AOP)



Fig 1.7: Solid Color Hanger



Fig 1.8: AOP/Print Color Hanger

References

10.1 References

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