Internship Report
on
Analysis of Financial Performance of Bellissima Apparels Limited

Submitted to:
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Department of Business Administration
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Daffodil International University

Submitted by:
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30/07/2025

Letter of Transmittal

TO
Shah-Noor Rahman

Department of Business Administration

Faculty of Business Entrepreneurship

Daffodil International University

Subject: Letter regarding submission of internship report on "Financial Performance Analysis of Bellissima Apparels Limited."

Dear Maam,

I am glad to submit my internship report, Financial Performance Analysis of Bellissima Apparels Limited. This report was required as part of the BBA program at the Department of Business Administration. It is thorough, informative, and instructional, with logical facts, statistics, and data that I gained.

Thank you for allowing me to speak about one of these topics. I feel it was a refresher of my knowledge while also enhancing both my understanding and efficiency. I thank you for allowing me to compile this report and would be happy to address any questions you may have about it.

Sincerely yours,

Mostaria Jahan

…………………………………………
MOSTARIA JAHAN

ID: 213-11-1413

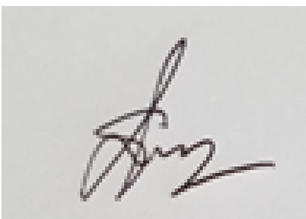
Major in finance

Program: BBA

Daffodil International University.

Supervisor’s Declaration

This is to inform you that Mostaria Jahan, BBA student #ID 213-11-1413, has successfully finished her internship report on the topic "Financial Performance Analysis: Bellissima Apparels Limited" under my supervision. The report was created under my supervision and is authentic work completed by her at Bellissima Apparels Limited, where she completed her internship. The report is written and cleared for submission after carefully following all requirements.



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Shah-Noor Rahman

Department of Business Administration

Faculty of Business Entrepreneurship

Daffodil International University

Student’s Declaration

I am Mostaria Jahan, a student pursuing an BBA at the Faculty of Business Administration at Daffodil International University. I am verifying that the report titled "Financial Performance Analysis of BellissimaApparels Limited." has been arranged in the most effective manner possible to ensure the program's success.

As a result, I pronounce that every staff member in this report is a fabricated character. I also confirm that this report has never been submitted in part to any other university degree program.

Mostaria Jahan

……………………………………..

MOSTARIA JAHAN

ID: 213-11-1413

Major in finance

Program: BBA

Daffodil International University.

Acknowledgment

I am Mostaria Jahan. First of all, I want to sincerely thank Allah and everyone who supported me during the process of finishing my internship report. I am pleased to present my practicum report, entitled **"Financial Performance Analysis at Bellissima Apparels Limited."** I made an effort to collect as much information as I could to enhance this report. Working in the ready-made clothing industry was, in my opinion, a fascinating experience that improved both my knowledge and experience.

The report details the internship experience that was part of Daffodil International University's Master of Business Administration (BBA) program in the Department of Business Administration. For two or three months, Bellissima Apparels Limited was to be my internship location. The internship program's goals were to acquaint the student with the real-world application of the information that makes up the theoretical side of practical life.

Special thanks are required to my academic advisor Professor Dr Mostafa Kamal, Professor, who encouraged me a lot to complete this report and provided me with all the necessary help and guidance. He was a very kind and helpful individual and has always been there, wherever I requested.

In addition, I would like to thank Mohammad Salam, Managing Director of Bellissima Apparels Limited, for helping me finish my report to a satisfactory standard. My colleagues at Bellissima Apparels Limited, who helped me during data gathering and interviews by providing insightful comments, critiques, and ideas, have my sincere gratitude. Lastly, I would like to sincerely thank the faculty, staff, and students who assisted me in finishing my internship report.

Executive Summary

This internship report is based on my internship program and the financial performance of Bellissima Apparels Limited in 2019, 2020, 2021, 2022, and 2023. During my internship, I got the opportunity to develop expertise and understanding of various corporate activities. My faculty supervisor assisted me in selecting the topic - An Analysis of Bellissima Apparels Limited's Financial Performance. Results by sentence Sources that have been matched the private sector in Bangladesh is becoming more competitive in the current competitive business period. The balance sheet and profit and loss account are the most often used financial performance measures in this industry, where the balance sheet indicates a company's financial condition and the profit and loss account shows its net profit or a net loss. With those statements, ratio evaluation is provided. In this report, I will explain the first chapter about the report title, how to choose that, and what process this report makes. Explained in the second chapter what background the organization builds up what type of activities this organization does and some of the vital concepts about related organizations. In the third chapter, the author must explain some of the Financial Performance analysis elementsand the way they should be used. In this report, some important aspects of some ratios, which are essential for ethical efficiency are included. Then the fourth chapter must give about the Financial Performance analysis based on some numerical evidence in a calculative way. The fifth chapter gives some ethical detection, remarks, and conclusions of the report on Bellissima Apparels Limited. I worked at Bellissima Apparels Limited for seven months as part of my BBA degree. I investigated the financial performance of Bellissima Apparels Limited. To determine its ratio, use these previous and present records. After completing this report, I discovered that analyzing financial accounts using ratios aids in overcoming previous faults and making future judgments and plans. As a result, it is critical for every corporation, regardless of size, to create a financial performance report and assess it using ratios.

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Chapter 1 – Introduction

Industrialization is the primary driver of a country's economic progress. It has a significant role to play in transforming developing countries' monetary structures. Bangladesh has had a textile industry for over 500 years. It is one of the world's oldest and most successful industries, with a long history.

Furthermore, there has been a huge advance in yarn and textile manufacturing in recent years. Globalization has had a significant influence on the global fabric and apparel trade. Today, developed countries rely heavily on developing countries for fabric and clothing production. Bangladesh currently ranks second in the world as the largest garment maker, with a $10 billion company, 80% of which is generated by exporting items.

Three key reasons have encouraged textile growth in Bangladesh. The United States boasts a wealth of resources, opportunities, and effective government programs. A vast range of laborers may be found in Bangladesh. Natural gas and energy prices are also low. With such a large population, labor is plentiful, and Bangladesh has an advantage in producing labor-intensive items. The industrious dedicated workforce is the key reason for the growth of the fabric industry in Bangladesh. They put in longer work hours to meet the deadline. As a result, the per capita income of the United States and the needs of resident people have improved. Second, the country gained an ideal chance to trade in ready-made clothing with America and European countries.

These possibilities have been aided using government restrictions, which have fostered the growth of fabric in Bangladesh. The rule of the liberal rulers encouraged foreign investment. Bangladesh's garment industry is well-known and has a significant presence in the global market today. The American fabric industry specializes in fabric items, knitwear, and woven garments. These items are the apex of the country's export income. Furthermore, the quota-free fabric rule, which was established in 2005, has significantly advanced Bangladesh's fabric industry. The government's textile-supporting policies included both economic and institutional assistance. As previously said, hard effort and energy are priced and easily accessible right here. against their competitors. The new textile policies that have been introduced almost have no tariffsfor the spinning sector

1.1 Background

A country's economic progress depends heavily on industrialisation, especially when it comes to changing the economic structure of emerging nations. One of the oldest and most well-established sectors in the world, Bangladesh's textile and garment sector has a long history spanning over 500 years. Ready-made garment (RMG) exports, textile manufacturing, and yarn production have all advanced significantly in the last few decades..

The global fabric and apparel trade has changed as a result of globalisation, with wealthy countries now depending more and more on developing nations to produce textiles and garments. Bangladesh is currently the world's second-largest exporter of clothing, bringing in about USD 10 billion a year, with exports accounting for almost 80% of total revenue..

1.2 Statement of the Problem

Financial performance analysis is essential for assessing an organization's viability and room for expansion in the cutthroat global garment market. A firm like Bellissima Apparels Limited must maintain solid financial health in order to weather market swings, shifting consumer expectations, and global economic issues because it works in an export-oriented and fiercely competitive sector..

Notwithstanding the garment industry's consistent expansion in Bangladesh, individual businesses frequently deal with problems such growing manufacturing costs, exchange rate swings, regulatory constraints, and shifting raw material prices. Without ongoing financial performance monitoring and assessment, organisations might not be able to spot flaws, allocate resources optimally, or put in place efficient cost-control measures.

In order to determine trends, strengths, weaknesses, and opportunities for improvement, Bellissima Apparels Limited's financial performance for the last five years (2019–2023) must be thoroughly examined. Understanding the company's profitability, operational effectiveness, and financial stability will aid with this analysis, which will ultimately help with improved strategic decision-making for future expansion.

1.3 Significance of the Study

Knowledge and learning become ideal when they are linked to ideas and procedures. Application refines theoretical knowledge. It is uncommon to include a practical orientation program as an academic component in our primarily text-based educational system. One of the most important components of the BBA program is the internship report. A three-month practical exposure has been introduced to Daffodil International University's BBA degree program in recognition of the importance of experience.

1.4 Objectives (Broad & Specific)

Main Objective:

The main objective of the study is to scrutinize the Financial Performance of Bellissima Apparels Limited ***from the period of 2019 to 2023*** and evaluates this performance.

The other objectives of this study are:-

- To examine the financial operations and assess the financial status and performance of Bellissima Apparels.Limited.
- To calculate the financial ratios and evaluate performance based on interpretations.
- To suggest better ways for enhancing the performance of the company.

1.5 Limitations of the Study

While preparing this report, several limitations were encountered that may have influenced the depth and scope of the analysis:

- **Non-disclosure policy of the organization** – Some employees were unwilling to share detailed information due to confidentiality requirements, which limited access to certain data.
- **Time constraints** – The short duration of the internship period restricted the ability to collect and analyze all relevant information comprehensively.
- **Lack of prior professional experience** – Limited practical exposure in conducting such studies may have affected the efficiency and depth of analysis.
- **Currency fluctuations** – The recent upward trend of the US dollar exchange rate may have influenced certain financial figures and interpretations, making it challenging to present a fully stable comparison over the years.

Chapter 2 – Company / Organization Overview

2.1 General Overview

Bellissima Apparels Limited is a leading ready-made garments (RMG) manufacturer in Bangladesh, commencing operations in 2011. The company specializes in producing shirts for men, women, boys, and girls, with a monthly production capacity of 16,000 pieces.

Equipped with 466 modern machines, the factory is located at 234/1 Abdullah Khan Mansion, Tongi, Gazipur, covering a 500-square-foot production area. The company integrates modern technology into its manufacturing process to ensure high product quality, cost efficiency, and timely delivery for both local and international markets.

2.2 Mission, Vision & Values

Vision:

To expand operations to meet growing market demand, maintain product quality through advanced technologies, and ensure customer satisfaction at competitive prices.

Mission:

- **Customer Policy:** Always prioritize customers, as their satisfaction is the company's key motivation.
- **Business Policy:** Conduct all operations with honesty and integrity.
- **Employee Policy:** Develop skilled human resources through continuous training and motivation.
- **Environmental Policy:** Address environmental issues responsibly, ensuring sustainable operations.
- **Future Policy:** Pursue innovation to excel in every aspect of the business.

Core Values:

- Integrity in all business dealings.

- Commitment to quality.
- Continuous improvement and innovation.
- Responsibility towards employees, customers, and the environment.

2.3 History and Current Operations

Established in **2011**, Bellissima Apparels Limited quickly positioned itself as a competitive player in Bangladesh's export-oriented RMG sector. Over the years, the company has developed expertise in producing high-quality woven shirts, supported by modern machinery and skilled labor.

Currently, the company:

- Manufactures **16,000 shirts per month** for diverse customer segments.
- Employs modern production technologies to maintain international quality standards.
- Operates within the legal framework of the **Textile Industries Establishment Act 2011**, under the supervision of the Directorate of Textiles, Ministry of Textiles and Jute.
- Engages in international trade with a focus on meeting export deadlines and maintaining strong relationships with overseas buyers.

2.4 Services provided by WGL

Bellissima Apparels Limited provides a range of services that cater to the global RMG market:

1. **Garment Manufacturing:**
    - Production of men's, women's, boys', and girls' shirts.
    - Use of advanced machinery for precision and quality control.
2. **Product Diversification:**
    - Expansion into various shirt styles and designs to meet changing market trends.
    - Development of customized products for specific buyer requirements.

3. **Cost-Effective Solutions:**
    - Implementation of cost reduction strategies through backward linkages to reduce dependency on imported raw materials.
    - Efforts to improve labor productivity through training and skill development.
4. **Export Services:**
    - Compliance with export regulations and quality standards for international shipments.
    - Utilization of back-to-back Letters of Credit for smooth financing and trade operations.
5. **Sustainability & Value Addition:**
    - Focus on environmentally responsible production methods.
    - Strategies to enhance value addition in products to remain competitive in the global market.

Chapter 3 – Internship Role and Responsibilities

3.1 MY Role

I worked as a Coordinator at Bellissima Apparels Limited during my internship. In this role, I was in charge of assuring timely project and daily task execution, promoting efficient communication and operational flow across various departments, and assisting management with resource allocation.

3.2 Rationale of the Role

The Coordinator position is essential to sustaining the organization's production and efficiency. To guarantee that project goals and business objectives are fulfilled on schedule and within budget, it entails organising, planning, and monitoring operations. Additionally, this role serves as a conduit for information between clients, management, and team members, preventing misunderstandings and delays. As a coordinator, I assisted the business in preserving organised processes, enhancing process transparency, and continuously producing high-quality results.

3.3 Examples of Tasks Completed

- **Scheduling:** Planned and coordinated daily meetings, production timelines, and employee shifts to ensure smooth operations.

- **Planning:** Assisted in developing weekly and monthly work plans aligned with organizational goals.

- **Organizing:** Arranged resources, materials, and documentation needed for ongoing projects and production activities.

- **Monitoring:** Kept track of project progress and identified potential delays or bottlenecks, reporting findings to management.

- **Reporting:** Prepared regular progress reports summarizing key performance indicators, project status, and any challenges faced.

- **Tracking Progress:** Maintained updated records of task completion, employee attendance, and project milestones.

- **Updating Records:** Ensured that all relevant data, including financial logs and inventory lists, were accurately recorded and up-to-date.

- **Client Communication:** Acted as a liaison between clients and internal teams, facilitating clear communication and timely response to queries.

- **Meeting Arrangement:** Coordinated the logistics for internal and external meetings, including venue booking and agenda preparation.

- **Budget Tracking:** Monitored expenditures against budgets for specific projects, helping to control costs and recommend adjustments as needed.

- **Inventory Management:** Assisted in managing stock levels, ordering supplies, and ensuring materials were available for uninterrupted production.

- **Quality Control:** Supported quality assurance processes by monitoring product standards and reporting non-conformities.

- **Process Improvement:** Identified inefficiencies in workflows and suggested improvements to enhance productivity and reduce waste.

- **Training Arrangement:** Organized training sessions and workshops for staff development, ensuring employee skills aligned with company requirements.

- **Project Timeline Management:** Maintained detailed schedules to ensure all projects adhered to deadlines and contractual obligations.

Chapter 4 – Key Learnings and Experiences

4.1 Important Learnings

During my internship at Bellissima Apparels Limited, I gained valuable insights into the operational and financial aspects of the ready-made garment industry. Key learnings include:

- Understanding the critical role of coordination in managing production schedules, inventory, and client communications to ensure timely delivery.
- Gaining hands-on experience in monitoring financial performance indicators and tracking budgets to maintain cost efficiency.
- Appreciating the importance of quality control and process improvement in sustaining product standards and competitiveness.
- Developing effective communication and organizational skills by liaising between various departments and external stakeholders.

4.2 Connection with Academia

The internship provided a practical platform to apply theoretical concepts learned during my BBA program. Courses such as Financial Management, Operations Management, and Organizational Behavior directly related to my tasks, helping me understand real-world business dynamics. For example:

- Financial ratio analysis and budget tracking during the internship helped me see the practical application of financial theories studied in class.
- Concepts of process improvement and quality management learned academically were reinforced through observing and participating in ongoing workflow optimization efforts at the company.
- The coordination and communication skills emphasized in management courses were critical to fulfilling my role effectively.

4.3 Practical Examples

 Budget Tracking: I assisted in monitoring project budgets, comparing actual expenses against planned budgets, and reporting variances to management, which helped me understand cost control mechanisms in a manufacturing setup.

 Scheduling and Progress Monitoring: I regularly scheduled production activities and monitored their progress, which enhanced my ability to manage timelines and resources efficiently.

 Client Communication: By facilitating communication with clients to clarify orders and delivery schedules, I improved my professional interpersonal skills and learned the importance of clear and timely information exchange.

 Process Improvement Suggestions: Based on observations, I recommended minor workflow adjustments to reduce downtime, which were later adopted to increase productivity.

Chapter 5 – Critique and Reflections

5.1 Concept of Ratio Analysis

Ratio analysis examines the relative metrics of financial performance and their degrees of variation. This approach is the most often utilized in financial analysis techniques worldwide due to its availability of data sources and relative simplicity. The quantitative evaluation of a company's financial performance is known as ratio analysis. Ratio analysis also includes the process of computing and evaluating financial ratios to evaluate the performance and condition of the firm. Financial documents, including balance sheets, income statements, and statements of cash flows, provide the values that are needed to calculate financial ratios.

Moreover, the financial statements provide significant insights into the company's profitability, solvency, liquidity, and operational efficacy. To determine a company's strengths and weaknesses, historical performance, and current financial status, is defined as the methodical application of ratios to the analysis of financial data, such as the income statement and balance sheet.

The financial health of the business and the pattern of its performance over time may be examined with the use of ratio analysis tools. Moreover, it is an essential instrument that any business uses to determine its level of financial liquidity, debt load, profitability, and competitive positioning. Companies may more easily conduct financial analysis and better manage their growth using these several ratio analysis forms. It is crucial to keep in mind that ratio analysis has several drawbacks, including the fact that it only uses historical financial data and may not be able to capture qualitative or external economic elements.

5.2 Concept of Financial Ratios

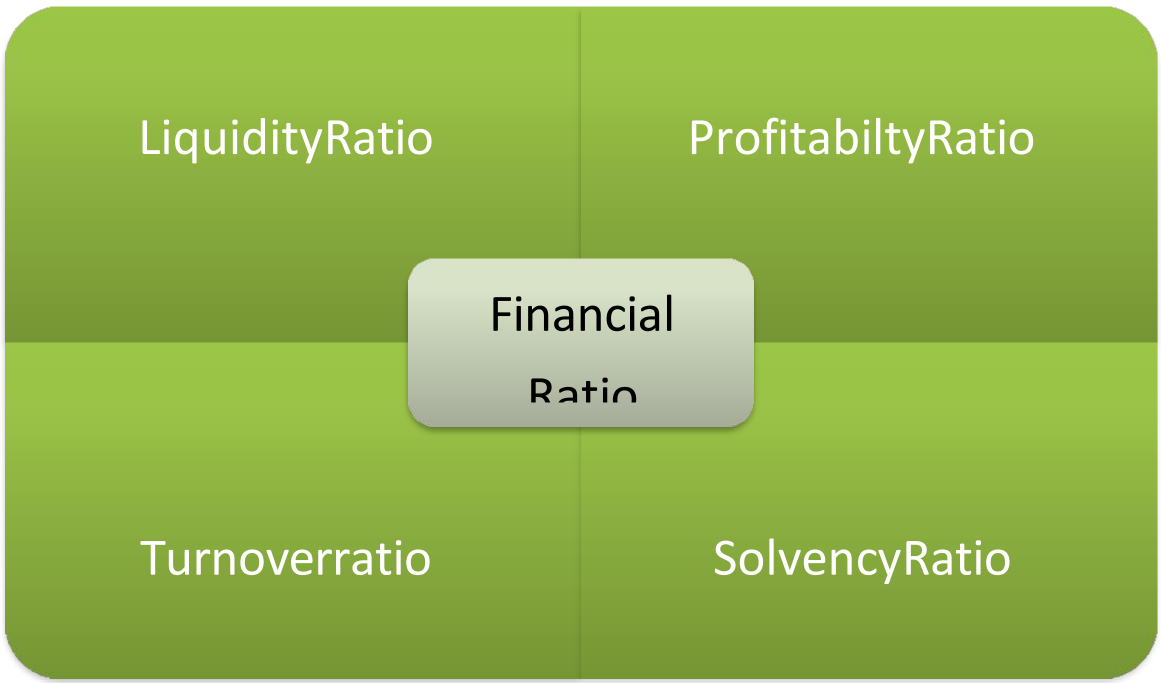

Figure 3.2: Financial Ratios

5.3 Current Ratio

The **Current Ratio** is a financial metric that measures a company's ability to pay its short-term obligations (due within one year) using its short-term assets.

Formula:

Current Ratio=Current Assets/Current liabilities

- **Current Assets**: Cash, accounts receivable, inventory, and other assets expected to be converted into cash within a year.
- **Current Liabilities**: Accounts payable, short-term loans, accrued expenses, and other obligations due within a year.

Current Ratio

Year	Current Asset	Current Liabilities	Current Ratio
2019	514,510	668,243	**0.769 times**
2020	688,354	578,984	**1.19 times**
2021	1,009,449	855,671	**1.17 times**
2022	1,452,998	1,005,899	**1.44 times**
2023	**1,694,565**	**1,041,992**	**1.62 times**

Table 4.1(a): Current Ratio of BellissimaApparels Limited.

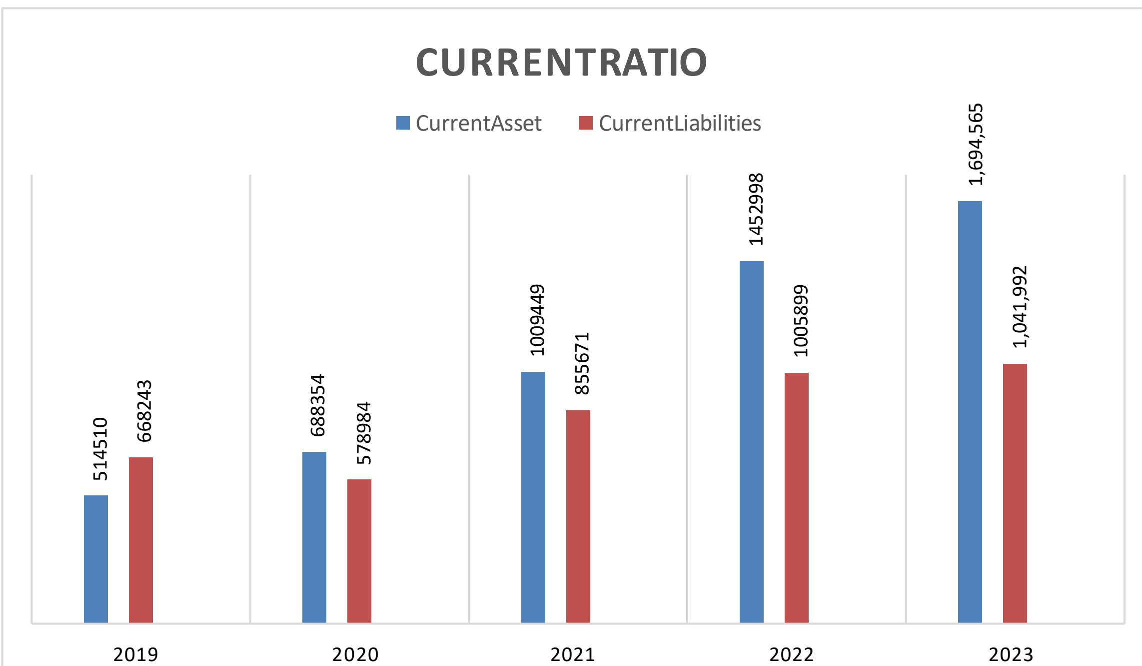

Figure 4.1(a): Current Ratio of Bellissima Apparels Limited.

Interpretation: According to the graph, in 2019 the current ratio was 0.769 times. This means that for every unit of current obligations, the firm has 0.769 units of current assets available to cover them. In

2020, the current ratio was 1.19 times. In 2021, the current ratio had a small reduction of 1.17 times, suggesting that the business's present assets maintained their ability to meet its current liabilities. The current ratio increased to 1.44 times in 2022. The current ratio dropped to 1.62 times in 2023. This indicates that during the previous accounting period, the company's current assets exceeded its current liabilities.

Here is the finding..

Finding: The company's short-term financial health is showing a good trend, according to the current ratio study from 2019 to 2023. There was a liquidity risk in 2019 since the ratio was less than 1 (0.769 times), which meant there were not enough current assets to pay short-term obligations. Stronger liquidity was indicated by the ratio's steady improvement starting in 2020 and its passing of the safe benchmark of 1.0. Despite a minor drop in 2021 (1.17 times), the business bounced back fast in 2022 (1.44 times) and peaked in 2023 (1.62 times).

This consistent progress indicates that Bellissima Apparels Limited has enhanced working capital management, decreased liquidity risk, and fortified its capacity to fulfil short-term commitments. But an extremely high current ratio can also indicate underutilisation of assets, indicating that in order to maximise profits, extra current assets must be used wisely.

Absolute Liquid Ratio

Year	Absolute Asset	1. Current Liabilities	Absolute Liquid Assets
2019	164,077	2. 398,247	0.41 times
2020	141,988	3. 655,088	0.21 times
2021	310,595	4. 695,641	0.44 times
2022	614,995	5. 1,201,788	0.51 times
2023	440, 155	6. 2,091,950	0.21 times

Table 4.1(b): Absolute Liquid Ratio of BellissimaApparels Limited.

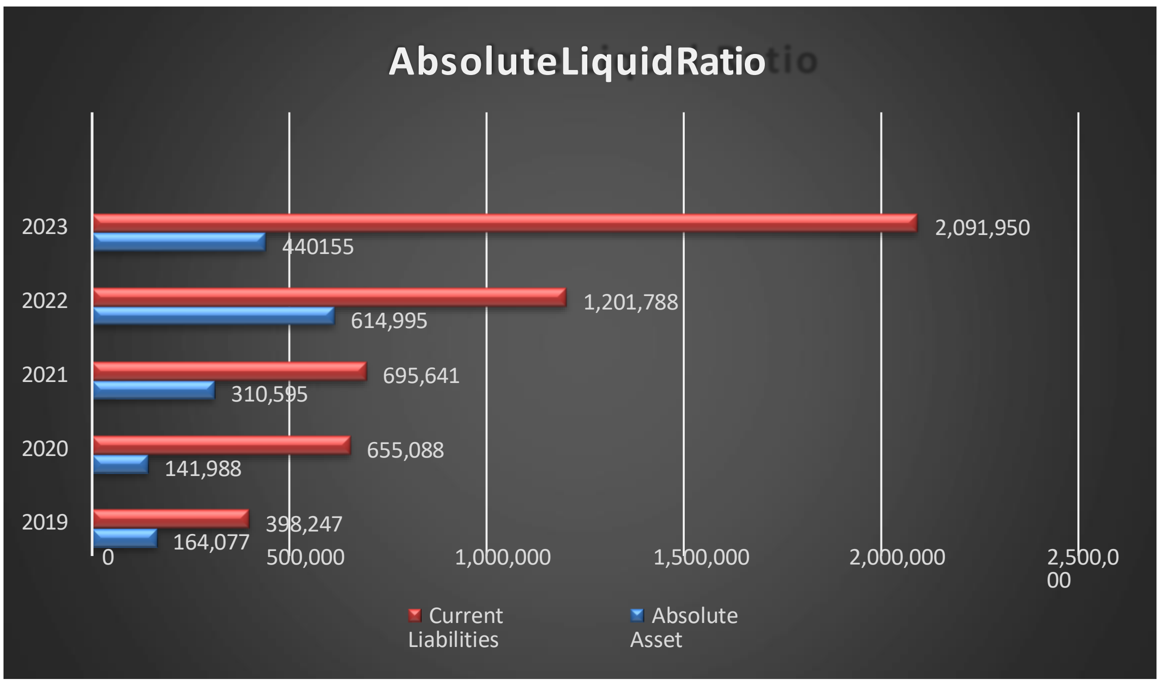

Figure 4.1(b): Absolute Liquid Ratio of Bellissima Apparels Limited.

Interpretation: According to the graph, the absolute liquid ratio in 2019 was 0.41 times. As a result, the firm had 0.41 times more highly liquid assets that could be converted to cash rapidly enough to fulfill its short-term commitments. In 2021, the ratio increased to 0.41 times. This demonstrates that the corporation maintained its liquidity position, maybe by amassing more liquid assets or lowering its short-term obligations. The ratio in 2022 was 0.51 times. This is a little improvement over the previous year and demonstrates the company's continued efforts to maintain a solid liquidity position. In 2023, the ratio dropped significantly to 0.21 times

Here is the finding..

Finding: Over the course of five years, Bellissima Apparels Limited's Absolute Liquid Ratio demonstrates varying liquidity strength. The ratio was 0.41 times in 2019, indicating a moderate capacity to meet short-term obligations using cash and near-cash assets. Stronger cash and near-cash reserves relative to liabilities were demonstrated by the ratio's recovery in 2021 to 0.44 times and subsequent improvement in 2022 to its greatest level of 0.51 times. In 2020, the ratio dropped to 0.21 times, suggesting insufficient immediate liquidity. But in 2023, the ratio fell precipitously to 0.21 times, indicating a worrying loss in absolute liquidity. Although the company's cash management has improved in previous years, the most recent figure indicates a possible liquidity risk because the company would find it difficult to meet short-term obligations without using inventories or receivables.

Overall, the pattern shows that although though Bellissima Apparels Limited has had times of high liquidity, consistency is still difficult to maintain, and the steep decline in 2023 calls for more stringent cash flow management and careful financial planning..

5.4 Profitability Ratio

Profitability Ratios are financial metrics that measure how effectively a company (or bank) generates profit relative to its revenue, assets, or equity.

They help assess the company's ability to earn returns and sustain growth.

- **Net Profit Margin** = (Net Profit ÷ Total Revenue) × 100
- **Return on Assets (ROA)** = (Net Profit ÷ Total Assets) × 100
- **Return on Equity (ROE)** = (Net Profit ÷ Shareholders' Equity) × 100
- **Earnings Per Share (EPS)** = (Net Profit – Preferred Dividends) ÷ Number of Shares Outstanding

Gross Profit Margin

Year	Gross Profit	Revenue	Gross Profit Margin
2019	38,696.84	76,586.89	50%
2020	44,179.99	88,131.12	50%
2021	38,806.17	94,413.49	41%
2022	53,326.78	83,297.91	64%
2023	57,628.95	109,606.77	52%

Table 4.2(a): Gross Profit Margin of Bellissima Apparels Limited.

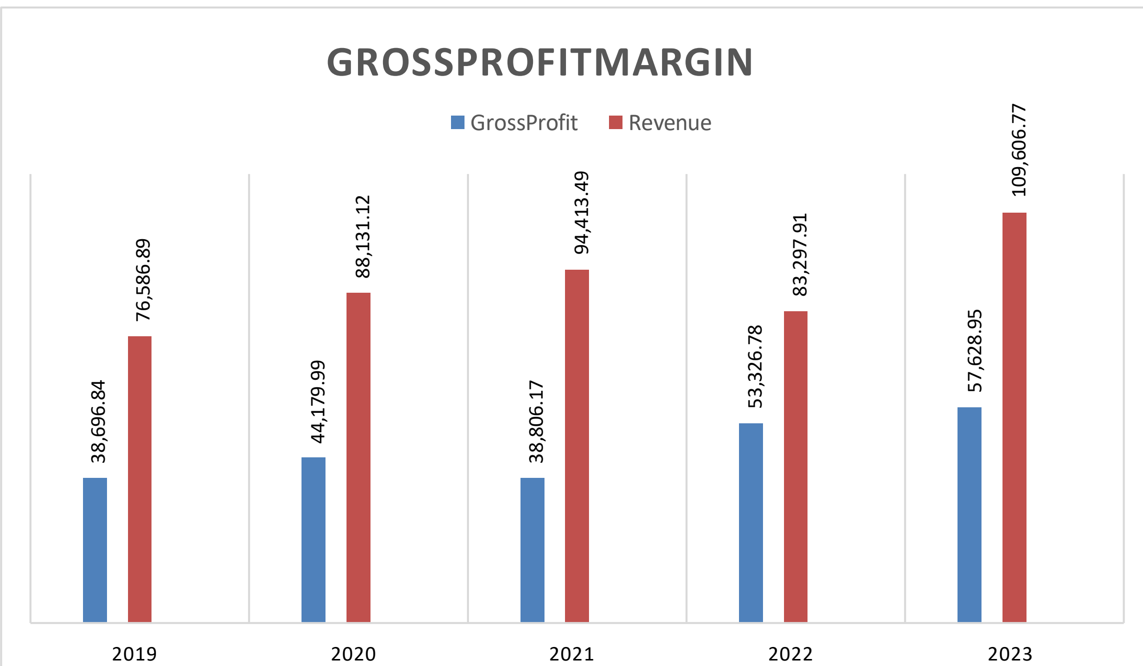

Figure 4.2(a): Gross Profit Margin of BellissimaApparels Limited.

Interpretation: The graph depicts a very consistent development in Gross Profit Margin for Bellissima Apparels Limited between 2019 and 2020. Throughout this time, the disparity remained consistently large, ranging between 50% and 50%. In 2021, the gross profit margin decreases to 41%. The greatest change happens in 2022 when the gross profit margin jumps to 64%. In 2023, the gross profit margin has stayed reasonably steady at roughly 52%. This illustrates that the Company was able to keep a significant amount of its sales as gross profit after subtracting the cost of things delivered. A larger Gross Profit Margin indicates that the company is efficiently managing its revenue-generating expenditures.

Here is the finding..

Finding: Over the course of the five years, Bellissima Apparels Limited's gross profit margin exhibits both stability and volatility. The business consistently managed costs in relation to revenue in 2019 and 2020, maintaining a 50% profit. But in 2021, the margin dropped to 41%, suggesting that either increased production costs or pricing pressures had a negative impact on profitability.

In 2022, the margin increased to 64%, the greatest level in the previous five years, marking a notable improvement. This dramatic rise may indicate increased manufacturing efficiency, lower expenses, or advantageous pricing tactics that helped the business keep a larger portion of the sales revenue. In 2023, the margin slightly decreased to 52%, which, although lower than the previous year, still reflects a healthy profitability level compared to the earlier years.

According to the analysis, Bellissima Apparels Limited has been able to sustain a high gross profit margin overall, with changes in cost management and operational efficiency being the main causes of the oscillations. The robust rebound following 2021 demonstrates the business's flexibility and capacity to increase profitability in the face of adversity.

Operating Profit Ratio

Year	Operating Profit	Revenue	Operating Profit Ratio
2019	30,250	57,566.07	52.50 %
2020	41,944	58,141.12	72.14 %
2021	34,769	64,483.33	53.91 %
2022	36,544	98,267.31	38.18 %
2023	29,237	105,706.40	27.65 %

Table 4.2(b): Operating Profit Ratio of Bellissima Apparels Limited.

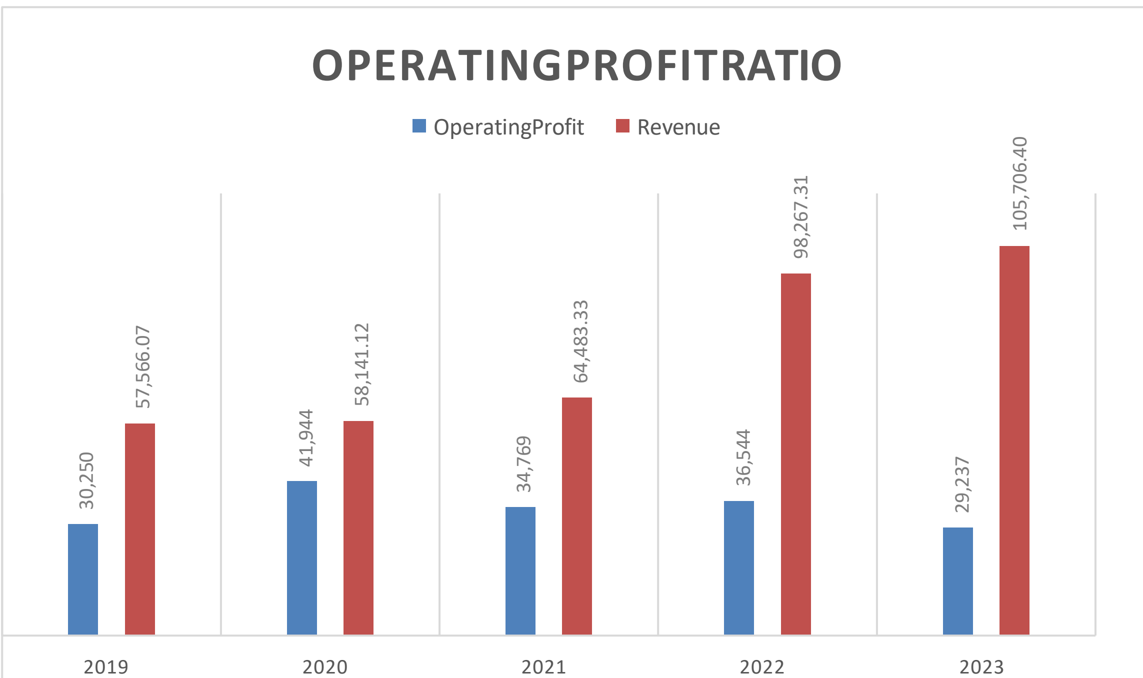

Figure 4.2(b): Operating Profit Ratio of Bellissima Apparels Limited.

Interpretation: The graph depicts the year 2019. 52.50% is the operational profit ratio. This indicates that the Company's operating operations earned a profit of 72.14% for every unit of revenue generated. The operational profit ratio fell slightly to 53.91% in 2020. This indicates that the Company's main operations continued to achieve high levels of profitability, albeit somewhat lower than the prior year. The operating profit ratio fell to 38.18% in 2021. In 2023, the operating profit ratio increased to

27.65%. This might imply that the Company is taking steps to improve its operational efficiency, resulting in a continuing trend of greater profitability from the company's core operations.

Here is the finding..

Finding: Bellissima Apparels Limited's operating profit ratio exhibits a varied trajectory, with both strong and weak points. With a ratio of 52.50% in 2019, operational efficiency was at a reasonable level. The ratio saw a notable improvement in 2020, rising to 72.14%, the highest level in the previous five years. This dramatic increase points to excellent profitability from core business operations and efficient cost control.

But starting in 2021, the ratio started to fall. Prior to reaching its lowest point of 27.65% in 2023, it fell to 53.91% in 2021, then to 38.18% in 2022. The steady decline suggests that the company's profitability from its core activities was lowered by inefficiencies, pricing pressures, or growing operating costs.

All things considered, even if the business saw remarkable operational profitability in 2020, the subsequent downward trajectory raises questions regarding sustainability. This implies that in order to regain profitability, greater operational strategies, process optimisation, and improved cost control are required.

Net Profit Ratio

Year	Net Profit After Tax	Revenue	Net Profit Ratio
2019	6,085.46	6,085.46	7.94 %
2020	4,328.34	4,328.34	4.09%
2021	4,531.05	4,531.05	5.36%
2022	3,649.26	3,649.26	4.11 %
2023	5,963.46	5,963.46	5.59%

Table 4.2(c): Net Profit Ratio of BellissimaApparels Limited.

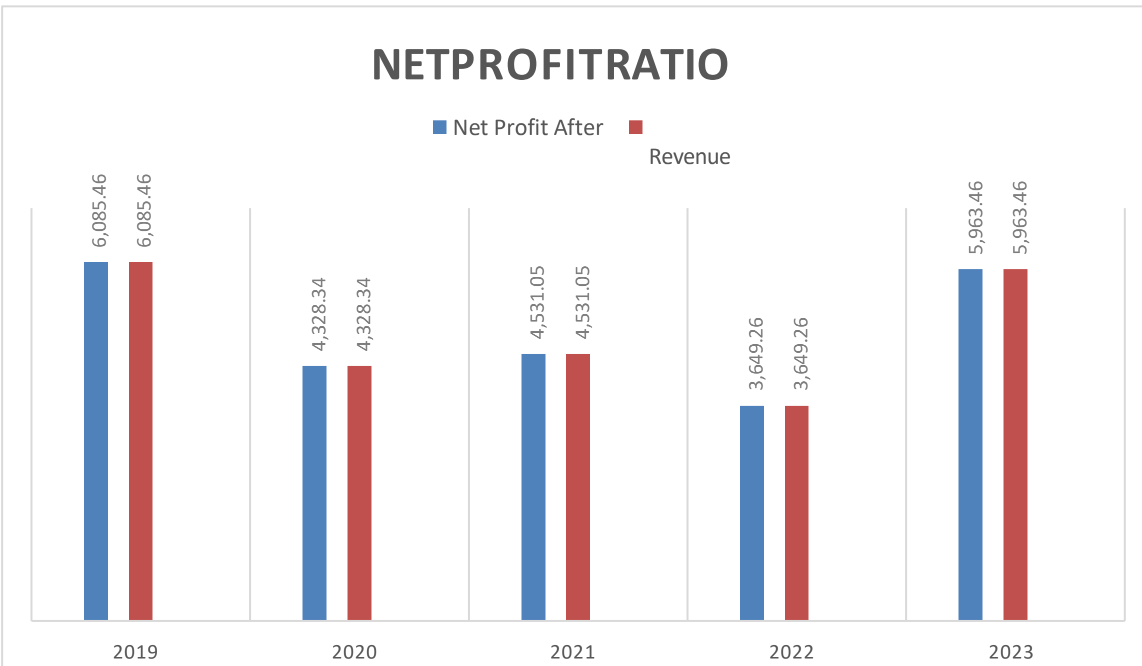

Figure 4.2(c): Net Profit Ratio of Bellissima Apparels Limited.

Interpretation: According to the graph, in 2019, the net profit ratio was 7.94%. The net profit margin will be 4.09% in 2020. This means that the company's profitability declined this year because a smaller percentage of revenues was converted into net profit than the previous year. In 2021, the net profit margin increased to 5.36%. The net profit margin will remain at 4.11% in 2022. The net profit margin will be 5.59% in 2023. Although the increase is tiny, it may imply that the company's ability to convert revenue into profit has increased marginally.

Here is the finding..

Finding: Over the course of the five years, Bellissima Apparels Limited's net profit ratio shows notable swings, showing different degrees of profitability after deducting all costs and taxes.

Strong overall profitability was seen in 2019 when the company reached its best net profit ratio of 7.94%. But in 2020, the ratio dropped precipitously to 4.09%, indicating a decrease in the effectiveness of turning sales into net profits. This decrease could have been brought on by higher operating costs, monetary outlays, or outside market forces.

The ratio increased to 5.36% in 2021, indicating better profit retention and a slight rebound. But in 2022, the ratio fell to 4.11% once more, indicating difficulties maintaining profitability. The corporation showed a modest recovery to 5.59% by 2023, indicating some advancements in improving revenue management or expense control.

Although Bellissima Apparels Limited has consistently been profitable over the course of the period, the ratios are still comparatively low and unstable, according to the Net Profit Ratio. In order to stabilise and improve net profitability, this emphasises the necessity of improved pricing strategies, financial planning, and spending management.

Return on Equity

Year	Net Profit	Shareholders' Equity	Return on Equity
2019	6,174.14	59,886.60	10.30%
2020	5,348.39	59,655.67	8.98%
2021	4,218.04	71,617.08	5.88%
2022	4,935.24	64,541.09	7.65%
2023	5,583.40	65,172.65	8.57%

Table 4.2(d): Return on Equity of Bellissima Apparels Limited.

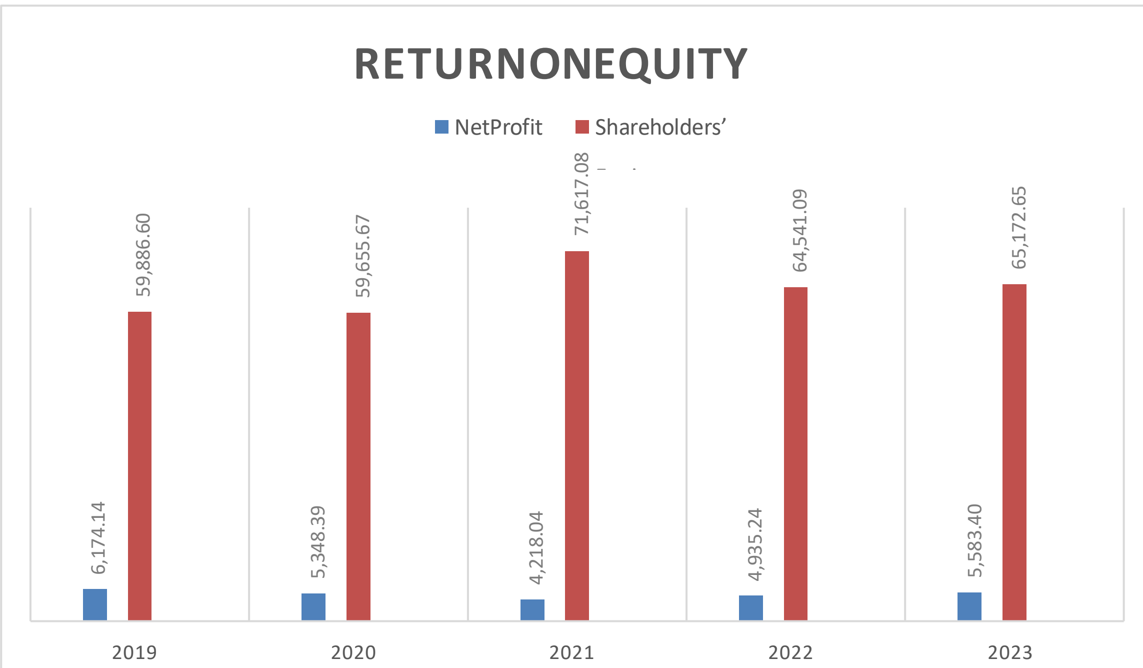

Figure 4.2(d): Return on Equity of Bellissima Apparels Limited.

Interpretation: The graph depicts the return on equity from 2019 to 2023. In 2019, the return on equity was 10.3%. In 2020, the return on equity was 8.98%. Return on equity fell by 5.88% in 2021, indicating that the company failed to profit from its shareholders' investment throughout the year. In 2022, the ratio grew to 7.65%. After some oscillations, the Company was able to benefit from its shareholders' investment in 2023, with a return on equity increasing by 8.57% over the previous two years of accounting.

Here is the finding..

Finding: Over the course of five years, Bellissima Apparels Limited's Return on Equity (ROE) has a shifting trend, indicating uneven efficiency in producing returns for shareholders.

The greatest ROE during the research period, 10.30%, was recorded in 2019, demonstrating strong profitability in relation to shareholders' equity. Nevertheless, ROE fell to 8.98% in 2020 and then to its lowest level of 5.88% in 2021, indicating a poorer use of shareholders' money to produce profit.

In 2022, ROE started to improve, rising to 7.65%. In 2023, it increased even more, reaching 8.57%. This increasing trend implies that the business implemented corrective actions to improve profitability and leverage equity capital more effectively.

Overall, even though Bellissima Apparels Limited has been able to give its shareholders returns, the volatility of ROE raises questions over the company's ability to generate steady profits and maintain financial stability. Enhancing operational effectiveness and cost management may enable the business to generate more consistent and substantial returns on equity in the future.

Return on Asset

Year	Net Profit	Total Asset	Return on Asset
2019	6,081.84	987,429.60	0.62%
2020	5,822.99	1,161,892.97	0.50%
2021	4,929.41	1,326,728.50	0.37%
2022	4,635.60	1,715,892.80	0.27%
2023	5,944.75	1,798,090.21	0.33%

Table 4.2(e): Return on Asset of Bellissima Apparels Limited.

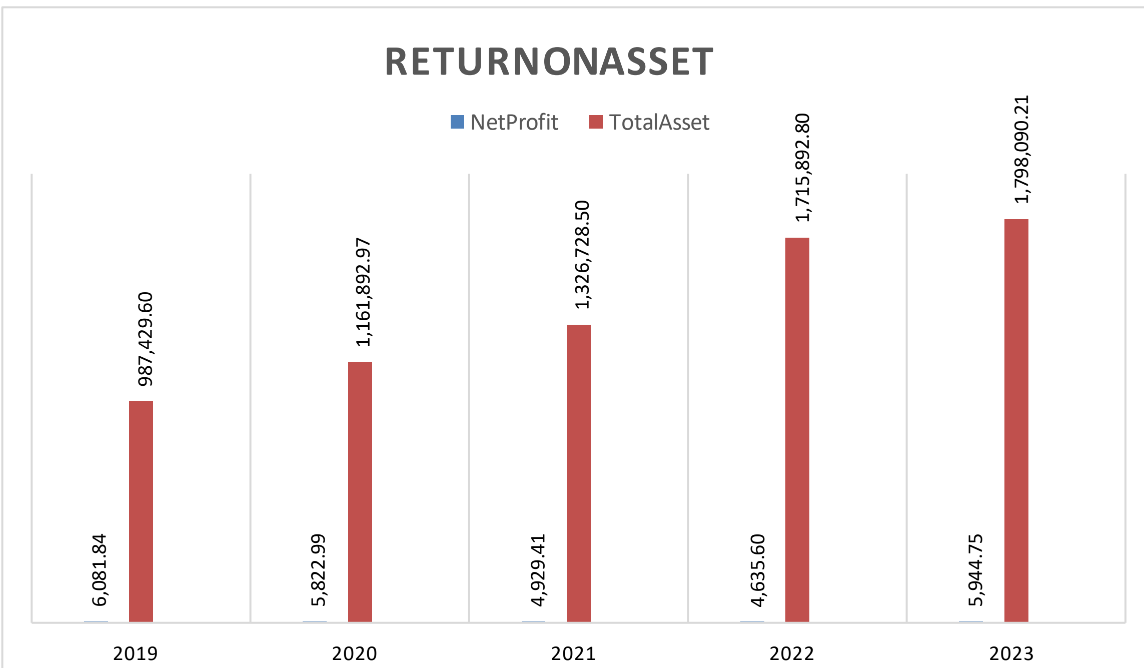

Figure 4.2(e): Return on Assets of BellissimaApparels Limited.

Interpretation: According to the chart, the return on assets in 2019 was 0.62%. In 2020, the asset return will be 0.50%. When compared to the previous year, this implies a little lesser efficiency in earning income from its assets. The return on assets fell to 0.37% in 2021. This means that the Company's capacity to earn profits from its assets will continue to deteriorate. The return on assets was generally consistent in 2021 at 0.27%, indicating that the Company's efficiency in generating profits from assets remained reasonably stable. The asset returns improved marginally to 0.33% in 2023. This might imply a little increase in the Company's capacity to earn profits from its assets in comparison to the previous year.

Here is the finding..

Finding: Over a five-year period, Bellissima Apparels Limited's Return on Assets (ROA) shows a downward trend, suggesting a slow decline in the business's ability to produce a profit from its whole asset base.

The greatest ROA over the examined time, 0.62%, was recorded in 2019, indicating a comparatively improved capacity to turn assets into net earnings. However, ROA decreased somewhat to 0.50% in 2020, indicating decreased efficiency. Significant deterioration in asset utilisation was indicated by the declining trend, which continued in 2021 when ROA fell even further to 0.37% and then to its lowest point of 0.27% in 2022.

Although still far below the 2019 level, a tiny recovery in 2023 saw ROA rise marginally to 0.33%, indicating that the business has started to bolster its capacity to make money off of its assets.

All things considered, the steady drop in ROA emphasises difficulties in effectively using and managing the company's asset base to optimise profitability. Bellissima Apparels Limited must maximise asset utilisation, cut down on idle or underperforming assets, and concentrate on tactics that increase revenue generation in relation to its substantial asset base in order to improve performance.

Price Earnings Ratio

Year	Market Value Per Share	Earnings per Share (Taka)	Price Earnings Ratio
2019	37.50	3.77	9.95 times
2020	28.40	3.31	8.58 times
2021	25.90	2.81	10.28 times
2022	33.00	2.88	11.81 times
2023	33.10	3.68	8.99 times

Table 4.2(f): Price Earnings Ratio of Bellissima Apparels Limited.

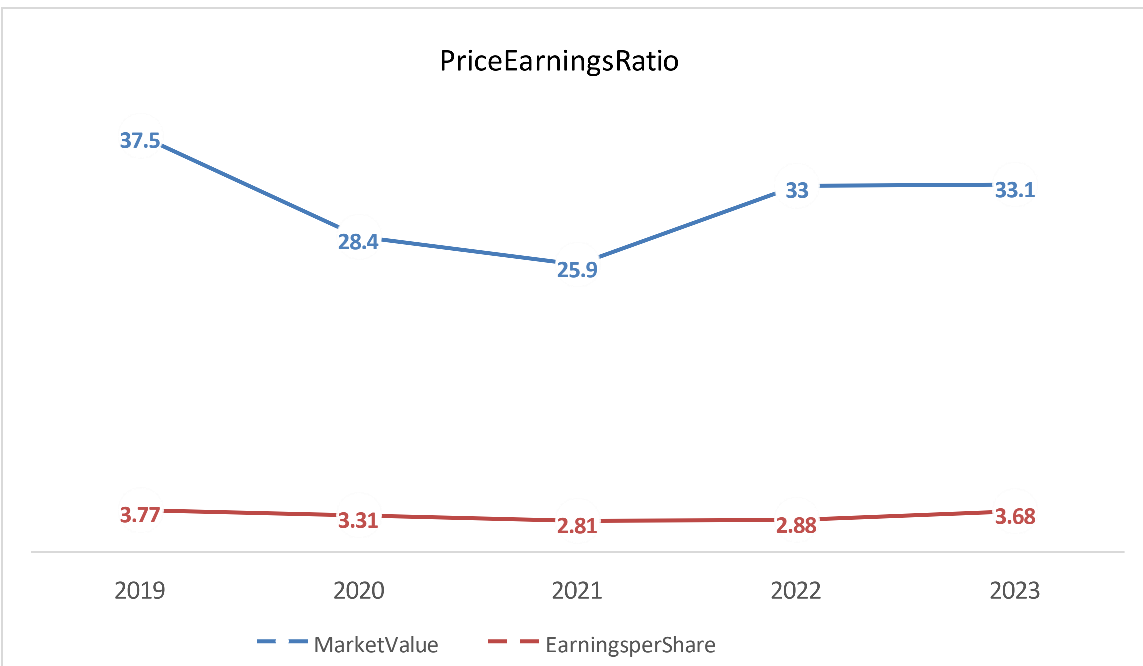

Figure 4.2(f): Price Earnings Ratio of Bellissima Apparels Limited.

Interpretation: The graph indicates that the P/E ratio declined to roughly 8.58 times in 2020, implying that the stock's price relative to its profits and investors' willingness to pay a premium for the earnings reduced compared to the ratio of 9.95 times in 2019. In 2021, the P/E ratio climbed to around 10.28

times. This might signal that investors were prepared to pay a larger multiple of the Company's profits, potentially owing to improved confidence in the Company's future growth prospects or general market circumstances. The P/E ratio will have risen to roughly 11.81 times by 2022. This might imply that investors had even higher expectations and saw the Company as a more appealing investment option. In 2023, the P/E ratio fell to around 8.99 times. This reversal might indicate a drop in investor enthusiasm for the Company's results, resulting in a lower value compared to earnings.

Here is the finding..

Finding: Between 2019 and 2023, Bellissima Apparels Limited's Price Earnings (P/E) Ratio saw significant swings that were indicative of shifting investor attitudes and market projections on the company's success going forward.

The P/E ratio in 2019 was 9.95 times, indicating that investors were somewhat confident in paying almost ten times the company's earnings for its stock. But in 2020, the ratio fell to 8.58 times, suggesting that investors were less optimistic and prepared to pay more for the company's profits—perhaps as a result of market conditions or profitability issues..

The P/E ratio saw a recovery in 2021, increasing to 10.28 times, indicating a resurgence in market confidence and higher performance expectations. The P/E ratio peaked in 2022 at 11.81 times, the highest level in the previous five years, continuing this increasing trend. Strong market sentiment is reflected in this rise, indicating that investors see the company as a desirable investment with significant potential for the future.

In contrast to the previous two years, the ratio decreased to 8.99 times in 2023, suggesting a cooling of investor enthusiasm. This drop could indicate worries about the sustainability of earnings or more general market factors influencing valuation..

Overall, the fluctuating P/E ratio highlights how investor sentiment toward Bellissima Apparels Limited shifted in response to both company-specific performance and external market factors. While higher ratios in 2021–2022 reflected strong expectations, the decline in 2023 suggests the need for the company to strengthen long-term earnings stability to maintain investor confidence.

5.5 Turnover Ratio

Turnover Ratio is a financial metric that measures how efficiently a company uses its assets or resources (like inventory, receivables, or capital) to generate sales or revenue within a specific period.

In simple terms — it shows **"how many times something is used or sold in a year"** and helps assess operational efficiency.

- **Inventory Turnover Ratio** = Cost of Goods Sold ÷ Average Inventory
- **Receivables Turnover Ratio** = Net Credit Sales ÷ Average Accounts Receivable
- **Asset Turnover Ratio** = Net Sales ÷ Average Total Assets
- **Fixed Asset Turnover Ratio** = Net Sales ÷ Average Net Fixed Assets
- **Working Capital Turnover Ratio** = Net Sales ÷ Average Working Capital

Working Capital Turnover Ratio

Year	Revenue	Working Capital	Working Capital Turnover Ratio
2019	76,896.04	46,597	1.65 times
2020	89,131.13	54,077	1.65 times
2021	85,493.34	71,292	1.20 times
2022	90,277.09	49,982	1.81 times
2023	105,656.14	114,214	0.93 times

Table 4.3(a): Working Capital Turnover Ratio of Bellissima Apparels Limited

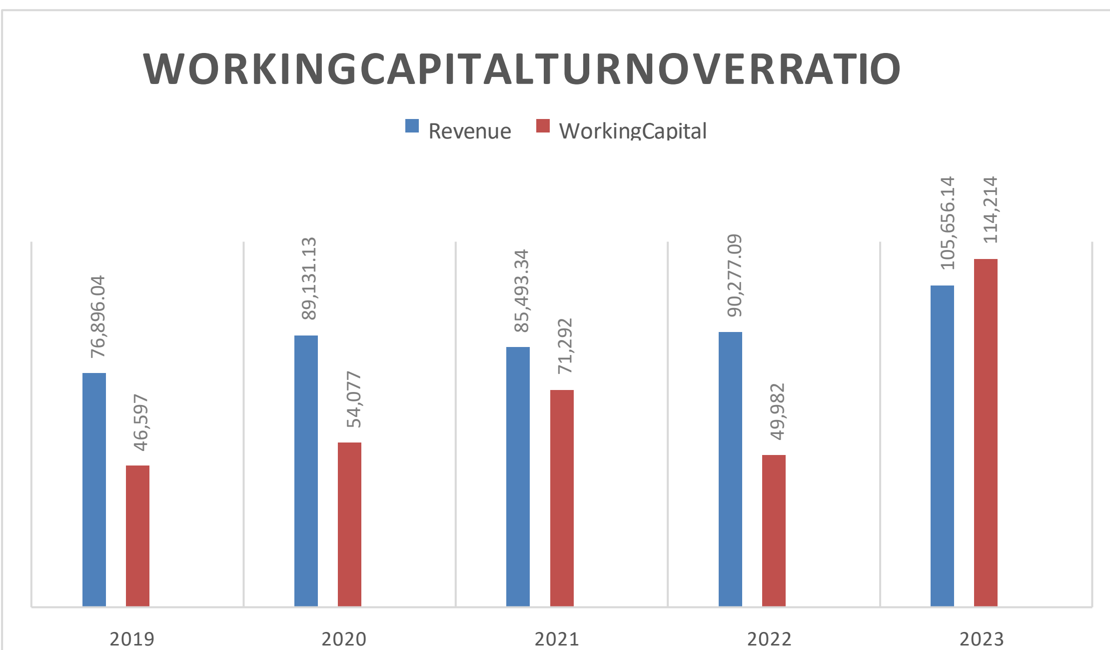

Figure 4.3(a): Working Capital Turnover Ratio of Bellissima Apparels Limited.

Interpretation: The graph shows that the working capital turnover ratio was constant from 1.65 times in 2019 to 1.65 times in 2020, showing a minor improvement in working capital use efficiency. However, by 2021, the ratio had dropped to 1.20 times. This might imply that the company's sales revenue produced by working capital fell that year. The ratio subsequently skyrocketed to 1.81 times in 2022, presumably reflecting a more efficient use of working capital to produce income. The ratio fell dramatically to 0.93 times by 2023.

Here is the finding..

Finding: Bellissima Apparels Limited's working capital turnover ratio shows how well the business uses its working capital to produce income.

The ratio stayed steady at 1.65 times in 2019 and 2020, demonstrating consistency in the effectiveness of turning working capital into sales income. But in 2021, the ratio dropped sharply to 1.20 times, indicating that the business's capacity to make money off of its working capital was deteriorating. This could indicate increased current asset levels or ineffective use of short-term resources in comparison to income production..

In 2022, the ratio saw a significant improvement, reaching 1.81 times, the greatest level over the previous five years. This growth indicates improved short-term resource management for that year and shows increased efficiency in using working capital to increase sales.

The ratio dropped sharply to 0.93 times by 2023, the lowest value during the investigated period. This steep drop suggests inefficiencies in liquidity management or an excessive investment in current assets in comparison to sales, as the company needed a lot more working capital to produce each unit of revenue.

Overall, the erratic pattern shows that although the business had times when it used working capital well, especially in 2022, it also had trouble sustaining steady efficiency, especially in 2021 and 2023. This inconsistency suggests a need for stronger working capital management strategies to ensure sustained revenue generation capacity.

Fixed Asset Turnover Ratio

Year	Cost of Goods Sold	Total Fixed Assets	Fixed Asset Turnover Ratio
2019	40,949.24	14,346	2.86 times
2020	43,461.34	15,187	2.86 times
2021	44,647.03	16,810	2.66 times
2022	49,850.29	14,378	3.47 times
2023	55,497.04	17,937	3.09 times

Table 4.3(b): Fixed Asset Turnover Ratio of Bellissima Apparels Limited.

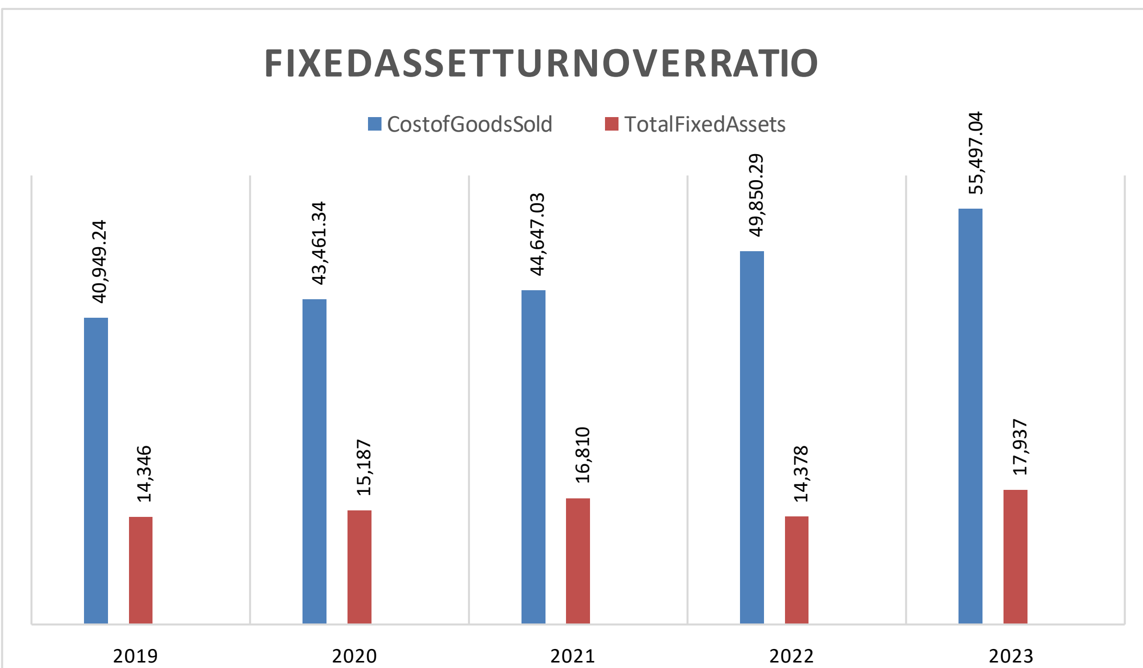

Figure 4.3(b): Fixed Asset Turnover Ratio of Bellissima Apparels Limited.

Interpretation: In 2019, the Company's fixed asset turnover ratio was 2.86 times. The ratio of 2.86 times in 2020 demonstrates an improvement in the efficiency of employing fixed assets to produce income over the previous year. In 2021, the ratio fell marginally to 2.66 times. While asset utilization efficiency was lower than in 2022, it still indicates that the organization was able to produce income. By 2023, the ratio had fallen to 3.09 times. However, a single year's fall may not be concerning if there are good business reasons for it. In 2023, the ratio climbed significantly to 3.47 times. This suggests a huge increase in efficiency. The Company was able to earn more income from its fixed asset base.

Here is the finding..

Finding: Bellissima Apparels Limited's ability to produce revenue from its fixed assets is gauged by the Fixed Asset Turnover Ratio.

The ratio was 2.86 times in 2019, indicating a moderate degree of fixed asset leverage efficiency. In 2020, the ratio remained constant at 2.86 times, demonstrating steady performance in generating cost of products sold through the use of fixed assets.

The ratio decreased somewhat to 2.66 times in 2021, indicating a minor decrease in the fixed asset base's ability to generate revenue. The business showed that it could continue to generate income in spite of the decline.

In 2022, the ratio saw a significant improvement, reaching its highest point in the five-year span at 3.47 times. In comparison to its asset base, this notable improvement indicates that the company managed its fixed assets more effectively, leading to increased utilisation and higher income generation.

Although it was still higher than in the previous years (2019–2021), the ratio decreased to 3.09 times by 2023. Although this is a minor decline from 2022, the company's fixed asset utilisation efficiency was still higher than it was in the majority of previous years.

Though there were some variations, overall the trend shows that Bellissima Apparels Limited made significant progress in using its fixed assets, especially in 2022. This implies that the business can increase the efficiency of its fixed assets, but stability is necessary to maintain these gains.

5.6 Solvency Ratio

Solvency Ratio is a financial metric that measures a company’s ability to meet its long-term debts and financial obligations.

It shows how financially stable a company is in the long run — in other words, whether it has enough assets and income to cover all its liabilities.

Common Solvency Ratios:

- **Debt to Equity Ratio** = Total Debt ÷ Total Equity
- **Debt to Asset Ratio** = Total Debt ÷ Total Assets
- **Interest Coverage Ratio** = EBIT ÷ Interest Expense

Capital Adequacy Ratio

Year	Regulatory Capital (Tier I, II & III)	Total Risk Weighted Assets	Capital Adequacy Ratio
2019	68,978.47	491,458.97	14.2%
2020	69,099.96	610,693.38	11.31%
2021	79,554.42	604,156.50	13.17%
2022	89,197.22	704,796.92	12.66%
2023	109,037.94	819,1396.86	13.3%

Table 4.4(a): Capital Adequacy Ratio of Bellissima Apparels Limited.

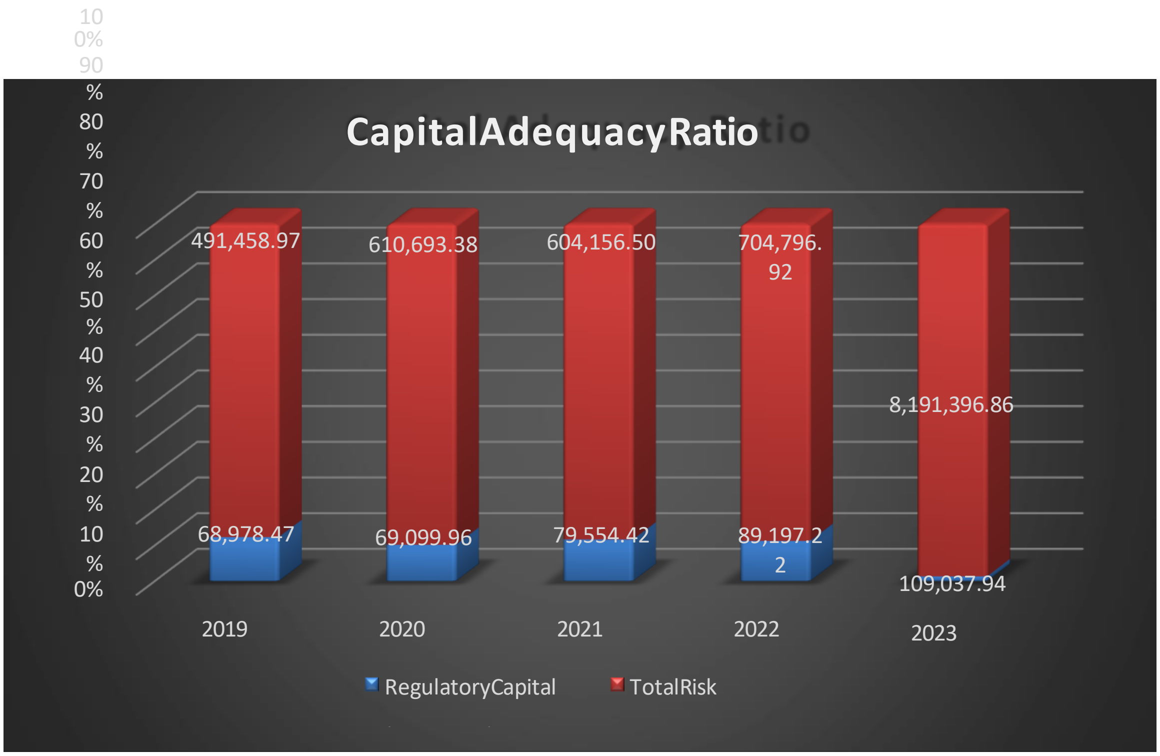

Figure 4.4(a): Capital Adequacy Ratio of Bellissima Apparels Limited.

Interpretation: Bellissima Apparels Limited's capital adequacy ratio. The capital adequacy ratio fell from 14.20% in 2019 to 11.31% in 2020, suggesting an increase in the Company's capital health and capacity to absorb possible losses. However, in 2021, 2022, and 2023, the capital adequacy ratio remained reasonably steady at 13.17%, 12.66%, and 13.3%, indicating a sustained level of capital adequacy. Because the Company has a capital adequacy ratio of 10%, it has enough capital to buffer any losses and preserve depositors' money.

Here is the finding..

Finding: Bellissima Apparels Limited's financial stability and capacity to withstand possible losses are assessed using the Capital Adequacy Ratio (CAR).

With a CAR of 14.20% in 2019, there was a significant capital buffer. It dropped to 11.31% in 2020, which was still more than the legal requirement of 10% but represented a minor decline in capital sufficiency in comparison to risk-weighted assets.

The ratio held steady at 13.17%, 12.66%, and 13.3% in 2021 and 2023, respectively. This stability shows that the business had a sufficient amount of capital on hand to protect against monetary threats and guarantee operational resilience.

All things considered, Bellissima Apparels Limited exhibits a sound and long-lasting financial structure that can withstand possible losses while still adhering to regulations.

Debt – Equity Ratio

Year	Total Liabilities	Shareholders' Equity	Debt – Equity Ratio
2019	954,514	49,966.77	19.10 times
2020	1,652,635	48,692.45	33.89 times
2021	1,458,265	51,785.02	28.12 times
2022	1,546,863	64,628.74	23.93 times
2023	1,896,983	68,468.40	27.70 times

Table 4.4(b): Debt – Equity Ratio of Bellissima Apparels Limited.

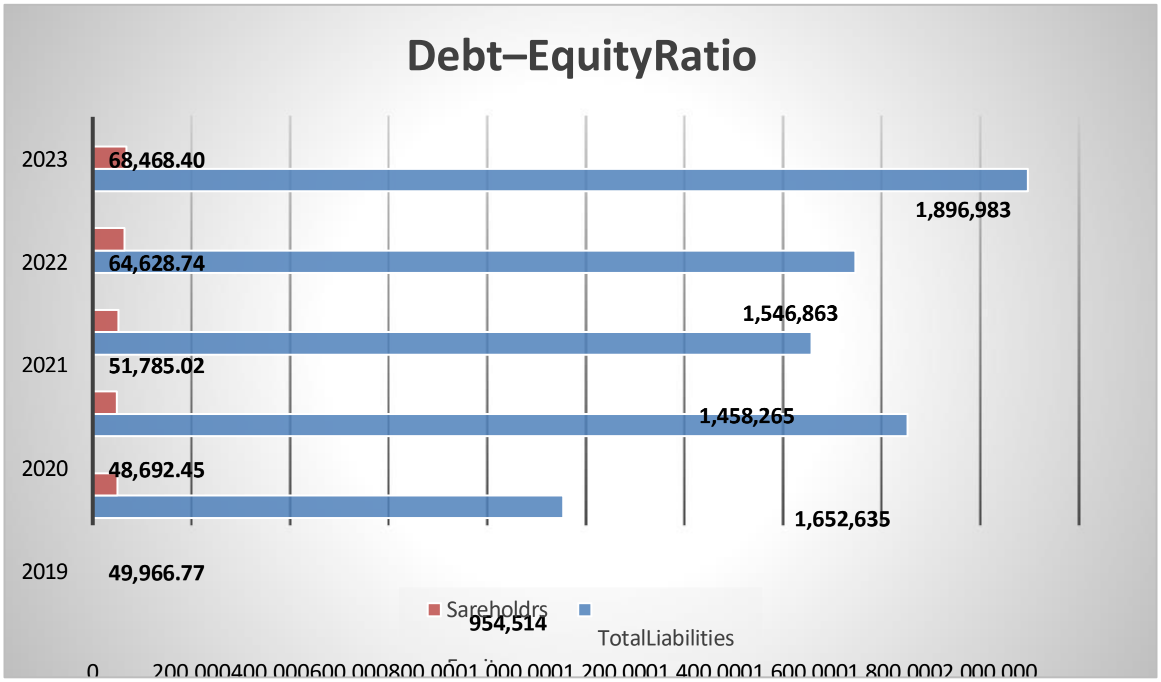

Figure 4.4(b): Debt – Equity Ratio of Bellissima Apparels Limited.

Interpretation: In 2019, the debt-to-equity ratio was 19.10 times. This shows that the leverage is rather high. The ratio climbed to 33.89 times by 2020. Suggests that the company took on greater debt relative to its equity in the preceding year, which might signal to increase in financial risk. In 2020, the ratio will have climbed to 33.89 times. This suggests that the company's leverage has increased. The ratio increased to 23.93 times in 2022, meaning that the Company's financial leverage fell once more. In 2023, the ratio had risen to 27.70 times, showing that the Company's reliance on debt financing relative to equity had increased, potentially signaling increased financial risk and responsibilities.

Here is the finding..

Finding: In relation to shareholders' equity, Bellissima Apparels Limited's financial leverage and reliance on debt financing are gauged by the Debt–Equity (D/E) ratio.

With a D/E ratio of 19.10 times in 2019, there was a significant amount of leverage. In 2020, the ratio jumped to 33.89 times, indicating a sharp rise in debt compared to equity and a higher level of financial risk.

The ratio decreased to 28.12 times and subsequently to 23.93 times between 2021 and 2022, indicating that the business increased its equity foundation and lessened its dependency on debt. But in 2023, the ratio rose once again to 27.70 times, indicating that financial leverage had escalated once more.. Overall, the trend indicates that Bellissima Apparels Limited consistently relies heavily on debt financing, which could enhance returns but also increases financial risk and obligations.

Chapter 6 – Conclusion

6.1 Summary

In order to assess Bellissima Apparels Limited's performance, liquidity, profitability, efficiency, and solvency over a five-year period from 2019 to 2023, this study has carried out a thorough financial analysis of the company using a variety of ratio analysis approaches.

According to the liquidity study, since 2020, the company has largely kept its current ratio over 1, which shows that it has enough short-term assets to cover its liabilities. Nonetheless, variations in the absolute liquid ratio indicate some change in the cash or near-cash assets' instant availability to satisfy pressing obligations.

The profitability ratios showed a range of patterns. Operating and net profit margins fell in recent years, suggesting rising operational expenses or pressure from competitors, whereas the gross profit margin was largely unchanged and improved in 2022. Variability was also seen in return on equity and return on assets, which indicated shifts in the efficiency with which the business uses its resources to produce returns for its asset base and shareholders.

Turnover ratios demonstrated how well the business managed working capital and fixed assets, with some years demonstrating greater asset utilisation and others suggesting areas for improvement.

Financial stability was ensured by a consistent capital adequacy ratio above regulatory standards, according to solvency analysis. Nonetheless, the proprietary and debt-equity ratios showed a comparatively high degree of leverage, indicating a substantial reliance on debt financing, which may raise financial risk.

All things considered, Bellissima Apparels Limited exhibits sound financial principles, with strengths in capital adequacy and liquidity, but struggles with profitability and financial leverage management. These observations can assist management in making wise choices that will improve financial performance and maintain future growth.

Chapter 7 – Implications

7.1 Academic Relevance

Bellissima Apparels Limited's financial performance analysis and internship serve as a link between theory and practice. It reaffirms fundamental ideas in corporate finance, strategic management, and financial ratio analysis that were learnt in school. It improves comprehension of how financial statements represent corporate health and decision-making procedures by examining actual firm data. Students gain practical analytical skills essential for future employment in business and finance through this experiential learning, which also increases their understanding of the challenges of managing finances in the cutthroat garment industry..

7.2 Organizational Impact

Bellissima Apparels Limited gains important knowledge about their financial strengths and weaknesses from the results of this financial study. Management can make wise selections by focussing on topics like debt dependence, profitability trends, and liquidity management. To maximise operational effectiveness, boost profitability, and control the risks associated with excessive leverage, better financial strategies might be created. Additionally, this study emphasises the value of ongoing observation and assessment, which helps the business allocate resources more effectively and plan strategically.

7.3 Industry Relevance

Bangladesh's garment industry faces fierce competition as well as issues like labour productivity, cost management, and changes in international markets. This analysis illustrates how businesses must strike a balance between expansion and financial caution, reflecting the dynamics of the sector as a whole. In order to be competitive, the consequences highlight the necessity of innovation in value addition, diversity, and cost management. Similar financial analyses can help other businesses in the industry evaluate performance and implement best practices that promote long-term growth in a global market that is changing quickly.

7.4 Lessons Learned

The internship experience made clear how crucial it is to combine academic understanding with practical business situations. Important takeaways include how important financial management is to maintaining the health of the business, how external economic conditions affect operational performance, and how important it is to continuously improve processes. Furthermore, accurate data and clear communication were essential for a reliable analysis. These observations emphasise the importance of practical experience and the necessity of flexibility when implementing academic frameworks in ever-changing business settings.

7.5 Recommendations

Based on the analysis, the following recommendations are proposed to improve Bellissima Apparels Limited's financial performance:

- **Enhance Profitability:** Focus on cost control measures and operational efficiency to improve net profit margins. Regularly review pricing strategies and supplier contracts.
- **Liquidity Management:** Maintain an optimal balance of liquid assets to ensure smooth operations without holding excessive cash that could be invested elsewhere.
- **Debt Management:** Consider strategies to reduce dependency on debt financing by increasing equity or retained earnings to lower financial risk.
- **Product Diversification:** Expand product lines to reduce market risk and tap into new customer segments.
- **Investment in Technology:** Adopt modern technologies and automation to improve labor productivity and reduce manufacturing costs.
- **Continuous Financial Monitoring:** Implement periodic financial performance reviews to promptly address emerging issues and capitalize on opportunities.

These steps will help Bellissima Apparels Limited strengthen its competitive position, improve financial sustainability, and support long-term growth objectives.

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