

Internship Report
On
“Role of a Merchandiser in a Foreign Liaison Office”
(A Case Study of Hermes-Otto International Limited)

An Internship Report Presented to the Faculty of Business and Entrepreneurship in partial fulfillment of the requirements for the Degree of Masters of Business Administration.

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Date of Submission: 21st October, 2018



Daffodil
International
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Letter of Transmittal

5th August, 2018

Professor Dr. Ahmed Fakhru Alam

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report “**Role of a Merchandiser in a Foreign Liaison Office**” (A Case Study of Hermes-Otto International Ltd.)

Dear Sir,

It is a pleasure for me to submit my internship report on the topic of “The Role of a Merchandiser in a Foreign Liaison Office”. I have prepared this report as a partial requirement of the fulfillment of the degree of MBA program. I have tried my level best to formulate this report with the required standard under your valuable direction.

I hope that this internship report has been to your expectation, if you come across any questions regarding this report, it will be my pleasure to clarify your questions.

Thanking you for your kind supervision.

Sincerely yours

.....

Sayed Hossain Ahmed

ID: 163-14-693

Major in Marketing

Department of Business Administration

Daffodil International University

Certificate of Supervisor

This is to certify that the work entitled “**Role of a Merchandiser in a Foreign Liaison Office**” (A Case Study of Hermes-Otto International Ltd.) is an authentic work by Sayed Hossain Ahmed, ID: 163-14-693, Major in Marketing, Department of Business Administration, Daffodil International University, Uttara Campus, formulated his internship report under my guidance and submitted for the partial fulfillment of the requirement for the degree of Masters of Business Administration (MBA) from Daffodil International University (Uttara Campus).

.....

Professor Dr. Ahmed Fakhru Alam

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Student Declaration

I do hereby declare that the work illustrated in this internship paper has been executed by me and has not been submitted before by anyone to any other University / College / Organization for an academic certificate or degree.

I, Sayed Hossain Ahmed, ID: 163-14-693, pronounce that the submitted internship report on **“Role of a Merchandiser in a Foreign Liaison Office”** (A case study of Hermes-Otto International) presented as a course requirement for the award of the degree of Master of Business Administration at Daffodil International University was prepared by me.

The work I have demonstrated here does not offend any existing copyright and I have not copied any portion of this report from others' work done before for a degree or something else.

Furthermore, I would like to state that if there is found any match in my report from others that would be unintentionally happened and requesting for kind consideration with required allowance.

.....

Sayed Hossain Ahmed

ID: 163-14-693

Major in Marketing

Department of Business Administration

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Acknowledgement

At first, I would like to thank almighty Allah for giving me the opportunity to complete term paper successfully.

With great pleasure, I would like to take this opportunity to express my sincere gratitude to Professor Dr. Ahmed Fakhru Alam, Department of Business Administration, Daffodil International University, his support; encouragement and direction that enabled me to prepare this paper.

Special thanks also go to Mr. Manirujjaman Rubel, Senior Merchandiser, Ladies wear department (Circular Knit, Flat Knit), Hermes-OTTO International Limited, for his help through giving me valuable information of himself as merchandiser & his company & also explaining those to me.

I would like to continue by thanking my parents and friends who have helped me in their own ways to finish my work successfully. For all of these reasons, it has been possible for me to complete this report very nicely as possible. Without their support, this report would not have been possible to finish.

Executive Summary

In this internship report, I have tried to focus on the overall process of merchandising operations of Hermes-OTTO International Limited. This report is a part of Internship.

Internship is must to fulfill academic requirement. This internship report is based on my job experience at Hermes-OTTO International Limited (H-OI), Bangladesh liaison office. This report contains several parts.

In the first part of this report is about the company. Here I have tried to describe about the company in details. The next part contains some description about the operation of Hermes-OTTO International Limited. In this part, how H-OI Bangladesh hub is operated also described. The next part is a flow chart of a garment order execution process by merchandisers. Then a brief description of the working procedure of merchandisers and quality control and assurance department is described. The next part is described about my job responsibilities in H-OI BD hub as a trainee Assistant Merchandiser where whatever the work done by me is described in details where I emphasis on my tasks in order to execute a garment order. Those are broadly described in this part. My report may not sufficient. I have some limitations such as inaccurate search, insufficient time and the lack of experience.

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Chapter - 01

Introduction

1.1 Introduction:

As a student of Masters Business Administration (MBA), every student has to conduct a practical orientation in any organization to fulfill the requirement of the internship Program. The main purpose of the program is to expose the student to the real world working environment. This report has been prepared as a partial requirement of the internship program for the MBA students. This report is prepared for the internship program consisting of a major in depth study of the merchandising operation and my job responsibilities of Hermes-OTTO International Limited. Practical knowledge is fundamental for the application of theoretical intelligence. Bearing this in mind, internship program is being included in the academic curriculum. The goal of this analysis is to expose the student in the organizational work situation and also to provide an opportunity for applying classroom learning in practice in the real working environment.

1.2 Origin:

This report is on the role of a merchandiser in a foreign liaison office in Bangladesh. This report is done for fulfilling the partial requirement of internship program for MBA degree in Daffodil International University, Bangladesh. Two years earlier of my internship period, I joined in Hermes-Otto International Limited as a Merchandising Assistant. Now, I am working as Assistant Merchandiser here and also prepared this report based on the authentic information of OTTO group to fulfill the requirement of MBA degree. The title of the report is “The Role of a Merchandiser in a Foreign Liaison Office” (A Case Study of Hermes-Otto International Ltd.)

1.3 Objectives:

Primary Objective:

- The primary objective of this study was to accomplish the partial requirement of MBA degree and to illustrate the merchandising operations and procedures of Hermes-Otto International Ltd.

Secondary Objectives:

- To find-out functions of merchandising.
- To identify how a merchandiser performs his role.
- To know about merchandising department of Hermes-Otto International Ltd.
- To provide recommendations for the development of various areas of merchandising in Hermes-Otto International Ltd.

1.4 Methodology:

Two kinds of sources of data and information have been used to prepare this report more precisely. The study methodology includes observation of my working experience there and face-to face communication with vendors, mail corresponding with customers and also video conference with customers.

The information used to make this report has been collected from the following sources:

Primary Sources of Data:

- Face to face communication with employees, senior merchandisers and manager.
- Video conference with customers.
- Observations in working place.

Secondary Sources of Data:

- Journals, books and documents of Hermes-Otto International Ltd.
- Official websites of H-OI.
- Previous years' reports and statistics.
- Different websites and blogs.
- Official records of Hermes-Otto International Ltd.

1.5 Limitations:

The objective of this study was to illustrate the overall merchandising process of a merchandiser in a foreign liaison office. The real life working experience can be gained through working for a long time within an organization. The main limitation for this report was the lack of availability of sufficient data. However, many problems came out during the preparation of this report. The following limitations are faced during the study:

- Time constraint
- Most of the times merchandisers are busy, and it is difficult to collect proper data from them during office hours.
- Limited documents have been published from Bangladesh Liaison Office.
- Most of the information is confidential; company does not allow leakage of any information that could be advantages of other competitors.
- Management does not allow any employee to use or edit any information of the company for personal use.

Chapter - 02

Overview of the

Organization

2.1 Hermes-OTTO International - Background:

Hermes-OTTO International (H-OI) belongs to the Otto Group, a globally operating multichannel retail and services group, based in Hamburg, Germany.

The Group's core business is retail via the channels of e-commerce, catalogues and stores. Providers of retail-related financial and logistics services are grouped around the multichannel retail business.

H-OI emerged as a separate company from the purchasing organization founded by the Otto Group in 1966. Our main task was originally to purchase goods for Otto Group companies in the world's major markets. Following the reorganization of the company in 2008, H-OI was opened to third-party B2B customers serving as a worldwide procurement and services partner.

H-OI is headquartered in Hong Kong, from where all sourcing and corporate activities are coordinated. Currently we have 22 offices in Asia, Europe and the United States. For more than 45 years, we have been sourcing products from the major production markets in two main categories – Fashion, Home & Living. Our client base has expanded across Europe, North America, South America, Australia, Russia, and Asia. This growth is a tribute to the quality of our service, to our 1,550 employees and to their excellent working relationship with suppliers and clients alike.

2.2 Worldwide Offices:

From the headquarters in Hong Kong and with their network of 22 regional offices, Hermes-OTTO International identifies the ideal markets, suppliers, and services for specific needs. Backed by unique IT and process services, their multinational teams give the perfect mix of local and global expertise.



Hermes-OTTO International - Hong Kong Office

The first Hong Kong office was registered in 1966 under the name of OTTO Versand Hong Kong Office. H-OI Hong Kong office is divided into corporate functions and merchandising operations:

The corporate functions are providing strategic direction and services in the areas of Human Resources, Finance, Information Technology, Shipping, Global Sourcing, and Global Quality & Compliance for all H-OI merchandising operations around the world.

The merchandising operation is responsible for all sourcing functions including Merchandising, Quality Assurance & Quality Control. The Merchandising provides customized sourcing solutions to customers including product development, order processing and ensures the punctual delivery of products. The Quality Assurance controls and approves samples while Quality Control is responsible for the inspection of the goods. H-OI Hong Kong office is the main communication hub with our customers while our H-OI Dongguan office acts as a satellite office of the Hong Kong merchandising operations.

Hermes-OTTO International (Hong Kong) Limited – Bangladesh Liaison Office

HOI Bangladesh Liaison office has been established since January 1, 2009.

Their departments are divided into two parts:

a) Direct Apparels and Home textile

Direct Apparels and Home textile include Merchandising, Quality Department (QA/QC/Fabric Technicians), Sourcing and R&D.

Direct Apparels and Home textile handle all product group categories for men, Ladies, Kids in regular and large sizes: circular knit, flat knit, denim, woven, jacket, outerwear, lingerie and underwear. Home textiles handle bed linen, towel, carpet, curtain, and bathrobe.

Our key customers are Otto Group customers (Bonprix, Otto, Sheego, Heine, Sieh An, Witt) and third party customers: Ernsting's Family, Intersport, Happy Size, Edeka, Adler.

b) Supporting Departments

Supporting Departments include HR/Admin, Account Finance, Shipping and IT.

Office Address in Dhaka, Bangladesh

Hermes-OTTO International
Level 7 & 9, Update Tower, 1 Shahjalal Avenue
Sector No#6, Plot / House No# 1, Uttara Model Town
Dhaka-1230
Bangladesh

E-mail: info@hermes-ottoint.com



2.3 Hermes-Otto International Vision:



2.4 Winning Principles of H-OI:

To achieve this vision, H-OI has defined seven strategic principles – our Winning Principles. The customer is the center of everything and the focus of all their doing.



Our Winning Principles

Our Customers

Our purpose is to push the limits for our customer

Our Sourcing Competence

We deliver exceptional, custom-made sourcing solutions

Our People

We are creative, sales-driven, flexible, proactive and solution oriented

Our Product Competence

We offer innovative, fashionable merchandise and value-for-money

Our Service Competence

We actively manage supply chain performance for our customers, optimizing speed and quality within a framework of sustainability

Our Transformation

We are going digital to create business value by improving the performance, productivity and efficiency of our global team

Our Responsibility

We insist on transparency, ethical business practices and sustainability

2.5 Sustainable and Environmental Initiative:

[Homepage](#) > [Responsibility](#) > [Environment](#)

Pioneer in climate and environmental protection

Pursuing business goals while preserving the planet for future generations – Prof Dr Michael Otto's aim already 30 years ago.



Prof Dr. Otto's intensive commitment to protecting nature is evident in the creation of his **two foundations: the Environmental Foundation Michael Otto and the Aid by Trade Foundation.**

The former was established in 1993 to protect and preserve water resources, to ensure a liveable environment for future generations. The Aid by Trade Foundation was founded in 2005 by Prof Dr. Michael Otto with the aim of making cotton cultivation more environmentally friendly and at the same time improving social conditions in the producing countries.

All Otto Group companies are required to continuously improve their location-related environmental protection, in line with the principle of 'Avoid, Reduce, and Recycle'. The companies constantly make their employees aware of the need to handle resources economically. Where consumption cannot be avoided, the materials used are to be recycled.

- **Sustainable Cotton**

Fibers with a feel-good factor – with sustainably cultivated cotton they assume their social and environmental responsibility in the production process.

- **Certified Timber**

Sustainable forestry is the foundation of climate protection. The preservation of forests is therefore a major concern for the Otto Group.

- **Reducing CO₂**

Determined action against climate change. They want to protect the climate and the environment with an ambitious plan to lower CO₂ emissions.

- **Animal Welfare and Wildlife Conservation**

Real fur has no place in H-OI products! And to protect animals, leather, hides, down and feathers are only used under strict guidelines.

- **Safe handling of chemicals**

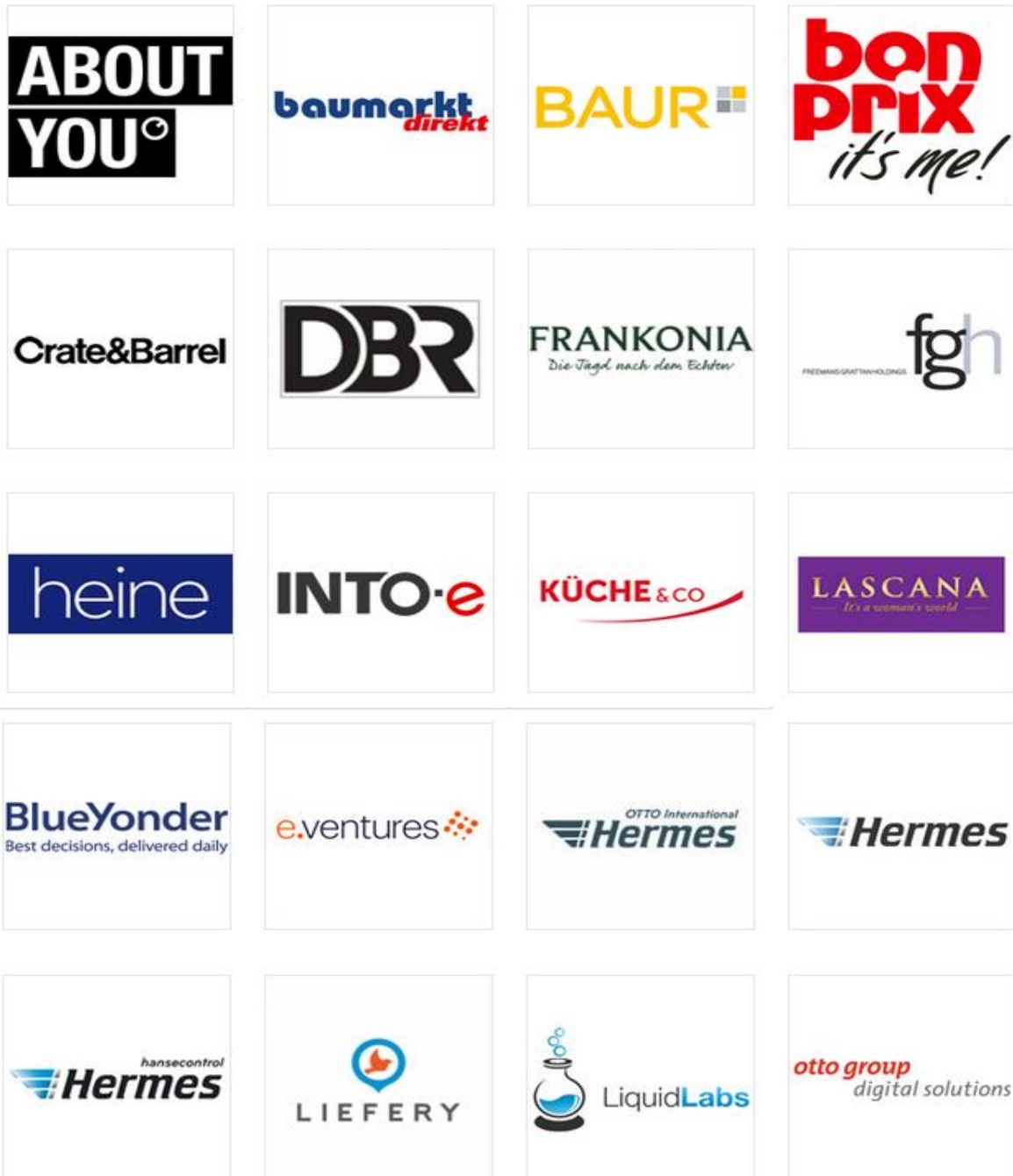
Chemicals play an important role in the various stages of the textile value chain in order to meet color, elasticity and quality requirements. It is essential to consider their impacts on the environment and people when selecting and using these chemicals.

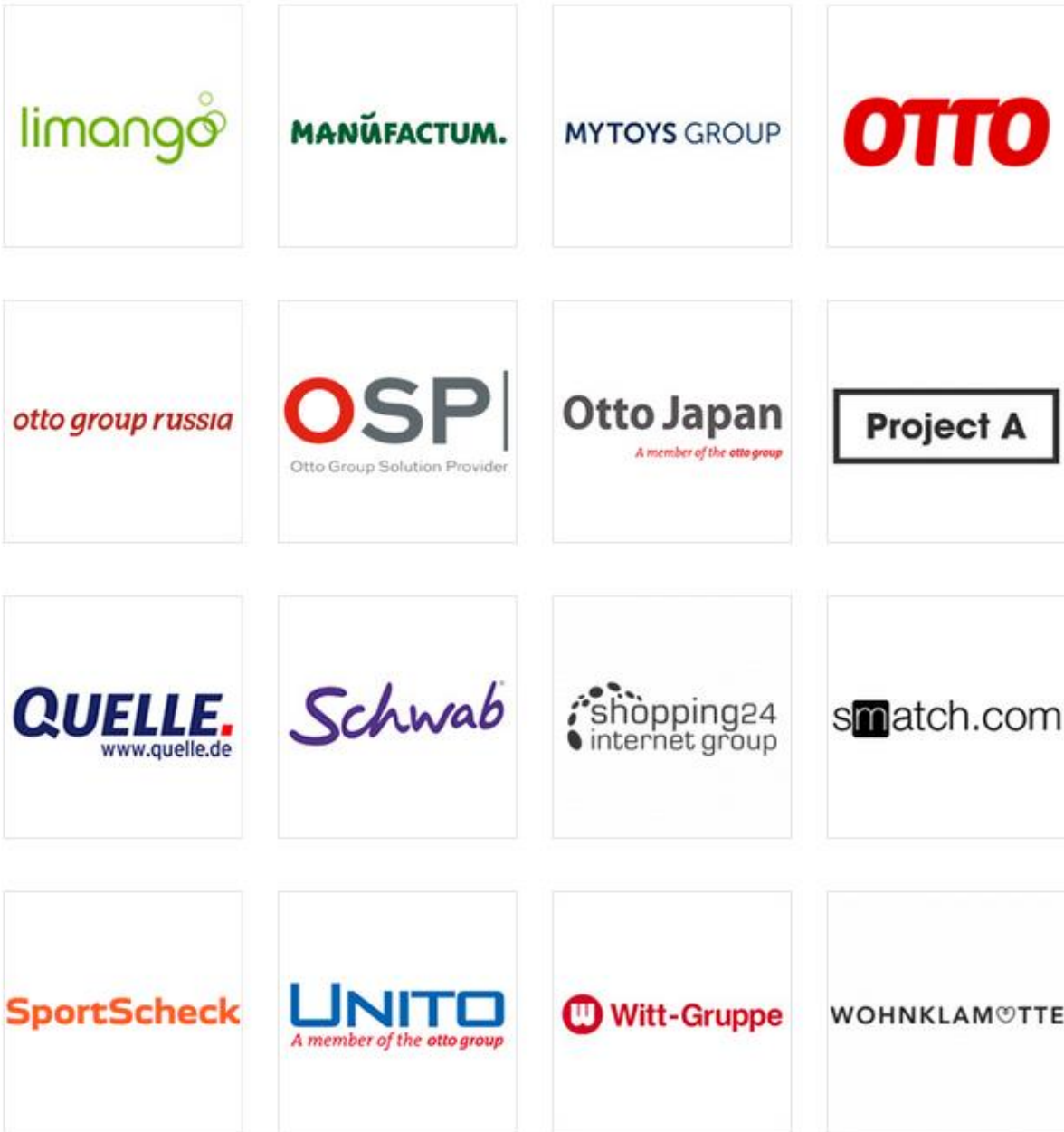
- **Product Safety**

H-OI customers want safe products. It is therefore important to them that the use of their products does not endanger people or nature.

2.6 Major Customers:

Major Customers of OTTO group are as follows:





2.7 Merchandising Department

In Hermes-Otto, Dhaka Office, there have 100 employees in merchandising department. Merchandising consists of all the operations connected with direct selling of products or even services to the consumers of a particular product.

Merchandisers are closely involved with the company buyers for maximizing profit. They ensure that all the right amounts of fashion products are available on their website, and are being sold at the right price. To get success they draw a sensible plan about careful purchasing, monitoring and predicting stock level and arrange different sales promotional activities for product.

Merchandiser usually execute the following functions:

- Providing personal services to all required consumers.
- Giving two-way information such as from producer to consumer and vice versa.
- Assisting in standardization and grading of products.
- Undertaking transportation and storage of products.
- Assembling various products from different suppliers and wholesalers.
- Keeping adequate stock of various products to supply to consumers.
- Providing credit facilities to the consumers.
- Carrying out marketing activities.
- Assuming risk by stocking and providing goods to consumers.

2.8 Quality Assurance Department

Quality Assurance department in Hermes-Otto, Dhaka office tries to check and assure quality of apparel products as per buyer requirements. When the buyer confirms any order, then suppliers prepare all the samples, like – counter sample, photo sample, salesman sample, size set samples, production sample, shipment sample, mock up samples for buyers' approval. We send all these samples to buyer after fitting checking and other workmanship checking by QA department.

QA department consists of QA Manager, Senior Assistant QA Manager, Senior QA Technician, QA Technician and Fabric Technician. They all try to ensure and confirm the quality of products from vendors per buyers' requirement.

2.9 Quality Control Department

QC department consists of QC Manager, Senior Assistant QC Manager, Senior Quality Controller, Quality Controller, and QC Co-coordinator. They all work on to ensure quality during the production process in the factory. Senior QC and QC conduct Inline Inspection during the production and also conduct final inspection after the finishing of goods, and they also report to QC Coordinator and QC Manager about the production details.

They also communicate with Merchandisers of H-OI, if there is any critical issue faced by factory during the production and also look for Merchandisers' approval to run the production or release of goods.

2.10 Other Department

Other departments include HR/Admin, Account Finance, Shipping and IT. HR/Admin department does all the administrative tasks, recruitment, staff management etc. Account and Finance department maintains all the commercial, financial tasks of the company. Shipping department monitors and maintains all the shipping process, delivery process, maintain all the supply chain and logistics management tasks. IT department ensures smooth technical supports, networking and video conference meeting, troubleshooting any technical problems.

Chapter - 03

Operation and

Working Procedure

3.1 Operation of H-OI Bangladesh Office:

H-OI (Hermes-Otto International Ltd.), is a business unit of OTTO group in Germany, they source and develop textile products, apparels, home-textile products from Asian countries for OTTO group. H-OI, Dhaka office actually source and develop products for various buyers of OTTO group and all of these products are sold online through their official websites. OTTO group does not have any retail stores, super or hyper markets. They sell their all kind of products through different buyers' official sites. Hermes-OTTO, Dhaka office is actually controlled and financed through H-OI Headquarter in Hong Kong. H-OI, Dhaka office and all of the divisional heads and GM directly report to Headquarter in Hong Kong. All the business units of OTTO group create orders and forwards to us including garment details (order quantity, target price of the garments, garments artwork, garment making instructions and all other technical instructions related to any garment order) in order to source and develop readymade garments through us. We, H-OI Bangladesh office then contact with some of our garment manufacturers to check either they are capable of doing this order or not. If they are capable, then we try to develop counter or offer fit samples of a style from various suppliers with target price. Then buyers come in Bangladesh for price negotiation meeting, or sometimes video conference meetings are conducted for price negotiation. Buyers try to check the quality and their target price with different suppliers and when their target matches with a particular supplier, then we forward that order to them and since then we strongly following up the order till the shipment in order to confirm quality products shipped on scheduled time.

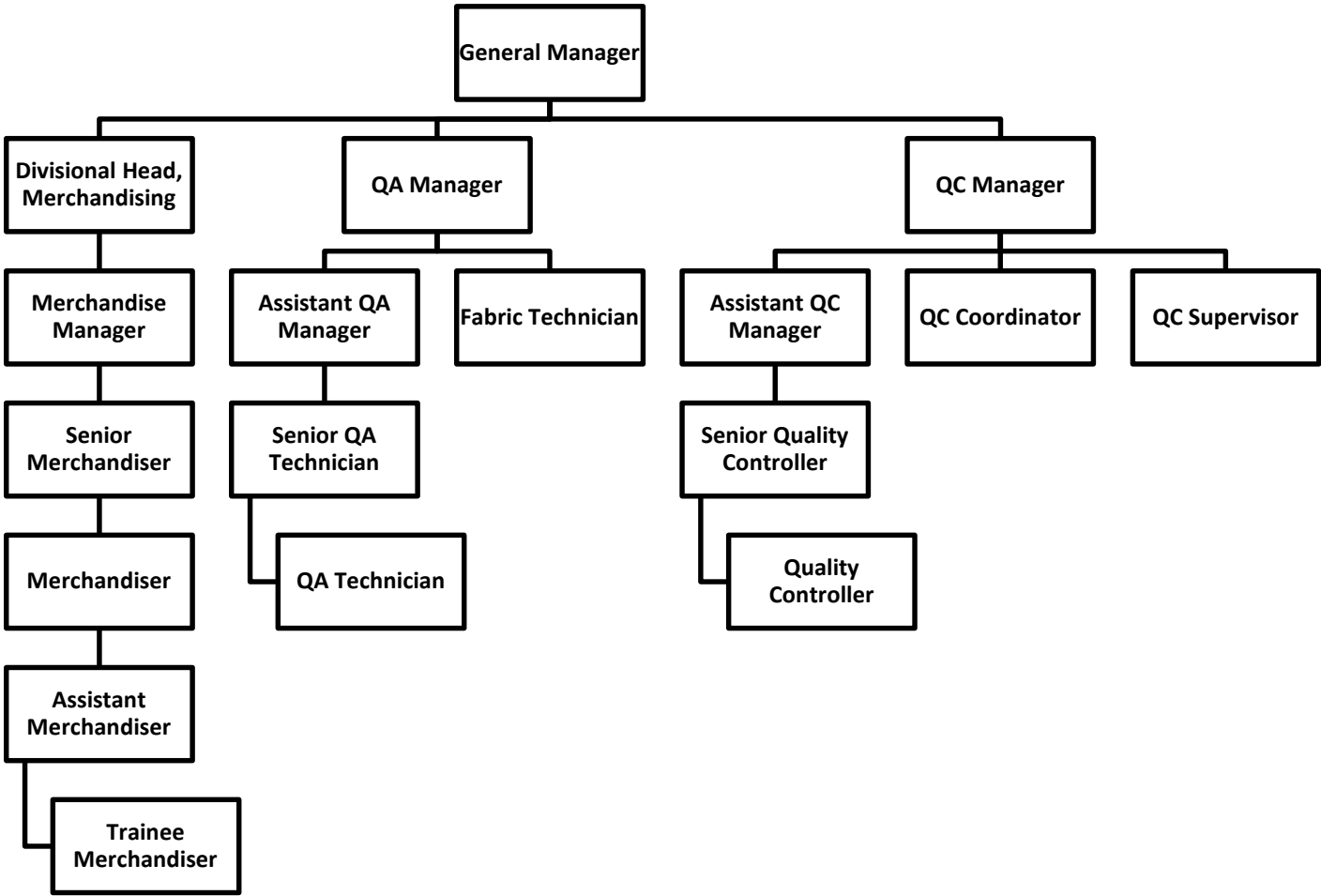
H-OI, Dhaka office started its operation in January, 2009 and still they are doing business successfully and their business units as well as revenues are growing continuously. Buyers of OTTO group generate POs and send us to forward to our vendors.

3.2 H-OI, Bangladesh Liaison Office Hierarchy:

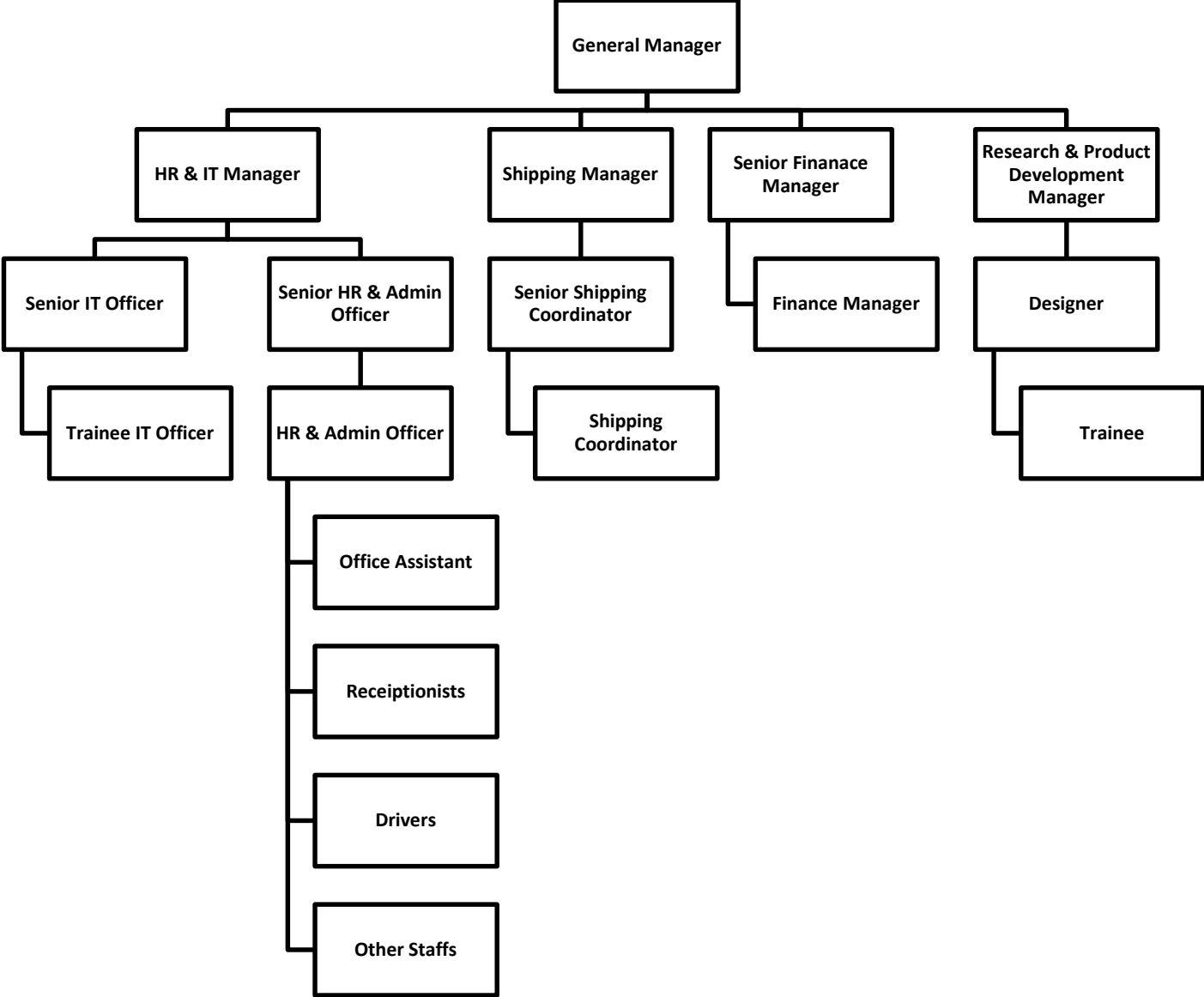
Hermes-Otto International Limited, Bangladesh Office has 150 employees and the office is controlled by a Country Manager under whose supervision, there are eight divisional heads. IT and HR department is controlled by IT and Admin Manager, and Accounts Finance and Shipping department are controlled by Finance and Logistics Manager. Moreover, there are five divisional heads in Merchandising and one Research and Product Development Manager in R&D department. On the other hand, there has one QA Manager and one QC Manager. In merchandising department, under the supervision of each Merchandising Divisional Head, there have Merchandise Manager, Senior Merchandiser, Merchandiser, Assistant Merchandiser, Trainee Merchandiser. In QA department, under the supervision of QA Manger, there have Assistant QA Manager, Senior QA Technician, QA Technician, and Fabric Technician. Under the supervision of QC Manager, there have Assistant QA Manager, QC Coordinator, Senior Quality Controller, and Quality Controller. In Research and Product development department, under the R&D Manger, there have two fashion designers and one trainee. Under HR or Admin, there have receptionists, office assistant, drivers, and aiding staffs.

All the working process in H-OI, Dhaka office works like a chain process, where Merchandising department source, grab and execute orders from buyers for Bangladesh market, and QA and QC department ensure quality and other requirements as per buyer. The hierarchy or chain of command of H-OI, Dhaka office can be understood from the following organizational chart:

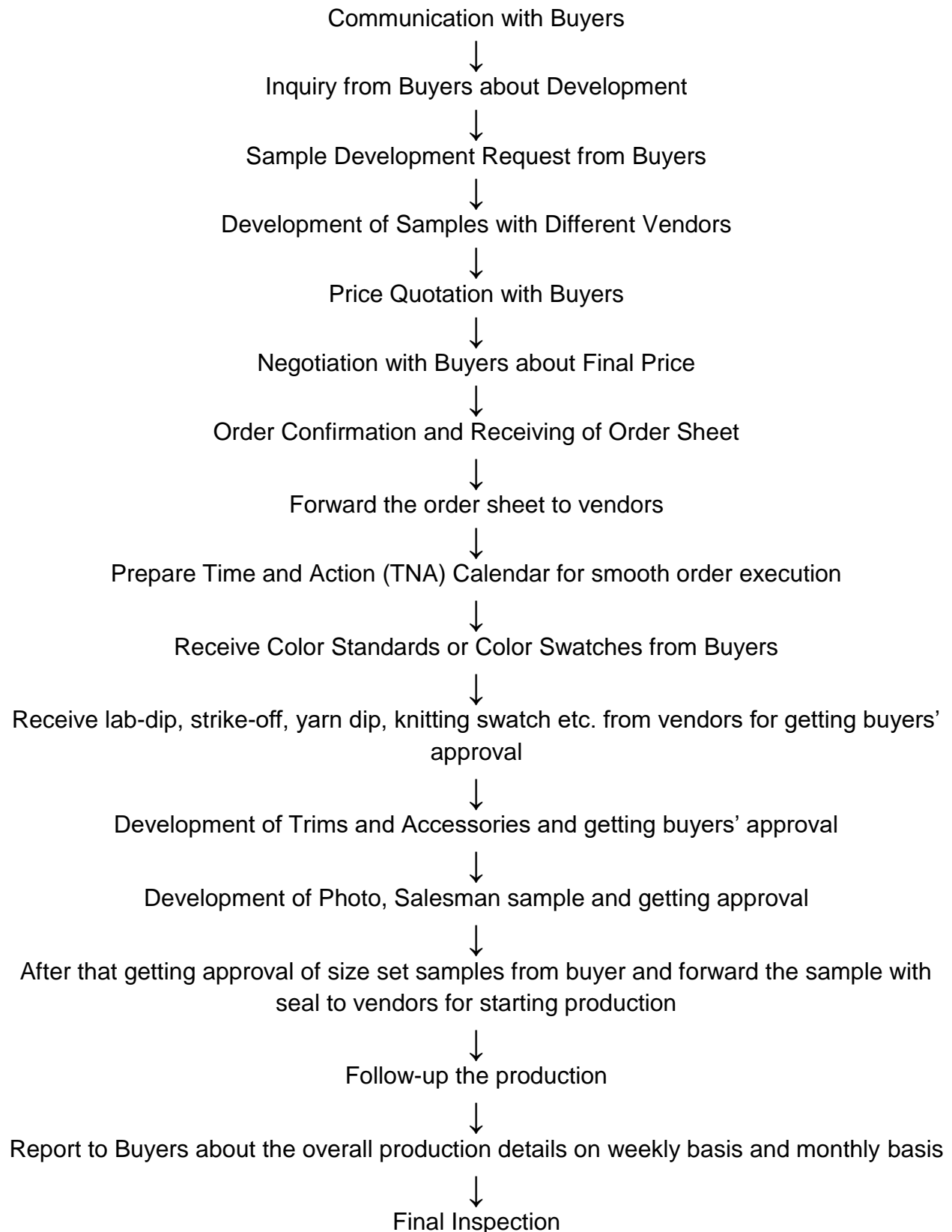
Hierarchy of Merchandising, QA and QC Department:

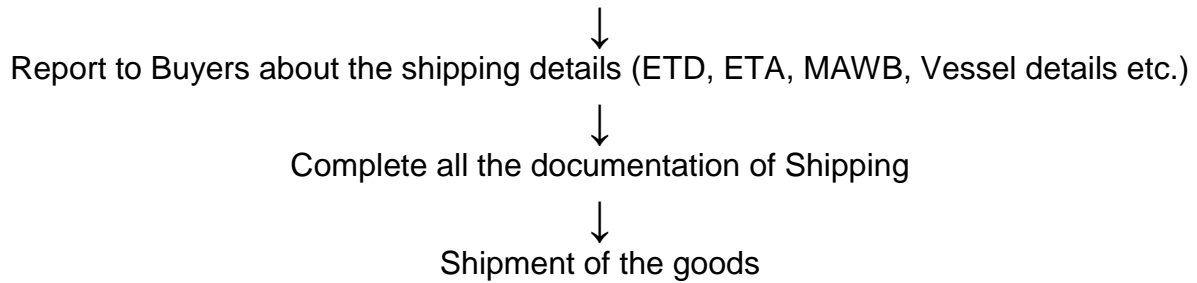


Hierarchy of HR, IT, Shipping, R&D & Finance Department:



3.3 Steps of an Order Execution Process:



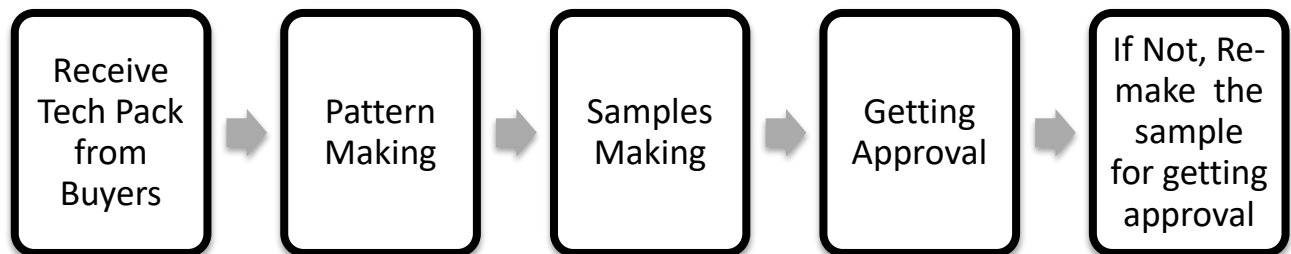


3.4 Basic working process of Merchandising Department:

Sample Development:

Sample is actually the representative of the bulk production, and the proto type of a garment. Various types of samples are submitted to buyers for ensuring the ability, capability of the vendors and also to see if vendors are following the buyers' requirements or not.

Sample section usually follows the following process during sample making:



Buyers want various types of samples. Samples are usually divided in two ways: Development samples and Production Samples. All these samples requirement vary buyer to buyer. Sample requirements are different for both retail business and catalogue business. Most of the buyers usually require fit sample, size set sample, production sample, and some other buyers require more samples, like mock-up sample, photo-shoot

sample or photo sample, salesman sample, shipping sample. These samples can be categorized as follows:

A. Development samples:


- 1) Proto sample/Design sample,
- 2) Fit sample,
- 3) Photo shoot sample
- 4) Mock up sample
- 5) Size set sample,
- 6) Salesman sample (SMS),
- 7) Approval sample
- 8) Pre-production sample (PPS)

B. Production samples:

- 1) Top over production sample (TOP)/ Online sample,
- 2) Shipment sample.


They usually follow two seasons per year. It is like Spring-Summer (SS) and Autumn-Winter (AW), and each season has two intakes, like – Fashion 1 and Fashion 2. They have new developments in each season and they name this order as Initial order. They also have repeat orders in each season along with Initial orders. Repeat orders are continued for few seasons with same supplier, if the KPI (Key Performance Indicator) of the suppliers is good and as per buyers' expectations. Sometimes few orders are switched to another suppliers as per buyers' demand. Buyers usually send us tech pack, original samples or color swatches and suppliers prepare development samples or offer fit samples based on the tech pack. Buyers usually put outlook or digital sketch of the sample they require in the tech pack and they also give more details like, product type, season, style name, brand name, style details, fabric composition, yarn count type, fabric weight, workmanship details, alteration, color combo, artwork details, measurement etc. in the tech pack.

The outcome of the tech-pack of one of OTTO buyers is as below:

Sourcer briefing								
 <i>A member of the otto group</i>	Season	140	Dept.	87	Package	Basic	Brand	3 / Sieh an!
	Style	SA2S52-PUU-KIMMICH-40B		Description	Sweater		Briefing Status	Free for Quotation
	Production length (cm)	60.0		Photo sample length (cm)	63.0	Add. Photo sample	1x 38	

Style details	
On hangers in	No
Fully fashion	Yes
Packaging	A - liegend
Package	1
Origin	NO
Size range	38-56
Size range (S/L)	
Cups	
Label	NO
Special Hangtag	
Sustainability	keine Nachhaltigkeit
Plan-GFK-Typ	


Front	Back	Inside
ribbed (2x2) polo collar - linked by tubular 1cm short dtm nylon zipper closure covered by tubular (zipper: ca. 16 cm, tubular: 1 cm) inside covered by full needle tape 2cm along zipper in v-shape special knitting pattern and change ajour lines to knitting lines long sleeves, fully fashion, ribbed (2x2) hem ribbed (2x2) hem		
Additional info BASIC 1 Witt art-no. 346790		

Sourcer briefing								
 <i>A member of the otto group</i>	Season	140	Dept.	87	Package	Basic	Brand	3 / Sieh an!
	Style	SA2S52-PUU-KIMMICH-40B		Description	Sweater		Briefing Status	Free for Quotation
	Production length (cm)	60.0		Photo sample length (cm)	63.0	Add. Photo sample	1x 38	

Material	
Shell/ Weight	100% PAC
Lining/ weight	
Padding/ weight	
Lace/ Weight	
Others/ Weight	
Construction/ Yarn	
Gauge/Ounce	7 GG
Finish	
Stitching	
Piping	
Print	
Dyeing/ Washing	
Front fly	
Hem width (cm)	
waistband	
Additional information	


Only for Knitwear	Tubular	Elastic rib	Rib
Sleeve hem			5 cm (2x2)
Hem			5 cm (2x2)
Placket/ neckline			7 cm (2x2)

Figure: Product Data Manual (PDM)

Sourcer briefing									
 Witt-Gruppe <i>A member of the otto group</i>	Season	140	Dept.	87	Package	Basic	Brand	3 / Sieh an!	
	Style	SA2S52-PUU-KIMMICH-40B			Description	Sweater	Briefing Status		Free for Quotation
	Production length (cm)			60.0	Photo sample length (cm)		63.0	Add. Photo sample	1x 38

Color	Color status	Item no.	MV Nr.	Size Type	Size range
Light Blue	GH	542669	974701	R fittings	38-56
Navy		542679	974701	R fittings	38-56
Taupe		542685	974701	R fittings	38-56



Sourcer briefing									
 Witt-Gruppe <i>A member of the otto group</i>	Season	140	Dept.	87	Package	Basic	Brand	3 / Sieh an!	
	Style	SA2S52-PUU-KIMMICH-40B			Description	Sweater	Briefing Status		Free for Quotation
	Production length (cm)			60.0	Photo sample length (cm)		63.0	Add. Photo sample	1x 38

Measurement:L-SIS_32 - 62(1.01)														
COMMON	Component 1 of 1													
Ref.	Description	User notes	+/-	36	38	40	42	44	46	48	50	52	54	56
A	1/2 chest 2cm below armhole		1.0	46.0	48.0	50.0	52.0	55.0	58.0	61.0	64.0	67.0	70.0	73.0
B	1/2 waist width		1.0	44.5	46.0	48.0	50.0	53.0	56.0	59.0	62.0	65.0	68.0	71.0
D	1/2 width of hem		1.0	42.0	44.0	46.0	48.0	51.0	54.0	57.0	60.0	63.0	66.0	69.0
E	width of shoulder		0.5	11.0	11.0	11.5	11.5	12.0	12.0	12.5	12.5	13.0	13.0	13.5
EA	across shoulder		1.0		38.0									
F	sleeve length, 1/1 sleeve		1.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0	57.0
G	1/2 width of upper sleeve., msrd 2cm		0.5	16.0	16.0	17.0	17.0	18.5	18.5	20.0	20.0	21.5	21.5	23.0
G1	1/2 width of under sleeve, msrd.		0.5	12.0	12.0	13.0	13.0	14.0	14.0	15.0	15.0	16.0	16.0	17.0
GA	1/2 width of sleeve hem, long		0.5	9.0	9.0	9.5	9.5	10.0	10.0	10.5	10.5	11.0	11.0	11.5
GHS	height of sleeve hem	2x2 rib	0.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
J	neck diameter (seam to seam)		0.5	16.0	16.0	17.0	17.0	18.0	18.0	19.0	19.0	20.0	20.0	21.0
JB	neck diameter stretched (edge to		1.0	32.0	32.0	32.0	32.0	32.0	32.0	32.0	32.0	32.0	32.0	32.0
JMF	front neckdrop		0.5	9.0	9.0	9.5	9.5	10.0	10.0	10.5	10.5	11.0	11.0	11.5
JNB	back neckdrop		0.5	2.5	2.5	2.5	2.5	2.5	2.5	3.0	3.0	3.0	3.0	3.5
KCP	collar point		0.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
KH	height of collar c.b.	with fully fashion; incl tubular	0.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0
LHW	height of welt	2x2 rib	0.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
PS	full length from HPS measured at		2.0	60.0	60.0	62.0	62.0	66.0	66.0	70.0	70.0	72.0	72.0	74.0
WR	length of zipper	at front	0.5	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0
XG	weight per piece in gramm, Tol. 10%	lbs.	0.0											
XR	number of ribs at hem		0.0											

Figure: Product Data Manual (PDM)

Suppliers prepare **fit sample or development sample** based on the tech-pack and then send us in our liaison office and we then arrange these samples according to styles and vendors. Buyers then visit Bangladesh office and conduct negotiation meeting with vendors in our office. All the vendors offer their target prices with their samples and buyers confirm styles and placed orders with vendors, if the styling and price match with buyer's requirement and target. We prepare price quotation charts for meeting and also for our easier records. Here is below the outlook of the quotation chart:

Style no.	Picture	Package	Supplier	BEK1	BEK2	BEK confirmed
SA2S54-SHB-GOMEZ-40B		Basic	Knit plus	\$4.95	\$4.95	
SA2S54-SHB-GOMEZ-40B		Basic	Latest	\$3.95	\$4.50	
SA2S54-SHB-GOMEZ-40B		Basic	Multitex	\$4.85	\$4.85	
SA2S54-SHU-GOMEZ-40B		Basic	Knit plus	\$4.55	\$4.55	
SA2S54-SHU-GOMEZ-40B		Basic	Latest	\$3.80	\$4.35	
SA2S54-SHU-GOMEZ-40B		Basic	Multitex	\$4.35	\$4.45	
SA2S54-SHU-HECTOR-40B		Basic	Knit plus	\$4.35	\$5.50	
SA2S54-SHU-HECTOR-40B		Basic	Latest	\$3.70	\$5.40	
SA2S54-SHU-HECTOR-40B		Basic	Multitex	\$4.60	\$5.60	
SA3S54-SHU-SPINACH-40B		Basic	Knit plus	\$4.80	\$4.85	
SA3S54-SHU-SPINACH-40B		Basic	Latest	\$4.15	\$4.65	
SA3S54-SHU-SPINACH-40B		Basic	Multitex	\$5.10	\$4.95	
SA3S54-SHU-OAT-40B		Basic	Knit plus	\$3.95	\$3.95	
SA3S54-SHU-OAT-40B		Basic	Latest	\$3.50	\$3.85	
SA3S54-SHU-OAT-40B		Basic	Multitex	\$3.95	\$3.95	
SA3S54-SHB-ROTKOHL-40B		Basic	Knit plus	\$4.35	\$4.35	

Figure: Quotation Chart

Item(s)	Initial Qty.	Min. Qty.	Lead time	FOB Point	Sustainability	Quotation Info
539109;539121;539096;539110	500	500	60 Days	Dhaka	Cotton made in Africa	Yarn Dye stripe
539109;539121;539096;539110	500	500	60 Days	Dhaka	Cotton made in Africa	Yarn Dye stripe
539109;539121;539096;539110	500	500	60 Days	Dhaka	Cotton made in Africa	Yarn Dye stripe
539041;539030;539085;539052	500	500	60 Days	Dhaka	Cotton made in Africa	Price based on self fabric cord at button hole i/o eyelet
539041;539030;539085;539052	500	500	60 Days	Dhaka	Cotton made in Africa	Price based on self fabric cord at button hole i/o eyelet
539041;539030;539085;539052	500	500	60 Days	Dhaka	Cotton made in Africa	Price based on self fabric cord at button hole i/o eyelet
540947;540953;540964;540936	500	500	60 Days	Dhaka	Cotton made in Africa	consider DTM plastic button 18L
540947;540953;540964;540936	500	500	60 Days	Dhaka	Cotton made in Africa	consider DTM plastic button 18L
540947;540953;540964;540936					Cotton made in Africa	consider DTM plastic button 18L
548927;548949;548938	500	500	60 Days	Dhaka	Cotton made in Africa	
548927;548949;548938	500	500	60 Days	Dhaka	Cotton made in Africa	
548927;548949;548938	500	500	60 Days	Dhaka	Cotton made in Africa	
548557;548615;548604	500	500	60 Days	Dhaka	Cotton made in Africa	consider silver plastic button 20L
548557;548615;548604	500	500	60 Days	Dhaka	Cotton made in Africa	consider silver plastic button 20L
548557;548615;548604					Cotton made in Africa	consider silver plastic button 20L
535147;535136	500	500	60 Days	Dhaka	Cotton made in Africa	Price based on 60/40 regular mélange. If want different type of mélange effect like original picture price will be

Buyers overlook all the details from Bangladeshi vendors and also from our quotation chart. If there is any change or modification comes from buyers' end, we put those details of modification in our charts so that we can suggest our suppliers for next sample modification or improvement. If buyers confirm the samples, then suppliers prepare photo-shoot samples or salesman samples. **Photo-shoot or salesman samples** are made with actual fabrics, actual color and also with actual accessories, because these samples are used for marketing purpose from buyer's end. Photo-shoot samples are worn by models in Germany, and they check fittings, outlook, and also take photos of models with the sample for exposing to final customers or users through their branded web-sites. On the other hand, salesman samples are used in stores for display purpose on dummy. It is actually used by visual merchandisers and also used for window display in their show-rooms or retail markets so that people may know what they are going to buy soon.

Buyers provide artwork so that suppliers can use all these art-works for printing purpose or embroidery. Artwork from buyers actually looks like below –

	Designnummer:	139_py_171
	Stylebezeichnung:	SA4553-NH-Pakya-391
	KT/ET:	SA4
	Datum:	26.01.2018
	Name:	Eva Grünzinger/ES-KM
	GfK-Stiltyp:	ai.

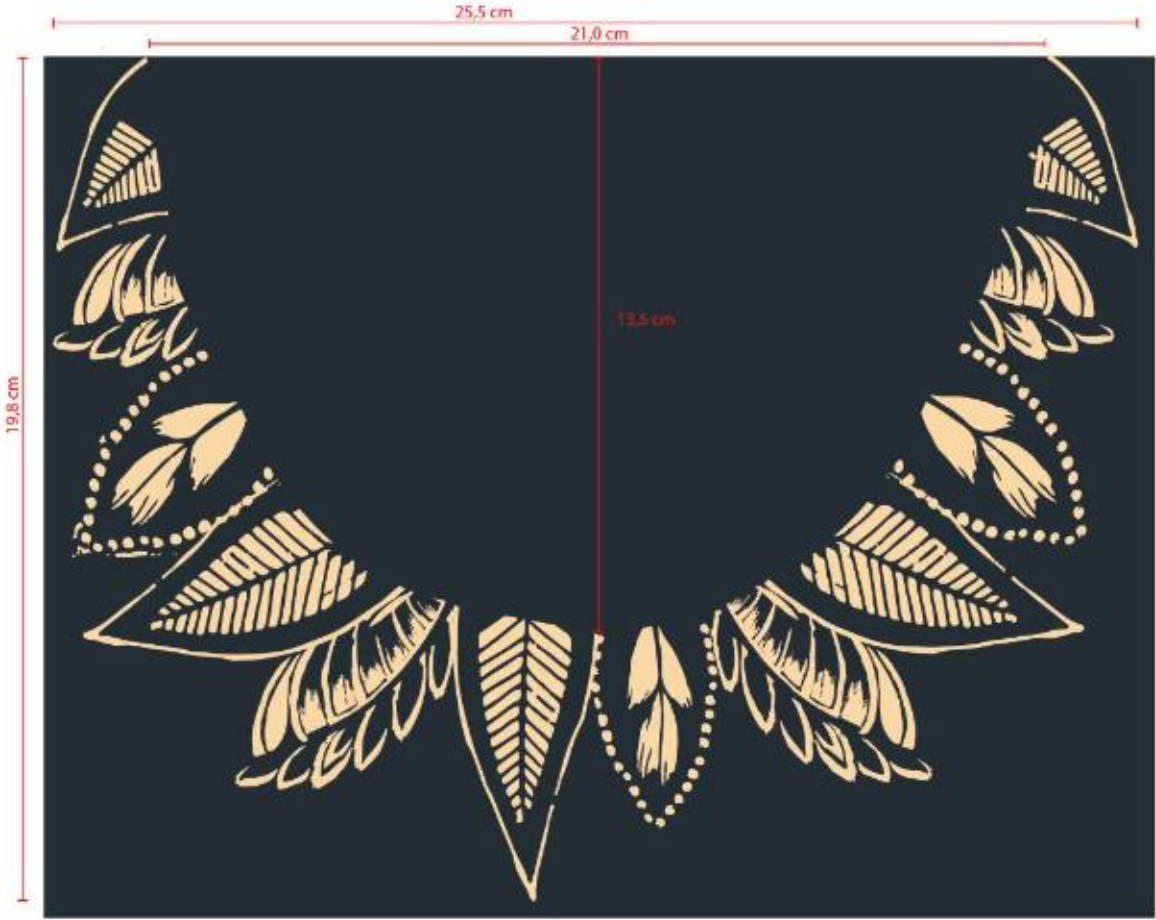


Figure: Artwork for Strike-off

In the artwork, buyers provide color details and also the measurement (Length x Width) of the print for bulk production.

Then suppliers send us print strike-off or embroidery swatch and we then send these to buyers for getting approval, and then we wait for buyers' approval. When buyers provide us approval, we then forward these to our suppliers. Sometimes buyer asks for re-submission of these strike-offs, if these do not meet buyers' requirements. Suppliers then prepare again new strike-off. This part is very essential because based on the buyer's approval, suppliers will make the outcome of the print strike-off in bulk production. Buyers of OTTO group try to give artwork details as much as possible in their artwork files. They also provide placement details of the print in the artwork files as below:



Figure: Artwork File

Buyers also ask for Lab-Dips of each color of each style where usually three shades are submitted by suppliers. We check the lab-dips with pantone book inside the light-box in our OTTO office after receiving from suppliers before sending to buyers. Buyers confirm one shade from three or more shades of the particular color. Shades are numbered like Shade – A, B, C, D etc. in lab-dip cards or supplier’s card. After receiving the lab-dip approval from buyers, we send the comments to factories so that they can produce bulk swatch (CD chart) for bulk fabric approval. Buyers usually send original color swatches for developing lab-dips or sometimes refer pantone number to develop lab-dips. Lab-dips are most important for bulk fabric dyeing. Lab-dips usually look like below –

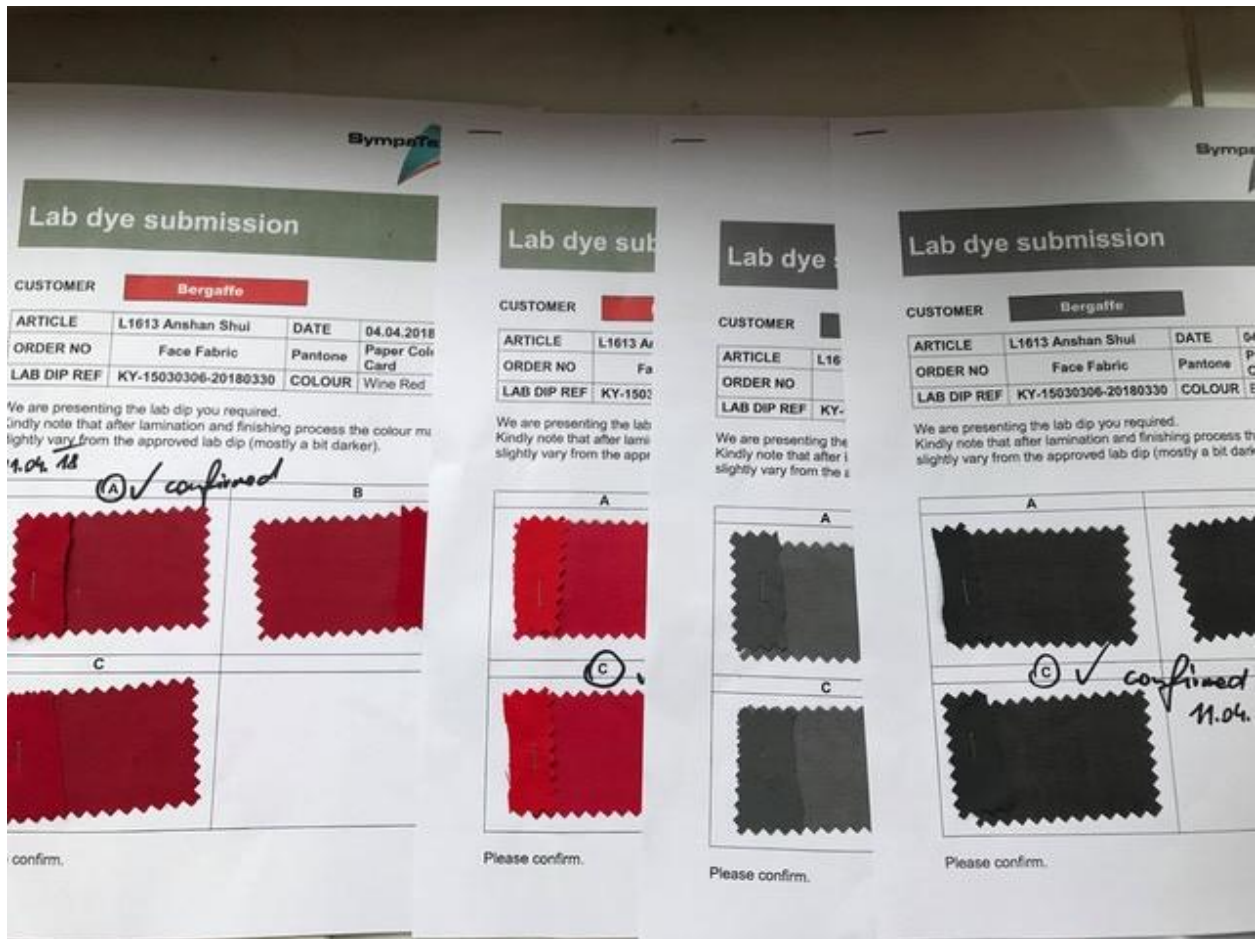


Figure: Lab-Dip

Based on Lab-dip, suppliers then prepare bulk fabric and send us the bulk fabric swatch for buyers' approval. The bulk fabric swatch is called CD chart in OTTO group, where CD stands for Commodity Description and it is sent to buyers for getting bulk fabric approval.

CD chart contains all the essential information of fabric like, buyers name, brand name, style number, style name, season, GSM, Color name, article no, size range, season, suppliers details, FOB price, fabric composition, yarn count, printing type, washing method, wash-care instructions, packing details and so on. Suppliers provide all the required accessories like, buttons, zippers, draw-string etc. They also provide print, AOP print, embroidery and other special stitches as per buyer's need in the CD chart. CD charts of OTTO group usually look like below –

WARENBESCHREIBUNG TEXTILIEN MATERIAL DESCRIPTION TEXTILE		Saison/Season	ET-Ber./Buying dept.	AES SUPPLIER	Erfüllt ORO-AMULET-Anforderungen meets ECO-requirement Erfüllt PUREWEAR-Anforderungen meets PUREWEAR requirements
Firma / company SCHWAB		LKZ / Supplier's code-no. 147116	Artikel-Nr. Article-no. 662907	Farbe colour BLACK/RUST Y/D	PANTONE-Nr.
Lieferantenanschrift /Supplier's address TARATEX FASHION LTD. 6/1, NOIMUDDIN MOLLAH ROAD, GAZIPUR, TONGI, BANGLADESH.		01682962248			
Sachbearbeiter Person in charge Mr. Ershad					
Herkunftsland des Artikels Country of origin of article Bangladesh.					
Modellbeschreibung /Style LADIES T-SHIRT WITH BUTTON		Ek-Preis/Price 6.00 \$6.50			
1. Lieferanten-Art.-Nr. Supplier's art.no.					
2. Style-Nr. SO011Q3					
3. Größenlauf Size range 40/42-56/58					
4. Marken Name Brand name SOV					
5. Fabric Library No.					
6. Materialzusammensetzung /Material composition (%) 100% COTTON S/J					
7. Gewebeart / Handelsbezeichnung Weave construction / trade name					
8. Fadendichte auf 10 cm Kette Yarn density of 10 cm warp		Schuss weft			
9. Flächengewicht g / m ² Material-weight g / sq. m. 180 GSM					
10. Garnfeinheit Kette Yarn count warp		Schuss weft			
11. Färbemethode /Farbstoffklasse Dyeing method / dye stuff classification REACTIVE DYES					
12. Druck Printing method					
13. Ausrüstung/Waschart Finishing / washing method NORMAL WASH					
14. Futter-Material /Main lining material					
15. Wattierung /Material Padding / material					
16. Weitere Accessoires Further accessories					
17. Strickwaren: Knitwear: g/Fertigteil..... g/ready m garment... lbs /Fertigteil..... lbs/ready m garment...					
18. Garnfeinheit Yarn count					
19. Teilung Gauge					
20. Strickmuster-Art Knit pattern					
21. Maschendichte auf 10 cm Reihe Mesh density of 10 cm row		Stübchen wales			
22. Pflege- kennzeichnung Care symbols		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
wash with similar colours; reshape whilst damp; wash with mild detergent; wash inside out;					
23. gelegte Ware polybag		<input checked="" type="checkbox"/> hängende Ware hanging		<input type="checkbox"/> flach gelegte Ware flat-pack	
24. Folienbeutelmaße measure of polybag 400 X 300		Hängeltyp hanger types			
Es gelten die jeweils aktuellen Anforderungsprofile / the current textile profiles are binding					

Figure: CD Chart (Commodity Description Chart)

Suppliers send 5 sets of CD chart of each style in our OTTO office, where our fabric technician check all the CD charts before sending to buyer. We send 2 copies of CD charts to buyers and we wait for almost 7 days for buyer’s approval of these CD charts. When buyers approve these CD charts, we then send 2 copies of approved CD charts to factories and keep 1 copy for our reference so that they can go for bulk fabric cutting. They keep one copy of CD chart in final QC file for our QC team during final inspection. Our QC team will not conduct final inspection without having the approved CD chart of the particular style.

Buyers also ask for test-reports of particular styles where they evaluate the garment if it meets their German Textile Standard or not. Test reports contain all the details of buyers’ requirements. Test report actually looks like as below –



TEST REPORT NO. :	DHK: TX: 1410017166-1	Date: 27 Feb, 2014	Page: 1 of 24
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KNIT PLUS LIMITED
 PLOT # 2036, MOUCHAK, KALIAKOIR
 GAZIPUR, BANGLADESH

The following sample was submitted and identified on behalf of the buyer as:

One sample of Polo shirt herren in Ebony-hermesblue

Otto Eco Package

SGS Job No. : 14110011358
 SGS Ref. No. : DHK TX 1410017166
 LKZ No. : 950681
 Buyer : Otto
 Season : 14/129
 Buying Dept. : 16.5
 Style No./Article No. : H-G 011/ 50034
 Material : 60% Cotton 40% Polyester pique 200 gsm
 Order No. : 02122013
 Departure date : 22.02.14

Applicant’s Proposed Care Instructions :

Sample Receiving Date : Feb 22, 2014
 Test Performing Period : Feb 13, 2014 – Feb 27, 2014

Figure: Lab-test Report

Testing company such as – SGS or TUV SUD conduct various types of test. These are essential for buyers because they will not have any chance to claim in the future if test report is approved from buyer’s end. Various types of test such as, physical test, chemical test, color fastness test, shrinkage test, pulling test etc. are conducted by testing companies.

Suppliers also need care-level layout approval from our fabric technicians. They cannot proceed for printing of care-level, if OTTO fabric technicians do not approve the layout. The outlook of the layout is as below –

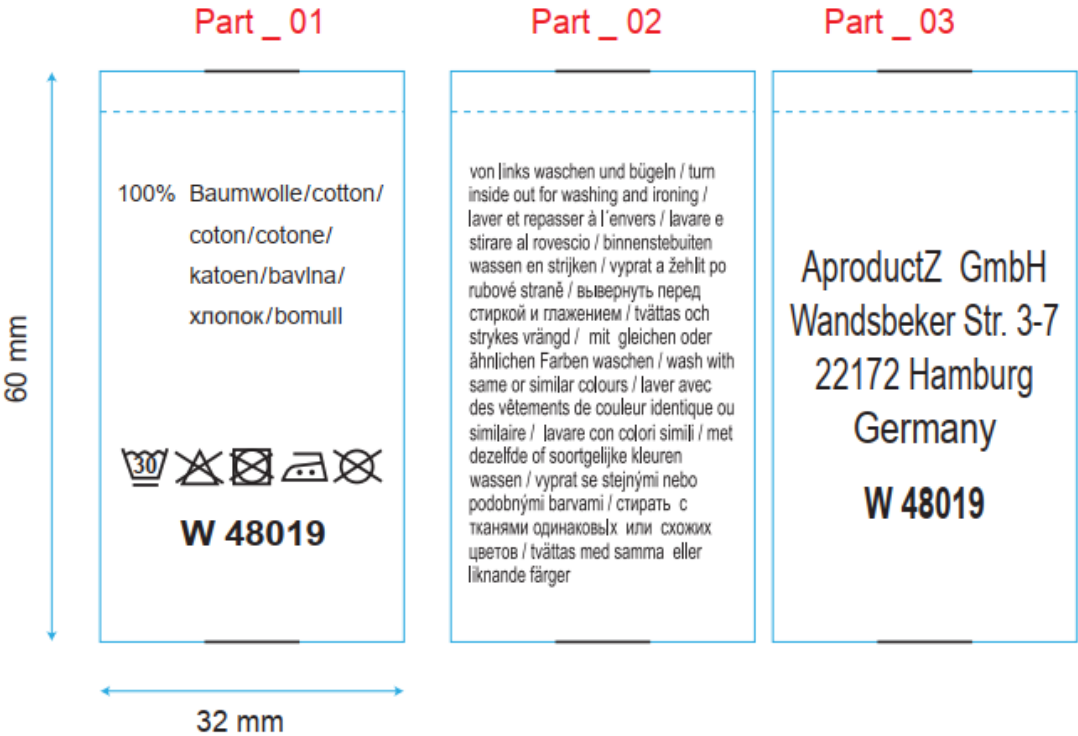


Figure: Care-label Layout

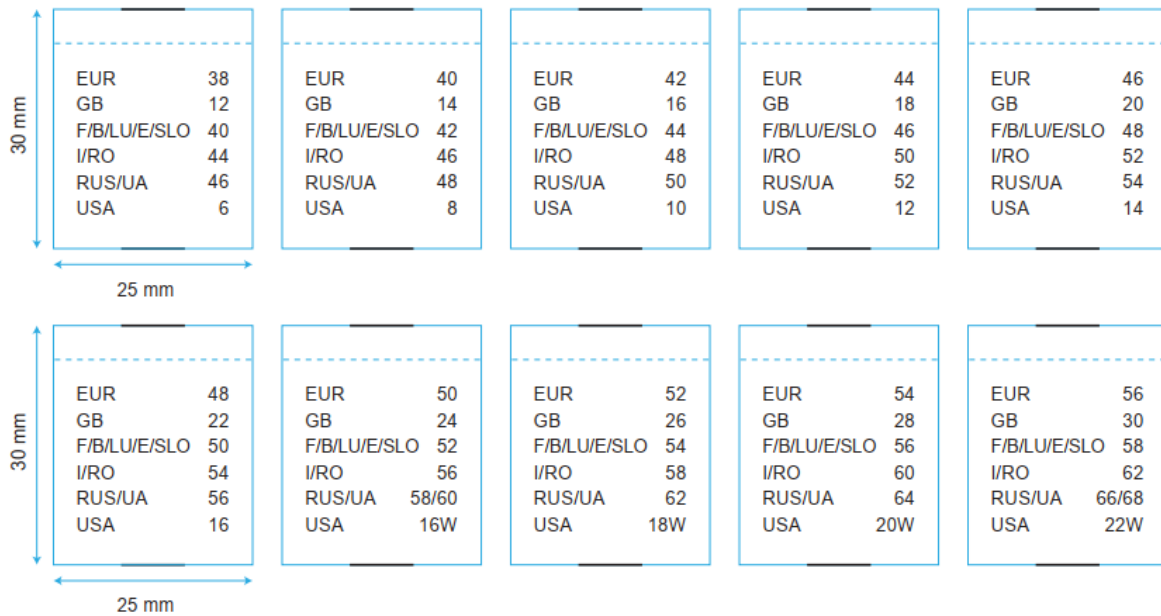


Figure: Care-label Layout

After the counter sample approval, suppliers prepare size set samples. **Pre-production sample (PP sample) or size set samples** are important for buyers because they want to check the fitting and outlook of different sizes of a particular style. Suppliers develop size set samples in small, medium or medium, large size with actual fabric and accessories and send us in OTTO office. Our QA team check the measurements of the sample as well as they also check the fitting of the sample by putting on dummy or on live model. They also check the workmanship of the sample and also follow the buyer's previous comments. We then send the size set samples to buyers.

Buyer provide us comments after reviewing the sample on dummy and also after checking the fitting. If buyer confirms the size set sample, then our QA team seal the sample with yellow tag pin and provide comments to suppliers. Suppliers are not permitted to start production without the confirmation of seal samples. Suppliers send us their QC files with trim cards and other accessories, packing list, order sheet, artworks, EAN code, poly sticker, and all the previous comments from our QA and buyers. Suppliers start the bulk production after receiving the seal samples from us and we also return them the QC files after checking from our office. They need these QC files during final inspection.

Suppliers send us **production sample** to get feedback from us about the quality and also about the final outlook of the product. They also send us **shipping samples** when the goods are ready for shipment. We then send these shipment samples to our buyers so that they can have the final look of the goods that they are going to receive in delivery.

Sometimes **mock-up sample** is sent to buyer if buyer asks for it. Mock-up sample is the partial part of a garment where it could be half-legs of a pant, or half body or sleeve of a t-shirt or tops or other garments. We send mock-up samples to our buyers if our suppliers face any color shade problem during the bulk production and they need approval in that time from buyers about the issue. Sometimes we send mock-up sample for embroidery or applique approval or artwork approval on half garments.

During the development stage, suppliers must need approval of trims, accessories and fabric. There are various types of approval during the production execution process and these are essential for vendors, they are not usually allowed to proceed for bulk process without sample approval. The most common approval types are as follows:

1. Lab-dip approval for solid dyed fabric
2. Yarn-dip approval for stripe fabric
3. Placement print strike-off approval
4. All Over Print (AOP) strike-off approval
5. Embroidery or Applique approval
6. Zipper, Button, Draw-string, Puller, Stopper etc. approval
7. Shade approval
8. Barcode sticker, poly, board, carton approval
9. Trims and accessories approval

RMG business actually works in a way like, getting approval and proceed for next. Suppliers have to face many challenges if they do not follow buyers, buying houses or liaison offices' instructions.

Merchandiser have to do many other tasks along with production execution, order follow-up, report preparation. When buyers visit OTTO office in Dhaka for short time, then merchandising team have to prepare itinerary for buyers where a to z travel details with time segmentation are mentioned in the itinerary. Then, it becomes easier for buyers as well as merchandisers about their plan and meeting. Itinerary usually looks like as below-

Date : Mar 05, 2013		
Stephane Bigeast's Trip Schedule in Bangladesh - March 14 - 18, 2013		
Date	Time	Activities
Thursday, March 14, 2013	8:20 PM	Airport pick up by office car (Flight nr.: AI 230 Air India)
Friday, March 15, 2013	8:00 AM	Pick up from Radisson by office car
	10:00 AM - 11:30 AM	Factory vist - BADHAN (Narayangonj)
	2:00 PM - 3:30 PM	Factory vist - TOKIO MODE (Gazipur)
Saturday, March 16, 2013	4:00 PM - 6:00 PM	Factory vist - Sweater Apparels (Gazipur)
	8:00 AM	Pick up from Radisson by office car
	10:00 AM - 11:30 AM	Factory vist - SHOMAHAR (Gazipur)

Agenda "August -2017"

Ms. Sandra Rehm
Mr. Christian Hellmund



Date	Time	Agenda	Remarks
25-Aug-17	9.00 am	Pick up from Hotel	Le Meridien
	9.30 am to 11.15 am	PPT presentation + office tour + Team Introducing	In HOI Dhaka Office
	11.30 am to 12.15 pm	Meeting with Oasis	
	12.15 pm to 1.00 pm	Meeting with Knit Plus	
	1.00 pm to 2.00 pm	Lunch Break	
	2.00 pm to 2.45 pm	Meeting with Jeans & Polo	
	2.45 pm to 3.30	Meeting with Azim & Son's	
	3.30 pm to 3.45 pm	Tea Break	
	3.45 pm to 5 pm	General discussions	

Figure: Itinerary File for Buyer Visit

Buyers also conducts meeting through Video Conference (VC) with merchandisers and with suppliers. When buyers do not intend to visit Bangladesh, then they propose for VC meeting. In a conference room, merchandisers have to manage the meeting between buyers and suppliers. It is also necessary to prepare a VC meeting plan and it is like below –




Nightwear VC Meeting Schedule 5th April 2018 for season 139 Fashion 1

Date	Time BD time	Agenda	Category, Season 139	Meeting Place	Topic	Supplier Person	HOI Dhaka office
5th April Thursday	2.00 pm to 2.15 pm	VC With Raksha and Rubel	Nightwear for Fashion	HOI Dhaka office with Widen Germany	Introduction		Mrs. Raksha Banarjee, Md. Manirujjaman Rubel
	2.15 pm to 4.00 pm	VC With supplier Knit plus	Nightwear for Fashion	HOI Dhaka office with Widen Germany	Negotiation	Mr. Azad, Mr. Jamal	Mrs. Raksha Banarjee, Md. Manirujjaman Rubel
	4.00 pm to 5.30 pm	VC With supplier Latest	Nightwear for Fashion	HOI Dhaka office with Widen Germany	Negotiation	Mr. Rahman, Mr. Rubel	Mrs. Raksha Banarjee, Md. Manirujjaman Rubel
	5.30 pm to 6.00 pm	VC With Raksha and Rubel	Nightwear for Fashion	HOI Dhaka office with Widen Germany	Recap meeting		Mrs. Raksha Banarjee, Md. Manirujjaman Rubel

Merchandisers also have to prepare various types of reports for buyers as well as for the reporting boss or supervisor. In each season, they have to evaluate the suppliers after the shipment of goods on 1-6 rating scale. It helps to evaluate them which suppliers are doing well and which are not. H-OI merchandisers can also suggest buyers to place orders with particular suppliers, those are doing well consistently. Merchandisers can evaluate suppliers on the following way –

Sheego Supplier Evaluation				
Supplier		Emphasis (%)	Evaluation (1-6 good)	Comments
Azim	Service during sampling		5	
	Speed in production		5	
	Product quality		5	
	Flexibility		4	
Knit Plus	Service during sampling		5	
	Speed in production		4	
	Product quality		4	
	Flexibility		4	
River Side	Service during sampling		3	Planning 2 new units, maybe Lingery, planning auto-jaquard machines
	Speed in production		4	
	Product quality		4	
	Flexibility		4	
Claxton	Service during sampling		4	
	Speed in production		4	
	Product quality		4	
	Flexibility		4	
RGR, Moni Fashion	Service during sampling		4	Planning auto-jaquard machines
	Speed in production		5	
	Product quality		5	
	Flexibility		4	

Figure: Supplier Evaluation Format

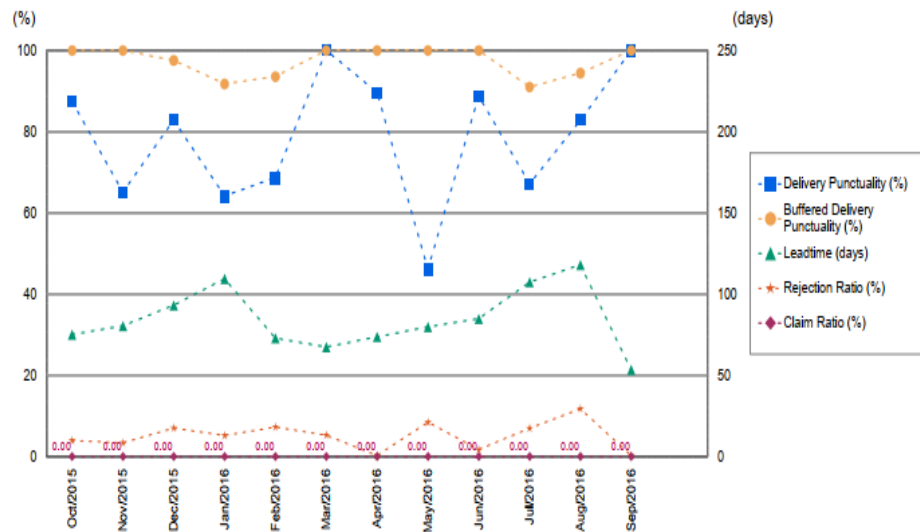
Merchandises also prepare Key-performance Indicator (KPI) report based on delivery punctuality, lead time, rejection ratio, and claim ratio. KPI reports help buyers to understand which suppliers are performing well and they can increase business with the supplier with good KPI. If any supplier is having bad KPI, they may have the chance to be terminated for business relationship with OTTO buyers. KPI report looks like as below-

by Vendor

Quantities are presented in nearest 1000.

Vendor		Turnover				Due Order Quantity		Shipped (%)		Delivery Punctuality (%)		Buffered Divy Punctuality (%)		Leadtime (days)		Rejection Ratio (%)		Claim Ratio (%)	
		Style Count		Booked Quantity															
		Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16		
Jeans & Polo LT	BD	7	1	110	27	82	0	99.91	n/a	88.73	n/a	99.46	n/a	156.1	n/a	8.79	6.09	0.00	0.00
Grand Total		7	1	110	27	82	0	99.91	n/a	88.73	n/a	99.46	n/a	156.0	n/a	8.79	6.09	0.00	0.00

SAW - SIEH AN!



by Vendor

Quantities are presented in nearest 1000.

Vendor		Turnover				Due Order Quantity		Shipped (%)		Delivery Punctuality (%)		Buffered Divy Punctuality (%)		Leadtime (days)		Rejection Ratio (%)		Claim Ratio (%)	
		Style Count		Booked Quantity		Quantity		Quantity		Quantity		Quantity		Quantity		Quantity		Quantity	
		Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16	Oct/15	Sep/16
Ducati	BD	5	3	42	9	41	0	99.41	n/a	88.83	n/a	95.12	n/a	103.1	n/a	7.38	n/a	0.00	0.00
ISLAM GARMENTS	BD	6	-	103	-	101	0	99.96	n/a	70.39	n/a	95.45	n/a	108.1	n/a	4.20	n/a	0.00	n/a
KNIT PLUS	BD	53	11	672	45	634	11	99.87	100.00	73.20	100.00	94.33	100.00	99.3	52.5	6.85	0.19	0.00	0.00
Mondol Fabrics	BD	1	-	2	-	10	0	100.00	n/a	100.00	n/a	100.00	n/a	68.5	n/a	0.30	n/a	0.00	n/a
MONI FASHION	BD	44	4	192	9	184	9	99.90	100.00	92.48	99.90	98.25	100.00	72.9	54.8	1.59	0.27	0.00	0.00
RIVER SIDE SWEA	BD	23	2	73	2	69	2	98.54	100.00	89.74	100.00	100.00	100.00	76.4	51.8	10.15	0.32	0.00	0.00
Taratex FL	BD	1	-	1	-	0	0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0.17	n/a	0.00	n/a
Grand Total		133	20	1,085	65	1,039	21	99.66	100.00	77.44	99.96	95.59	100.00	94.5	53.3	5.89	0.24	0.00	0.00

Figure: KPI Report (Key Performance Indicator Report)

Chapter - 04

My Key

Responsibilities in

H-OI Office, Dhaka

4.1 Nature of the Job:

The assistant merchandiser is responsible for maintaining and supporting different areas of merchandising activities of a particular department within the organization. An assistant merchandiser has to report his supervisor who could be a merchandiser or a senior merchandiser. In H-OI, Dhaka office, I am directly reporting to my senior who is a senior merchandiser. My key responsibilities are to help him in every aspects of merchandising operation. From sample development to follow-up, and also file preparation, all these tasks are assigned on an assistant merchandiser. Assistant merchandiser also has to work with QA team closely to ensure quality of the garments or samples, provide comments or approval of samples to vendors, and following up with vendors about production and on time shipment of the goods. The following responsibilities are mandatory for an assistant merchandiser of H-OI, Dhaka office:

- Extract product brief information from iProducts (Online Sourcing Tool)
- Input and update data in database software of the company
- Daily update inspection or production status in the production-delivery status charts
- Monitoring TNA (Time and Action Calendar) to ensure on time goods delivery
- Communicating with merchandising team and QA team on technical issues and troubleshooting any problem
- Mail communication with buyers and suppliers

4.2 Key responsibilities in H-OI, Dhaka:

As an assistant merchandiser, I have to maintain and do some specified key works those are assigned by my superior and the organization. I usually do some tasks those are on daily basis and some works are on weekly basis. Some tasks are confidential and those are done by my superiors.

1. Follow-up Production to maintain on time Shipment: One of my important task is to follow-up with vendors for production to ensure on time goods delivery. I have a follow-up chart that is actually called critical path which I extract from our company system and provide the chart to our vendors. To meet the shipment deadline, I need to regularly follow-up with our vendors to look up the order status and also to look up if they book final inspection or not before at least three days of delivery date.



Eine Marke der W&M-Gruppe



Vendor	Style	Item	Picture	Composition	TF rcv date	Price	Item no	Color	Org. Swts. rcv date	Fit / Size set sample		
										Send date	Comment	Remarks
							711299	Cinnamon	Rcv			
							717525	Black	Rcv			
RGR Sweater	33-871-C462871	Pullover 1/1.		100% Acrylic 7 GG 2 ply 2/24, weight 9-9.5 lbs	2-Dec-13	\$4.90 (confirmed by mail 4-Feb)	462882	Bordeaux	Rcv		Rcv comment 27-March	We sent one seal sample ref. copy to customer 14-May seal
							780816	Petrol	Rcv		OK FIT.	
							857213	Rose	Rcv			
							857224	Lilac	Rcv			
RGR Sweater	33-871-B151554	Pullover 1/1 multi stripe		100% Acrylic 7 GG 2 ply 2/24, weight 9-9.5 lbs	2-Dec-13	\$5.05 (confirmed 4-Feb)	151554	Multi stripe	Rcv	2-Apr	Rcv comment 14-Apr, OK fit	Seal sample and QC file hand over to factory 27-May

Figure: Production Follow-Up Chart

2. Assist in the Product Development Process: Suppliers submit samples in our office, and then I usually review those samples before forwarding to our QA team. I check the samples according to the tech-pack and with approved Lab-dip, Strike-off, bulk fabric (CD chart) and approved trims/accessories as well. I also check the QA file too in details to check if there is any discrepancy available or not. I also update about the samples in the system for QA team. Afterwards, I pass those samples to our QA team along with my review. I also regularly follow up with our vendors to keep on track for the sampling procedure so that samples come to our office on time and meet deadline effectively.



Picture	article number	Item	style name	description	quantity	delivery date	target
	363,755	mens pyjama	SH-834-150-130	single jersey - 100% CMIA - 140 gsm top: placement print - rib cuffs on sleeves (1/1) and hem - v-neck in rib pant: soild - rib cuffs on hem	1000	500: M07 500: E08	5,80 USD
	855,874	ladies night dress	SH-833-32-135	single jersey - 100% CMIA - 140 gsm - aop - v-neck with piping and satin bow - babylock on sleeves and hem.	500	E06	4,20 USD

Figure: Development Request from Customers

3. **Understanding Quality Related Issues of Garments:** Every day we have to face many technical and quality issues that arise during the development and production process that I need to notify my reporting boss and consult with our quality assurance team to make it clear and forwards this to our vendors.

4. **Communicating with Buyers and Following-up with Vendors in order to keep on track Production Progress:** I check regularly the critical path to see if anything is pending to get approval from buyer, then I communicate with buyer for approval and also inform the situation of production to them. After getting the approval, we forward that to our suppliers and also inform them to proceed for production. If the production is stuck due to any technical issues, then I inform the matter to my reporting boss and quality team.

5. **Update Order Follow-up Charts on weekly basis:** I have to extract order status for each month from our system, and then I prepare production or order follow-up

chart for each supplier for different buyers. We push our suppliers to send us updated production status each week, and then we update our follow-up chart based on the suppliers' charts. Then, we send the final chart each week to our buyers so that they can be updated with latest of the order status.

- 6. Prepare Price-quotation Chart:** I prepare price-quotation chart for each season based on buyer's product data package where I put product details, image, material description, composition, weight, target price, confirmed price etc. in different columns. This chart is essential during negotiation meeting where the target price is compared with offered price. Each supplier offers their last price, and we put that price in the chart, and then compare with buyer's target price.

- 7. Check the Lab-Dip with Pantone book as per Buyer's Requirement:** When suppliers send us lab-dip, we check that with pantone book under light-box to see the match of colors with pantone number. After the checking, we select shade from options A, B, C etc. and then send to our buyers. If it seems to me that any color looks wrong or does not match with pantone, then I inform the matter to my senior and advise our suppliers to send us revise lab-dip, and then we send to our buyer following the previous checking steps.

- 8. Check Print Strike-Off:** I have to check print strike-off daily when it comes from suppliers. I usually check base fabric color with approved lab-dip, and also the print color with pantone book that are mentioned in artwork file. After checking the print strike-off, if it seems it looks okay, then we send it to our buyer for final confirmation. Suppliers cannot proceed for bulk printing if they do not get buyer's final approval on print strike-off.

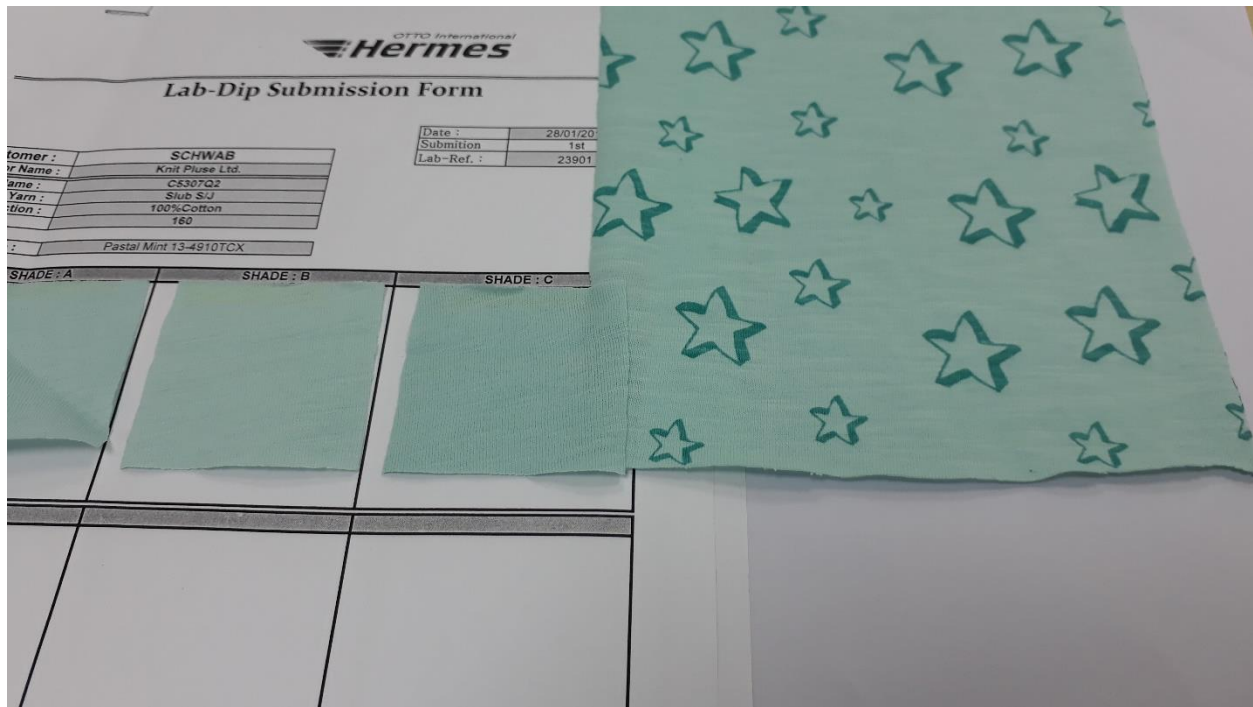
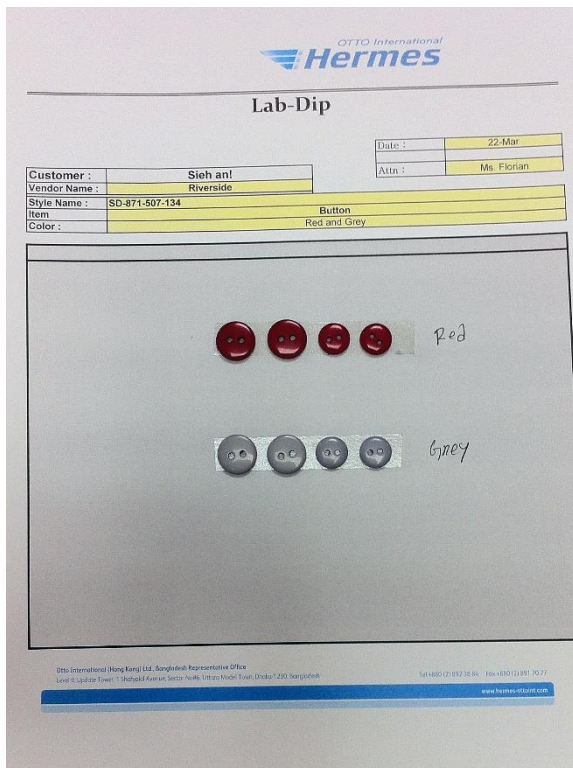


Figure: Checking of Print Strike-off with approved Lab-Dip

9. Check the Trims or Accessories from Suppliers: I regularly check all trim cards and other accessories that come from our suppliers as per our buyers' requirements. Sometimes buyers advise to follow DTM (Dye to Match) color for buttons, zipper etc. for particular styles. If the order is initial, then we send it to buyer for approval, and if the order is repeat, then we approve the trim cards and other accessories from H-OI, Dhaka office. Suppliers can proceed for bulk production with trims and accessories after getting approval from our office. Without approval from our office, they are not allowed to use any trim or accessories in bulk products. If they use without our approval and if there is any discrepancy or claim found during final random inspection (FRI) or after the shipment, there have chance of penalty or discount.



Figure: Trims and Accessories card from Supplier for approval



Buttons for Approval from Buyer



Size & Care label for approval

10. Check the quality of fabric, color shade or tone as per buyer's requirement:

I check the fabric quality, color tone or shade of garments as per buyer's requirements. If there is any critical issue, I check with my reporting boss and also with the department head. If the submitted quality is not approved, then we advise them to submit again with correction, and then we review the quality and provide approval. Sometimes we send some quality to our buyers, if there are any critical issues or if the order is of fancy products, then we send it to our buyers for approval. For initial orders, buyers most of the case accept the quality, color tone conditionally but for repeat orders, buyers advise to follow approved quality and color without any issues.



Figure: Checking the quality and color of bulk fabric with approved swatch

11. Mail Correspondence with Buyer and Supplier: One of the most important key responsibilities is to communicate with buyer and supplier through mail. Supplier ask for approval of anything through mail and we get approval or confirmation of anything from buyer by mail. Mail correspondence helps to keep record of everything. We can use it to trace any record or as a proof of anything from buyer end and from supplier end. For example, our suppliers sometimes cannot meet shipment date due to some unexpected problems and they request us for delivery date extension through mail. We then explain the matter in details to our customer to get extension. All of these important tasks are done through mail because everything can be explained in detail.

12. Factory Visit: I have to visit our suppliers' factories on monthly basis to observe the production progress and then I have to report everything in details about the progress to my senior.

13. Video Conference (VC) meeting and other meetings: I have to attend in video conference meeting with buying team and with European technicians with my team to make a clear idea about any issue and to have advice from them. Sometimes I have to attend in meeting with suppliers and also with Quality Assurance team and with technicians. In the development stage, we sit with suppliers for sample review meeting and we take notes of issues those we have to discuss with buyers.

14. Making Invoice of parcels and send those to Buyers: One of my core responsibilities is to make invoice of samples and to send those parcels in Germany to our buyers. I then keep record of the parcels and track the parcels. When the parcels arrive in the required destination, then I go back to our buyers for their comments and advice.

Shipper: OTTO International Dhaka Update Tower (Level-9) 1 Shahjalal Avenue Sector # 6, House No. # 1 Uttara Model Town Dhaka, 1230. Bangladesh Phone : 88028923884					Commercial Invoice			
Receiver: BLANCHE PORTE 22 RUE DE LA BLANCHE PORTE TOURCOING FRANCE Phone : 33320282028 Bill to Third copy					Date: 7/6/2016 Invoice Number: Shipment Reference: Comments: Airway Bill Number: GD 890880449 WW			
	Full Description	Qty	UDM	Commodity Code	Unit Value \$	Subtotal Value	Total Weight	Country of Origin
1	Sample	8	pc		\$0.10	\$0.80	0.8	Bangladesh
Tota		8			\$0.10	\$0.80	0.8	

Figure: Commercial Invoice

Chapter - 05

Findings &

Recommendation

5.1 Findings:

- Training programs are not sufficient.
- Shortage of space for keeping samples inside the office.
- File keeping system is not up to the mark.
- Less involvement of Product Development section with the merchandising team during order placement meeting.
- There has sometimes gap in communication among Quality Control Team, Quality Assurance Team, and Merchandisers.
- The key-command chain of vertical communication is sometimes not proper in the team.
- Sometimes there has some delay in IT support during the rush time.
- In every stage of the organization, cost control system is not implemented.
- It makes sometimes trouble if there has quite variation in the documentation system.
- Shortage of sufficient meeting room makes sometimes problem during the meeting hours.

5.1 Recommendations:

From my experience through working in Hermes-Otto International Ltd., I could say I do not have anything major to recommend that could be of any significant help to our company. We actually work in a team and if there has any issue, we try to resolve it together as a team. Teamwork is the vital point of working method in our department. We mutually work with other teams, like QA team, QC team, and with buyer and supplier to make out the best products for our customers. Though we try to work in team and resolve any issue together, I have some recommendations that could be developed or implemented.

- Training facilities are essential to improve the skill of employees. However, it is little bit costly for the company to arrange the training program, but it will ultimately boost the productivity of the company.
- Annual cultural events and outing need to be organized properly, because these will help employees to get rid of monotonous working life and will refresh employees to get back in work with full efforts.
- Both horizontal and vertical communication should be developed so that there could not have any chance of misunderstanding and miscommunication among employees.
- Effective personnel management should be developed.
- Store and space management need to be improved so that all samples can be accommodated in those places properly.
- Filing systems are also not effective and these area also need to be improved.

Chapter – 06

Conclusion

6.1 Conclusion:

The Ready-Made Garments (RMG) industry occupies a unique position in the Bangladesh economy. It is the largest exporting industry in Bangladesh, which experienced phenomenal growth during the last 25 years. The industry plays a key role in employment generation and in the provision of income to the poor. Nearly four million workers are directly and more than twelve million inhabitants are indirectly associated with the industry. Over the past twenty-five years, the number of manufacturing units has grown from 180 to over 4000. The quota came to an end at 2004 but it continued to show robust performance, competitive strength and, of no less importance, social commitment. RMG's contribution to Bangladesh economy is well known, well appreciated and well respected. Garments industry is the largest export industry for our country and it contributes 75% of total export. The industry is associated with its strength, weakness, threat and opportunity.

Hermes-Otto International Limited is working in Bangladesh for many years and is helping in the growth of the economy of Bangladesh. Most of the international buyers have their sourcing offices in different countries where they source products, suppliers and compare the quality, cost of products on those markets. Bangladesh is doing well in this sector due to low labor cost, and highly efficient factories with modern machineries. However, Merchandisers play the most important role in this international business where knowledge, skill, experiences are necessary.

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