



# **An Analysis of the Operations of N three**

**Submitted by**

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**Date of Submission**



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## **Submitted To:**

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## Acknowledgement

With heartiest gratefulness, I would like to acknowledge a person whose counsel and guidance in the completion of my project work.

Completion of the project work has made me grateful to a number of persons; First of all I would like to acknowledge Mohammad Shibli Shahariar, Head and Project Work Supervisor of Department of Innovation and Entrepreneurship, Daffodil International University for his generous cooperation and constant guidance that made me really confident about the desired outcome of my project work. Department of Innovation and Entrepreneurship.

## Letter of Transmittal

Date: 30<sup>th</sup> May 2019

Mohammad Shibli Shahariar  
Head of  
Department of Innovation and Entrepreneurship  
Faculty of Business & Entrepreneurship  
Daffodil International University

Subject: Submission of Project Work

Dear Sir,

I have the pleasure to inform you that, I have accomplished my project work on “N three.” N three is my own clothing company. As I am working and analyzing the market of clothing business since 2013, now I have planted a small clothing company. I have tried to give my best efforts and concentration during preparing the project work.

I would like to thank you for your prolonged support and guidance during preparing the project work and I hope that you would be kind enough to see inconveniences or mistakes that may have appeared beyond my knowledge.

Sincerely Yours,



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Nowrin Nusrat Nishitha

ID: 161-45-135

Daffodil International University (DIU)

## Supervisor's Declaration

This is to certify that project work on “N three”. Has been submitted for the purpose of 3 credited subject Project Work- 4, code: PW 604 for the Department of Innovation and Entrepreneurship, Daffodil International University, carried out by Nowrin Nusrat Nishitha, ID: 161-45-135, 4<sup>th</sup> Batch under any supervision. To the best of any knowledge and as per his declaration, any of this internship report has not been submitted for any degree, diploma or certificate.



Mohammad Shibli Shahariar

Head of

Department of Innovation and Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University

## Student's Declaration

I am Nowrin Nusrat Nishitha, student of Department of Innovation and Entrepreneurship, Daffodil International University, do hereby that the Project Work entitled. "N three." Presented to the department of Innovation and Entrepreneurship, Daffodil International University is the outcome of the dissertation project work performed by me under the supervision of Mohammad Shibli Shahariar, Department of Innovation and Entrepreneurship, and Daffodil International University. I also declare that no part of this report has been or is being submitted elsewhere for the award of any degree, diploma or recognition.

Sincerely Yours



Nowrin Nusrat Nishitha

ID: 161-45-135

Batch: 4<sup>th</sup>

Department of Innovation & Entrepreneurship

Daffodil International University

## **Executive Summary**

This report is based on my practical working experience at the N three, it is an online based clothing company. It provides the women wear. Still it is a startup. It shows how I started the clothing business and its future plan. The company have several department to handle all the working process. Basically this report prepared on the bases of the practical work or primary data. As I am running this startup, I got the chance to learn about it. I tried my best to highlights every single part of this project work based on my information.

The focus of this project work is to provide information about the startup clothing company N three.

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## **CHAPTER 1**



## **INTRODUCTION**

## **1. Introduction**

Establishment of a clothing company is a bit hard, because it need a good amount of seeding money to set up. Though clothing company is not uncommon and also red ocean strategy in the base of Bangladesh but it has a good amount of demand. Like others my business is e-commerce based but very few of them have their own clothing manufacturing. To maintain the quality and authenticity of the designs manufacturing factory is must. The manufacturing portion is very essential for my business.

### **1.1. Concept of the Report**

Project Work of Daffodil International University is an Under Graduation course for the Department of Innovation and Entrepreneurship Program's students. The main purpose of the project work is to get more knowledge about entrepreneurial sector for student. As I am running my own e-commerce and this is my field, I tried to cover the all sectors of it.

### **1.2. Objectives of the Study**

The main objective of this study is to analyze the operations of N three.

The specific objectives of the study are as follows:

- To analyze the business operations of N three
- To find out the challenges that the company is facing
- To point out some efforts to overcome those challenges.

### **1.3. Scope of the Report**

The scope of this project is gathered from the clothing company N three. All the sources are authentic and collected from primary sources. The scope of this project is to know, how a small clothing company can set up and grow.

## **1.4.Methodology of the Study**

The study is based on primary data. Data have been collected from personal experience. Marketing survey is prepared through google doc and data collected from the online users. All data are authentic.

## **Limitation of this Study**

This research work focused specifically on N three clothing company. The study will evaluate the implementation of the clothing company and the operation process of it. This study does not use any hypothesis and model for this project.

## **CHAPTER 2**



## **IMPLEMENTATION**

## 2. Implementation:

It is the process that turns strategies and plans into actions in order to accomplish strategic objectives and goals. It is more important than strategy.

### 2.1. Implementation Cost: (Fixed Assets)

SL	Items	Amount
1.	Factory Advance Rent (4*14,000)	56,000
2.	Marketing	1,40,000
3.	Embroidery Machine (2*40,000)	80,000
4.	Swing Machine	15,000
5.	Overlock Machine	15,000
6.	Furniture	15,000
7.	Mannequin	5,000
8.	Others	10,000
9.	Advance Salary (14,000*4)	42,000
10.	Internet Connection	1,500
Total		3,74,500/-

## 2.2.Product: Details

	Product 1	Product 2	Product 3	Product 4
	Salwar Kamiz	Kurti	1 Piece	2 Piece
<b>Quality</b>	Sharp, high	Sharp, high	Sharp, high	Sharp, high
<b>Color</b>	Solid color and print	Solid color and print	Solid color and print	Solid color and print
<b>Size</b>	Unstitched	34, 36, 38, 40, 42 Length: 45, 48, 50	Unstitched	Unstitched
<b>Packaging</b>	Tag, poly, bag	Tag, poly, bag	Tag, poly, bag	Tag, poly, bag

## 2.3.Product & Price:

Sl.	Product Category	Unit Price
<b>i.</b>	Salwar-kamiz	2,200 (depends on the designs)
<b>ii.</b>	1 Piece	1,400(depends on the designs)
<b>iii.</b>	2 Piece	1,600 (depends on the designs)
<b>iv.</b>	Kurtis	1,200 (depends on the designs)

## 2.4.Sales Forecasting: 3years

Sales amount can be up and down for quantity and price.

<b>Projected Sales</b>			
<b>1<sup>st</sup> Year</b>			
<b>Description of Product</b>	<b>Quantity</b>	<b>Unit Price</b>	<b>Total Taka</b>
Salwar-Kamiz	240	2,200	5,28,000
1 Piece	240	1,400	3,36,000
2 Piece	240	1,600	3,84,000
Kurti	240	1,200	2,88,000
<b>Total</b>	<b>960</b>	<b>6,400</b>	<b>15,36,000/-</b>
<b>2<sup>nd</sup> Year</b>			
Salwar-Kamiz	300	2,200	6,60,000
1 Piece	300	1,400	4,20,000
2 Piece	300	1,600	4,80,000
Kurti	300	1,200	3,60,000
<b>Total</b>	<b>1,200</b>	<b>6,400</b>	<b>19,20,000/-</b>
<b>3<sup>rd</sup> Year</b>			
Salwar-Kamiz	360	2,200	7,92,000
1 Piece	360	1,400	5,04,000
2 Piece	360	1,600	5,76,000
Kurti	360	1,200	4,32,000
<b>Total</b>	<b>1,440</b>	<b>6,400</b>	<b>23,04,000/-</b>

**Note:** So, the sales forecasting showing that, after 3<sup>rd</sup> year the company will cross the equilibrium point.

## 2.5. Cost of Raw Materials (yearly):

Description of Raw Material	Cost (Taka)
<b>1<sup>st</sup> Year</b>	
Cloths	96,000
Yarn	5,000
<b>Total</b>	<b>1,01,000/-</b>
<b>2<sup>nd</sup> Year</b>	
Cloths	1,20,000
Yarn	5,000
<b>Total</b>	<b>1,25,000/-</b>
<b>3<sup>rd</sup> Year</b>	
Cloths	1,44,000
Yarn	5,000
<b>Total</b>	<b>1,49,000/-</b>

## 2.6. Marketing Strategy:

Items	Details	Amount
Digital Marketing	Social Media,	1,00,000
Offline Marketing	E	40,000
<b>Total</b>		<b>1,40,000/-</b>



## 2.7.Operating Cost:

SL	Items	Amount
1.	Rent	14,000
2.	CEO	25,000
3.	Embroidery Employee Salary (14,000*2)	28,000
4.	Swing Master	14,000
5.	Cutting Master	14,000
6.	Internet	500
7.	Cleaner	800
8.	Others, Utility Bills	5,000
<b>Total</b>		<b>1,01,300/-</b>

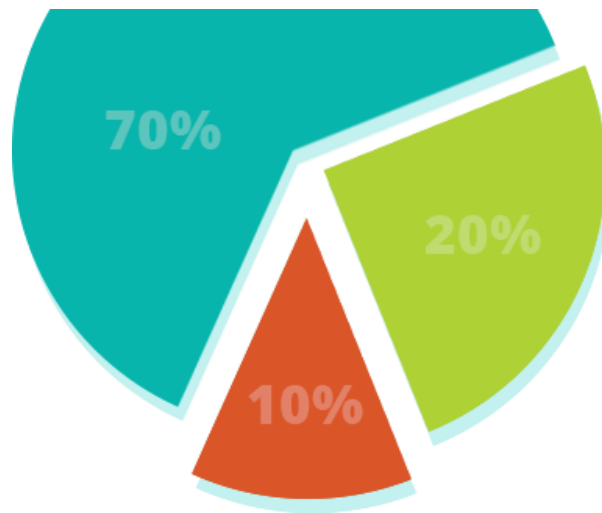
## 2.8.Seasonal Trends:

Timing	Month/Duration
(a) Peak Season	February to October
(b) Off Season	November to January

## 2.9.Operation Plan:

- **Raw Materials:** 1<sup>st</sup> step of the operation is to buy raw materials in wholesale rate from Islampur Market or from the 4<sup>th</sup> floor of the Chadnichak market.
- **Finalize the Designs:** 2<sup>nd</sup> step is to finalize the color combination and designs of the dresses
- **Unit Size:** 3<sup>rd</sup> step is to fix a monthly target.
- **Production:** 4<sup>th</sup> step is to manufacture the dresses within deadline.
- **Assembly:** After the manufacture, product will assembly accurately.
- **Presentation:** In this, products video as well as clear and representable photos would be taken for the sales.
- **Sales:** Sales people will sell the product through online.
- **Delivery:** Through the delivery service products will be deliver to the customers within 24hours.
- **Collection:** Last step is to collect the cash from the delivery service through the bank.

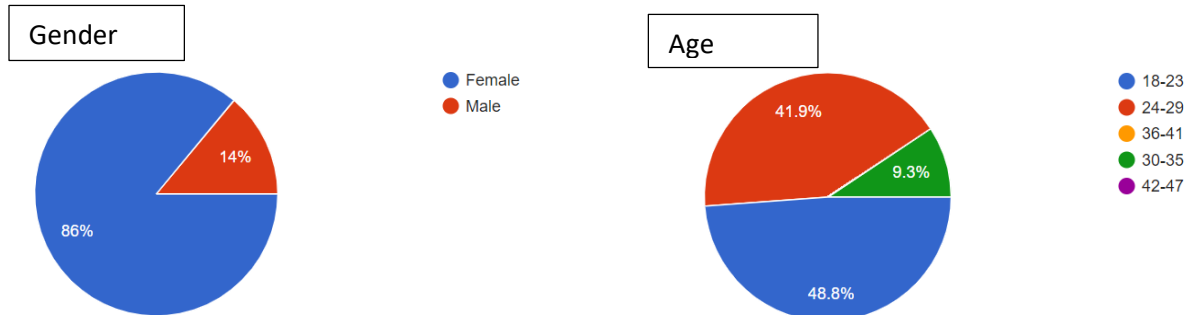
### CHAPTER 3



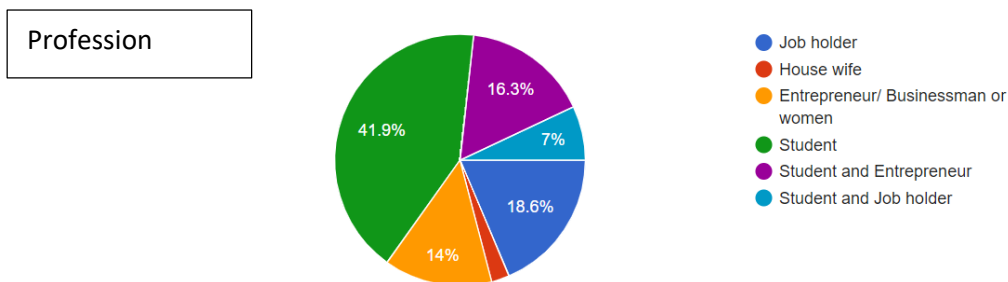
### MARKETING SURVEY

### 3. Marketing Survey:

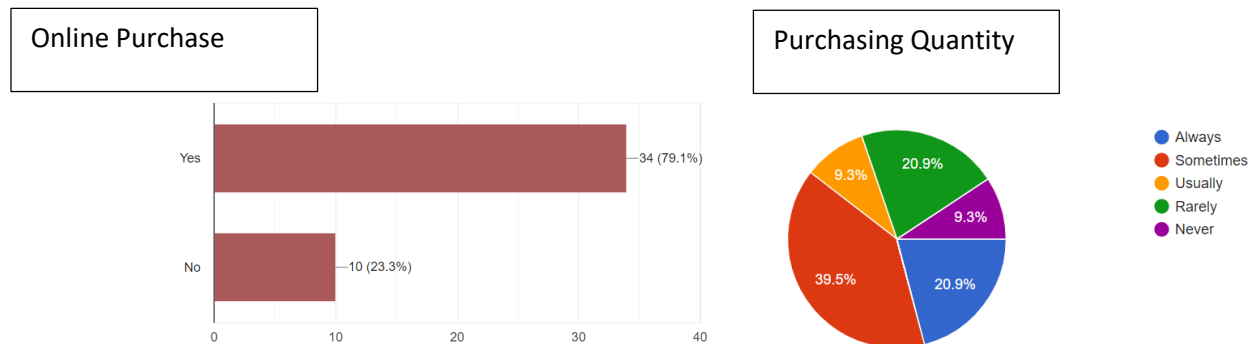
From the respondent of my survey, I find out the gender, age, location and profession of my customers. It will help to understand the purchasing power of the online businesses. What kind of outfits people are buying and what is their budget range, what type of marketing they preferred? Etc.



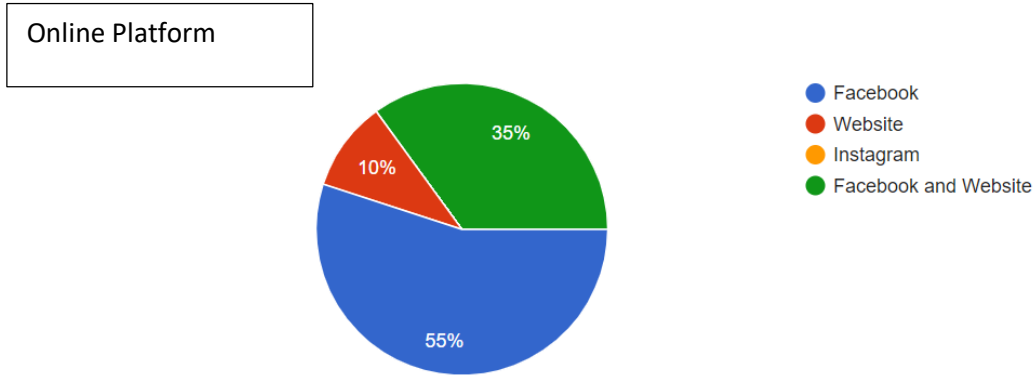
So, from the survey 86% are female, who like to buy from the online store and 48% are from the age 18-23 and 41% are from the age 24-29.



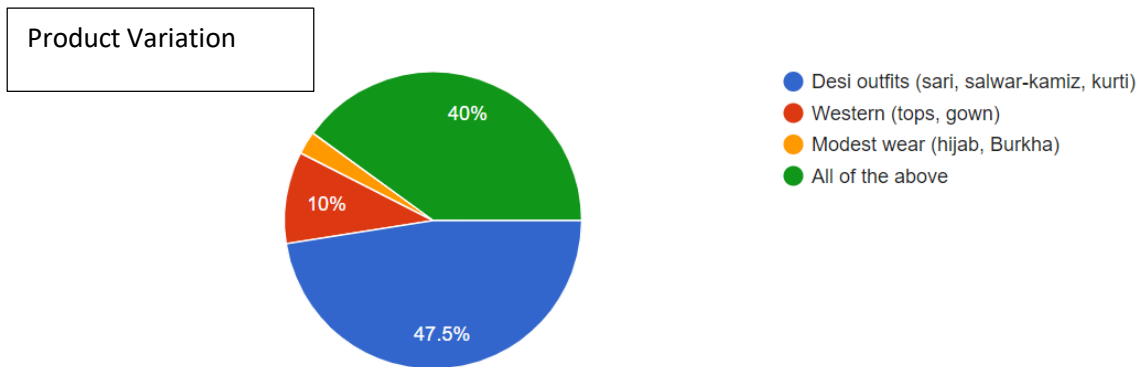
The majority of the customers who purchase from online are students 41%.



Surprisingly, 79% customer love to do shopping from online and 23% do prefer to shop from traditional store. From the above pie chart, we can see that 20% people always buy from online and 39% people buy product from online occasionally. Which is a good number.

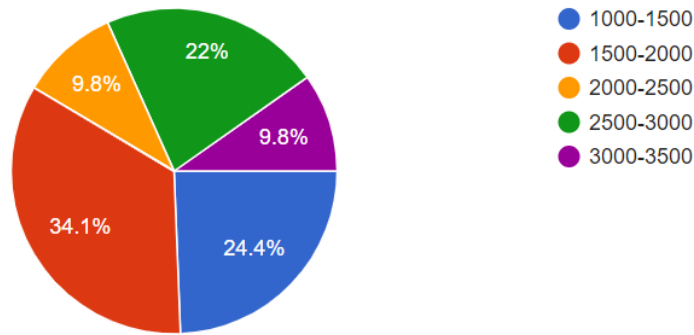


This pie chart shows that, people are more comfortable from buying Facebook rather than website because 55% said they use Facebook for buying and 35% use both Facebook and website.



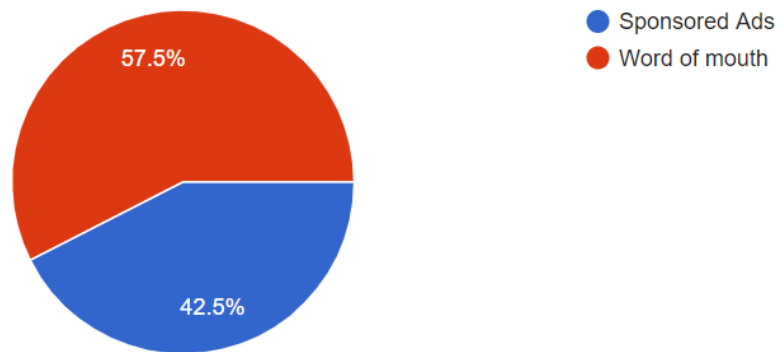
As the survey is done from the prospect of online clothing business, in case of product variation 47% customer like the desi outfit.

### Budget Range



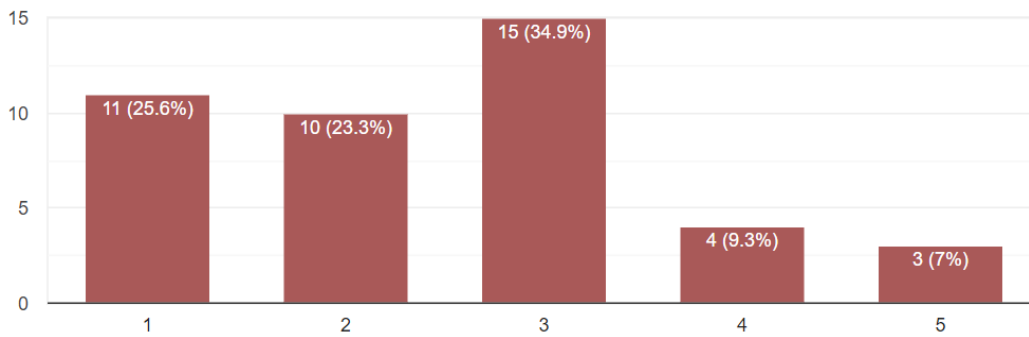
34% are willing to pay 1500-2000 for a dress and 24% are prefer 1000-1500 for a dress and surprisingly 22% are comfortable to expend 2500-3000 for a dress. This survey result will help to set up the price of the product.

### Preferred Marketing Strategy



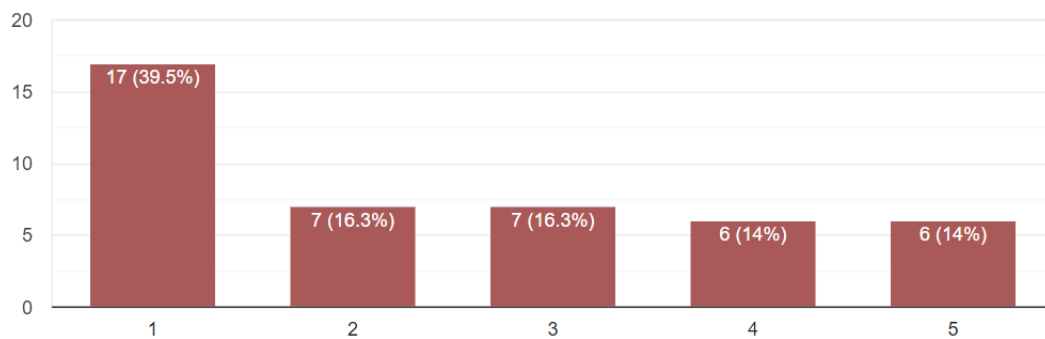
57% customer purchase from online after receiving the genuin review from others and 42% believes the sponsored ads.

### Product Presentation



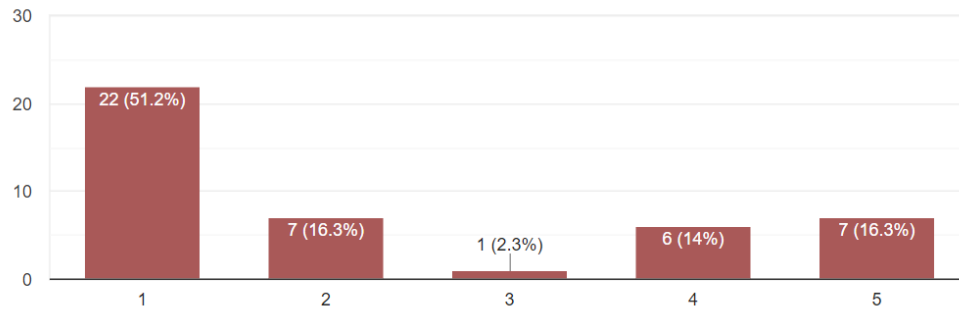
Product presentation is very important in the field of the online business. 25% believe that picture of the product impress them strongly where 34% said it they were nature about it.

### Product Details



Another important thing is product details. 39% people check the details of the product before they buy it.

## Video Promotion



Incase of the promotion, video are really vary effective. 51% agree that video clips are more interesting than the picture.



## **CHAPTER 4**



## **FUTURE PLAN**

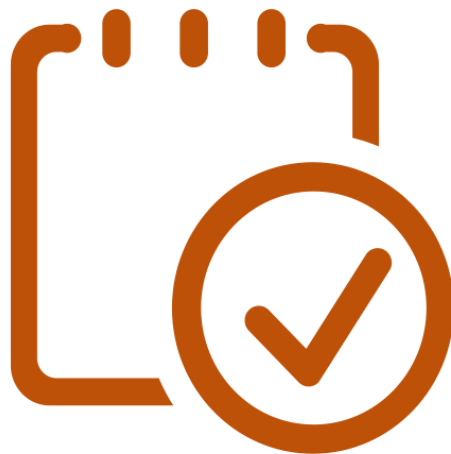
#### 4. Future Plan:

N three's main purpose is to create job for the disables. Not all disables, some disables are deaf and unable to talk. I will train them embroidery, karchupi and stitching skills and give them the same amount salary which I am paying right now to my employees. To reach this plan, at first my own business need to be settled after that I will start a training class for them. For the whole project I will need a fund. The training session will continued for disables but not only for my business, it will help them to become self-employed or help to get jobs.

SL	Items	Amount
1.	Embroidery Machine (2*40,000)	80,000
2.	Karchupi Frame (2*5,000)	10,000
3.	Class Room Rent	10,000
4.	Embroidery Trainer	14,000
5.	Karchupi Trainer	10,000
6.	Furniture	10,000
7.	Singe Language Speaker	5,000
	<b>Total</b>	<b>1,39,000/-</b>



## **CHAPTER 3**



## **FINDINGS, RECOMODATION AND CONCLUSION**

## **5. Findings:**

- i. Starting an online clothing business like N three is very easy to start if the supply chain can be managed. Right now, the company has a good process of supply chain management.
- ii. The delivery system must maintain the time of delivery while handing over the product to the customers. The company faces a challenge here as the delivery is done by the third party.
- iii. As the competition is high, every online business like N three needs to hold their own uniqueness.
- iv. To avoid the piracy of designs, manufacturer plant is important. N three has their own production line to reduce the piracy of the product design.
- v. The inventory management is always challenging.
- vi. Proper execution plan to set up the machineries can add up to more company's success.
- vii. Manufacturing business has good marginal profit level. So, the company has a chance to make good profit margin if it can produce good cloths.

### **5.1.Barriers:**

- i. Trust issues of customers.
- ii. Time of the delivery.
- iii. Slow responds.
- iv. Hard to maintain the unique designs.
- v. Bad review of customers.

### **5.2.Recommendations:**

- i. N Three can ensure a good delivery service to earn more customer satisfaction.
- ii. Time of the production should be maintained.
- iii. Quick response will help to attract more customers.
- iv. The company should have strategic planning for manufacturing
- v. Good design with proper stitching will attain more customer loyalty.
- vi. Cash on delivery system can reduce the insecurity of the customers.

### **5.3. Conclusion:**

N three is a clothing company. Manufacturing business is more profitable if the finished goods sold by retail. So, they are selling their own product into their own window like e-commerce. Though the competition is high but most of the brand shops are sourcing their product and this is one of the reason that they couldn't maintain their design and quality, though they are earning a lot. N three's vision is to become a brand in the field of e-commerce.

### **Bibliography:**

All information is authentic as this report is made upon primary data.