



Project Report
On
“Clothing Business”
Course Code: PW 601

Submitted to
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LETTER OF TRANSMITTAL

To
Beauty Akter
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Subject: Submission of Project Report on “Clothing Business”

Respected Mam,

With great pleasure I am presenting my project report on the topic “Clothing Business”. While preparing this report, I have followed your instruction and guidelines.

I express my special gratitude to you for dedicating your valuable time, expert guidance and support. I have tried my best to complete the report appropriately as much as possible. I tried to gather information primary and secondary sources.

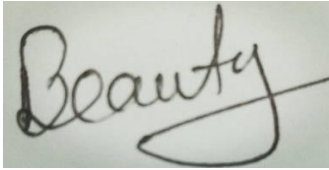
I therefore, request you to accept this report and give me proper suggestion to work in my professional life and I pray and hope that the mistakes, the report may have will be kindly excused.

Md. Shahriar Ahmed
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CERTIFICATE OF APPROVAL

This is to certify that the project report entitled “**Clothing Business**” has been prepared by Md. Shahriar Ahmed as a partial fulfillment of the requirement of Bachelor of Entrepreneurship, Daffodil International University under my guidance and supervision.

I wish him every success in life.

A handwritten signature in black ink on a light-colored background. The signature is written in a cursive style and reads "Beauty".

Beauty Akter

Lecturer,

Department of Innovation & Entrepreneurship

ACKNOWLEDGEMENT

Giving all praise as well as honor to god for enabling me to complete my project Report with good and sound within scheduled time. Here I mention some special person for help me to accomplish my report properly.

I would like to thank **Beauty Akter**, lecturer (Department of Innovation & Entrepreneurship), Daffodil International University. I am thankful to her for his continuous suggestions, support and supervision along with providing me with valuable information that was very much needed for the completion of this report.

EXECUTIVE SUMMARY

I would like to build up, a “garment”, where various kinds of clothing items will be made. There are many types of products that I have a plan to make. Bangladesh has to import different types of clothes from China and India and also from other countries. But some amount of it and if we can produce it in our own country, hope it will be beneficial for our country. If i start my business in the year of 2020, in one year (2021) my company will make 2,160,000-taka BDT (the plan is given below) in one year. I want to start my business with the “Sole proprietor” form. I selected this form only because of i just want to be my own boss. In my company at-least 15 employees will work in daily activities. 10 people will be engaged in production of product, and the remaining 5 will be in the management team, with their different responsibilities. Now talk about the location, where i want to build my garments. Because location is very important to set up a garment. Because I need adequate electricity and water supply. Besides, I will not be able to manage my business in any way. So i decided to hire a place in “Manda” it is near the kamalapur and Motijheel. So, it will be very much helpful for the transportation of my business. There will be competition as well be we have to give more effort and very good products to beat the competition.

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CHAPTER ONE
COMPANY DESCRIPTION

A company description is just one part of my small business plan. The business plan outlines my goals and how to achieve them.

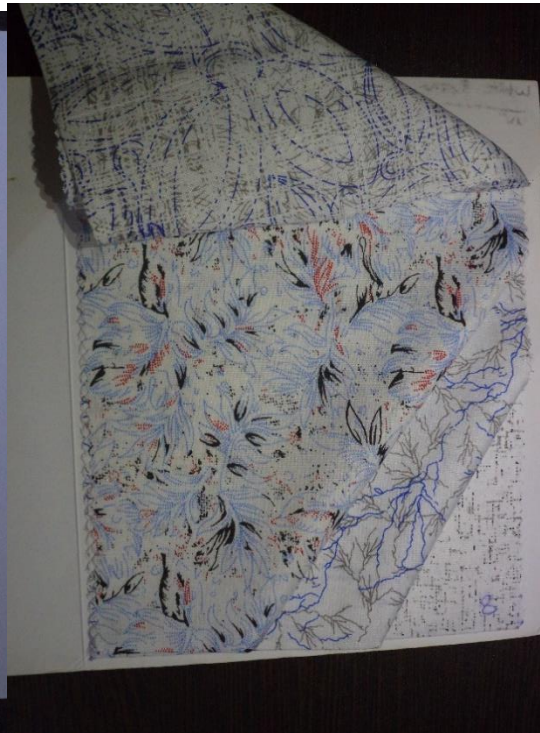
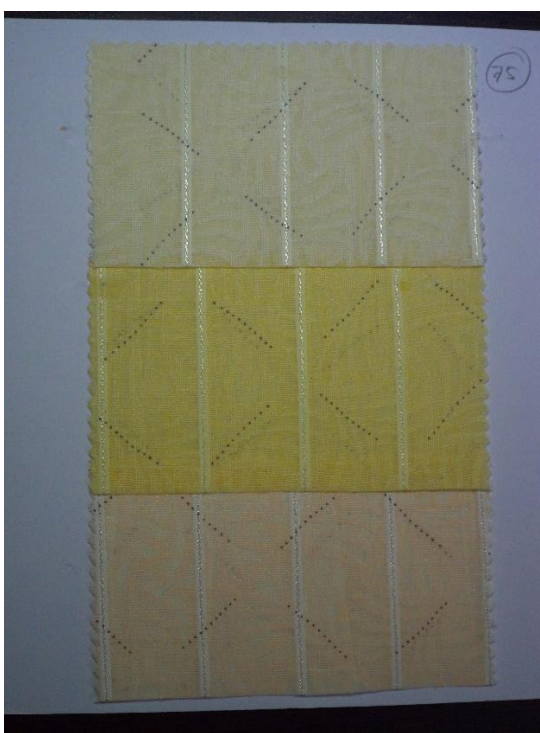
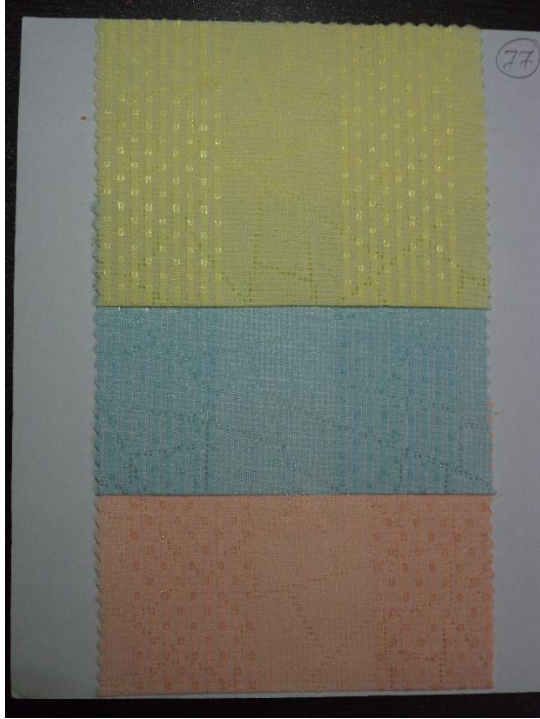
Now I would like to introduce my company description. Now I am a student, and I have a business plan which will be implement in near future.

ABOUT MY COMPANY:

I would like to build up, a “garment”, where various kinds of cloth will be made. To build up a garments I need to face various kinds of problems like, hire a place, collect equipment’s, and collect manpower. These are main thing which I need very much. Otherwise i can’t build up a garment. The product description Will be given below.

1.1 PRODUCT:

There are many types of products that I have a plan to make. Bangladesh has to import different types of clothes from China and India. But some amount of it and if we can produce it in our own country, hope it will be beneficial for our country. There are so many garments in our country. These garments produce very good products





These are some few sample of punjabi clothing product , which we have to import from India. If our country is to make such cloth, then we need good quantity of machines, and have skilled workers for those machines. Otherwise it can't be possible to fulfill the plan.

1.2 ONE YEAR PLAN:

If i start my business in the year of 2020, in one year (2021) my company will Make **2,160,000** taka BDT.

It means, in one year if i make **6000 meter** of cloth in each month, it will cost Approximately (**6000 meter *30 taka = 180,000 taka**)

So in one year (**180,000 taka * 12 month =2,160,000 tk**)

1.3 LEGAL FORM OF OWNERSHIP:

First of all, I want to start my business with the “**Sole proprietor**” form. I selected this form only because of i just want to be my own boss. And there are so many **advantages** in sole proprietorship. Sole proprietorships have several advantages over other business entities. it's easy to form, and the owners enjoy sole **control** of the business profits. However, they also have **disadvantages**, the biggest of which being that the owner is personally liable for all business losses and liabilities.

CHAPTER TWO
MANAGEMENT TEAM

2.1 MANAGEMENT TEAM

In my company at-least 15 employees will work in daily activities. 10 people will be engaged in production of product, and the remaining 5 will be in the management team, with their different responsibilities. Like General Manager, Supervisor, marketing head, and 2 people will help them in their regular activities.

General manager: The responsibility of general manager is , supervisor will explain to him the work of their daily work. And he will show me the results of daily work. And he will always handle the accounts section.

Supervisor: All the employees' responsibilities are supervisory Vested . they all have to explain their daily activities to the supervisor , and after that supervisor will report to the GM.

Marketing head: His responsibilities is, to take order from the marketplace and know when there is a demand for a product or which product is famous in market.

CHAPTER THREE
OPERATING PROCEDURES

3.1 LOCATION:

Location is very important to set up a garments. Because I need adequate electricity and water supply. Besides, I will not be able to manage my business in any way. So i decided to hire a place in “**Manda**” it is near the kamalapur and Motijheel. So it will be very much helpful for the transportation of my business.

To hire a place of **4000 square feet** it will cost around **40,000** taka
And i have to give advance to the land owner **200,000** taka

So here I have to pay almost =**240,000** taka (approximately)

3.2 EQUIPMENT:

After the set-up location i need to buy the equipment's, machines also, so i need to find out from where i can buy these things in a low budget ,

Equipment's **30,000** taka
Machineries **200,000** taka

It will cost around = **230,000** taka

3.3 PERSONNEL:

I have to keep first one month's salary of the employees. Only because of security purpose. So here i have keep around

10 employee (basic) (7000*10) = **70,000** tk
General manager **22,000** tk
Supervisor **16,000** tk
Marketing head **18,000** tk
Other 2 people (8000*2)= **16,000** tk

So here I have to keep **142,000** tk

CHAPTER FOUR
MARKETING PLAN

4.1 THE COMPETITION:

The competition is a very common thing when you are doing any kinds of business. Like everyone i also have competitors too. As we know, in Bangladesh, there are so many garments are situated. Maximum of these garments exported their products in many countries through the world, and some garments only supply their product in the national level, I mean they dont exported their product outside of the country. So my business will be the national based. I just only supply my products in our country. When it will be an established company, then i will think to export my products also.

Strength:

The strength of my company will be my manpower. And product making cost of my garments will be cheaper than the others. So that buyer can buy my products in a lower rate .

Opportunities:

After running my business day by day more opportunity will be come. My main target is to supply my product in a national level, but when my company will renown garments i will think about to export my product in international level.

Threats:

Only because there are so many garment company here in bangladesh , i need work and my team very hard . otherwise I can't be able to stay in the marketplace

Weakness:

So stay in the marketplace i need to keep my product pricing in a lower level, when i just entered in the market day by day, the amount of profit will be more, but the thing is firstly i need to maintain all those things.

I decided that, when my company will run, i will create a chain where my every customer will be my distributor. How it could be happen?, well when each customer introduce my company products to others we will give special discount for themselves and also they will be known as my distributor . When there bringing customers will visit us and order meters of cloths some percentage of the total amount, we will give to them. It will help to grow our customers more rapidly.

4.2 THE CUSTOMER:

Because I have a garments business my main target will be the wholesale markets. there are so many wholesale marketplaces in our country. My marketing head employee will visit all those places and bring their orders, otherwise people will don't know about our company.

In Dhaka, Islampur is the wholesale market. If we get order from this place Day by day our company will be renowned. And in the other districts we have visit them and collect their order as well.

4.3 PRODUCT BENEFIT:

We need to tell our customers about the benefit and low budget pricing of our products. Otherwise they will be not interested to buy our product. When they know about the low pricing of our company, they will give more order. So that's the part.

CHAPTER FIVE
PROMOTIONAL PLAN

5.1 PROMOTIONAL BUDGET:

Funds allocated for advertising (from 4 to 12 Months)

Traditional:

Newspaper; Direct mail etc.

Cost will be around **50,000** taka

Online:

Social media advertising (Facebook, google, YouTube);

Cost will be around **30,000** taka

Total I have keep **80,000** taka budget for promotional purpose.

CHAPTER SIX
FINANCIAL DATA

6.1 STARTUP BUDGET:

Okay the startup budget is around 850,000 taka

Rent of the place	240,000 tk (approximately)
Equipment	230,000 tk
Personnel	142,000 tk
Promotional plan	80,000 tk
Others	50,000 tk

Total = 742,000 tk

And the extra amount of money for the registration, insurance and all that.

6.2 12-MONTH INCOME STATEMENT:

If I get order in one month suppose, 6000 meter of cloths , than it will cost

6000 meter * 30 taka = 180,000 taka (one month)

180,000 taka * 12 month =2,160,000 taka (one year)

6.3 BREAK-EVEN ANALYSIS:

Suppose, in one month I didn't get any order, or one month I only get 2000 meter of cloth making, so than I have to maintain all those things from my own pocket, otherwise I cannot maintain these things. But although hope for the best, that I could reach my Goal.

So, All the plans are given in (**Company Description, Management Team, Marketing Plan, promotional Plan, Financial Data**) section.

But, when my company will run, I need to take a Bank loan, after that I have a plan to Increase the production.

And I need to take some few steps for my employees so that they can enjoy their work. And I need to insurance my company and the employees as well. So that if any occurs happened the problem will be less.