



Project work

on

Implementation of Right Choice Clothing

Submitted To:

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Letter of Transmittal

Date: 07-08-2019

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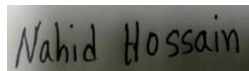
Subject: Submission of project work -01

Dear sir,

I have the pleasure to inform you that I have accomplished my project work on “Implementation of Clothing company.” As I am working and analyzing the market of clothing business since 2013, Now I have planted a small clothing company. The clothing company called “**Right Choice**”. 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 mistake may have appeared beyond my knowledge.

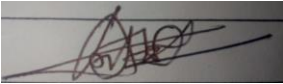
Sincerely Yours



Nahid Hossain
ID: 192-45-198

Supervisor's Declaration

This is to certify that the project work on “Implementation of Right choice company”. Has been submitted for the purpose of 1 credited subject project work -1, code PW for the Department of Innovation and Entrepreneurship, Daffodil International University, carried out by Nahid Hossain, Id :192-45-198, 14 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.



.....

Signature

Md. Asif Iqbal

Lecturer

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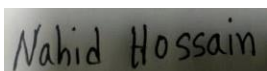
Acknowledgement

With heartiest gratitude, 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 reasons; First of all, I would like to acknowledge Md. Asif Iqbal, Lecturer, and project work supervisor of Department of Innovation and Entrepreneurship, Daffodil International University for his generous cooperation and constant guidance made me really confident about the desired outcome of my project work. Department of Innovation and Entrepreneurship.

Student's Declaration

I am Nahid Hossain , student of Department of Innovation and Entrepreneurship, Daffodil International University , do hereby that the project work entitled , “ Implementation of Clothing Company ” 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 Md. Asif Iqbal , 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 your
Nahid Hossain
Id: 192-45-198
Batch:14

Executive Summary

This report is based on my practical working at the **Right choice**, it is a cloth manufacturing company. It is online and offline company. It provides clothing for both men and women. But specially it will make best quality **T-shirt** and **gens** for man. It is a small startup. This report shows how to build a cloth manufacturing company. It shows every details to setup a little company. The company has several departments to handle all the working process. Basically this report has prepared on the bases of primary data. As I am running this startup, I got the chance to learn about it, I tried my best to highlight every single part of this project work based on my information. This project work provides information to create a clothing company.

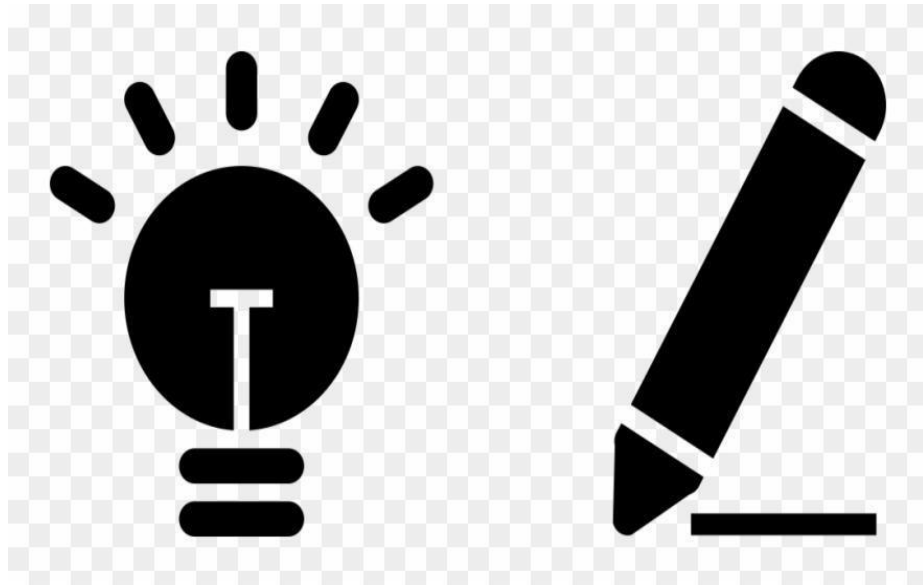
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CHAPTER 1



INTRODUCTION

Introduction

In Bangladesh Clothing industry is one of the big contributors to grow GDP. It contributes 20% in total GDP of Bangladesh. It has big market place and very profitable business. But implementation of a Clothing Company Is not easy because it requires a good number of investment to set up. Clothing company is common and challenging to survive in our country. Because there are a lot of competitors exist in Bangladesh. So we can say clothing company is a red ocean strategy in the base of Bangladesh. But here are some differences between traditional clothing business and my clothing company called “**Right choice**” Basically, my company is e-commerce based but I also sell my product offline. Very few of Businessman manufacture cloth in their own company. And most of the businessmen bring product from another company. So they can’t maintain the quality and authenticity. To maintain product quality and design own manufacturing company is very essential. So, implementation of manufacturing company is very important to me.

1.1. Concept of the Report

Project work is a compulsory subject for the undergraduate students of innovation and Entrepreneurship Department of Daffodil International University. The main reason of project work is achieved real experience and get practical knowledge about business sector. It helps to make a student confident and improve their communication skills. As an Entrepreneur practical work is very important. As I am doing my e-commerce clothing business and manufacturing company, I have done all of my research about it. In this project, I have given all of the details about my company.

1.2. Objectives of the Report

The core objective of this reports are

- Benefits of installing machines
- Advantages and barriers
- To give a good solution of it.
- Maximizing profit
- Provide recommendations
- Ensure authentic quality

1.3. Scope of the Report

- The scope of this project is for the clothing company Right choice.
- All the information is real and collected from market research.
- All the data collected by taking interview and work with them. Every information is authentic and enough to make a small clothing company.

1.4. Limitations of this Study

This study only for implementation of my manufacturing company “right choice”. This study shows the operating system how to set up a small company. This study does not use any hypothesis and model for this project.

1.5. Methodology of the Study

The project study has written by collecting data from many different sources. So, all the information collected from practical research. All the study information is real.

Business Goals

The business goal of first one year

- Increasing sales by 3% to generate revenue within 9 months.
- Break even within 15 months.
- Payback 75% of bank loan and others.
- Create unique design product.
- Maintain the quality and authenticity.

Vision

Company vision after 5-10 years

Company's vision is to create a new clothing brand which will be authentic and provide a quality product to the customer. Though my business will be e-commerce based, so the company will try to deliver product to the customer as soon as possible. Though customer satisfaction is the first priority so company will collect customer review and maintain it. **Right choice** is now a small startup but it will be most successful startup after few years.

Unique compared with the competitor

- Best quality product.
- Low price margin
- 100% natural fabric.
- New designs.
- Home delivery service.
- Cash on delivery system.
- Offline sale to distributor.
- Own manufacturing company.
- Own showroom in different market.
- Easy to purchase by website and apps.

Profiling customers

Target customer

Men (16 To 35)	Women (15 To 25)
T- Shirt	Kurti
Shirt	**
Pant	**

CHAPTER 2



IMPLEMENTATION

2. Implementation

It is the process to set up an idea into reality. Implementation is the main part of making a company.

2.1. Implementation Cost :(fixed Assets)

SL	Items	Amount
1.	Factory Advance Rent	1,00000
2.	Furniture	25,000
3.	Embroidery Machine	1,20,000
4.	Swing Machine	20,000
5.	Overlock Machine	25,000
6.	Mannequin	10,000
7.	Website / apps	60,000
8.	Advance salary (15000*5)	75,000
9.	Internet	2,000
10.	Others	10,000
	Total	4,47,000

2.2. Product details

	Products 1	Products 2	Products 3	Products 4
	T-Shirt	Shirt	Pant	Kurti
Quality	Sharp, high	Sharp, high	Sharp, high	Sharp , high
Color	Solid color and Print	Solid color and Print	Solid color and Print	Solid color and Print
Size	L , M , XL	L , M, XL	28 , 30, 32, 34, 36, 40, 42	34, 36,38,40, 45,48, 50
Packaging	Bag with brand name	Bag with brand name	Bag with brand name	Bag with brand name

2.3. Product and price

Sl.	Product category	Unit Price
1.	T-Shirt	550 (depends on the designs)
2.	Shirt	1,500 (depends on Quality)
3.	Pant	2,000 (depends on Quality)
4.	Kurtis	1,300 (depends on designs)

2.4. Sales Forecasting: 3 years

Projected Sales			
1st year			
Description of Products	Quantity	Unit Price	Total Taka
T-shirt	300	550	1,65,000
Shirt	300	1,500	4,50,000
Pant	300	2,000	6,00,000
Kurti	300	1,300	3,90,000
Total	1,200	5,350	16,05,000
2nd year			
T-shirt	360	550	1,98,000
Shart	360	1,500	5,40,000
Pant	360	2,000	7,20,000
Kurti	360	1,300	4,68,000
Total	1,440	5,350	19,26,000
3rd year			
T-shirt	400	550	2,20,000
Shirt	400	1,500	6,00,000
Pant	400	2,000	8,00,000
Kurti	400	1,300	5,20,000
Total	1,600	5,350	21,40,000

Note: So, the sales forecasting showing that, after 3rd. year the company will cross the equilibrium point.

2.5. Cost of Raw Materials

Description of Raw Materials	Cost (Taka)
1st year	
Cloths	1,20,000
Yarn	10,000
Total	1,30,000
2nd year	
Cloths	1,50,000
Yarn	10,000
Total	1,60,000
3rd year	
Cloths	2,00,000
Yarn	10,000
Total	2,10,000

2.6 Marketing Strategy

Items	Details	Amount
Digital Marketing	Social Media, SEO. etc.	1,00,000
Offline marketing	Fair, Product Display	80,000
Direct Marketing	Man to Man	40,000
Total		2,20,000

2.7. Operating Cost

SL	Items	Amount
1.	Rent	20,000
2.	CEO	35,000
3.	Managing Director	25,000
4.	Swing Master	15,000
5.	Cutting Master	15,000
6.	Internet	1000
7.	Cleaner	7,000
8.	Transportation Cost	12,000
9.	Employee Salary (15000*8)	1,20,000
10.	Utility Bills	11,000
11.	Others	6,000
Total		2,67,000

2.8. Seasonal Trends

Timing	Month/Duration
Peak Season	February to October
Off Season	November to January

CHAPTER - 3



FINDINGS, RECOMMENDATION AND CONCLUSION

3. Findings

- A. Online clothing business is very easy to start.
- B. The delivery system must be fast and trustable to satisfy the customer.
- C. Though, clothing business is common and red ocean strategy.
- D. So every online business needs to keep their uniqueness and should add new value.
- E. To avoid bad quality product and designs.
- F. Proper use of inventory management.
- G. Proper plan can help to reach to Success.
- H. In manufacturer marginal profit is high.

3.1 Barriers

- A Trust issues of customers.
- B. Time of the delivery.
- C. Slow response.
- D. Hard to maintain the unique designs.
- E. Bad review of customer.
- F. Political issues.
- G. Bad man power.
- H. Environmental issues.

The legal and insurance requirement in the company

- A. Machine and motors.
- B. Transportation cars
- C. Raw materials.
- D. Life of manpower.
- E. Product liabilities.

Prices compare with the competitor

This comparison is between same quality product

Product/service	Price (right choice)	Range of competitor price
T-shirt	550	730
Shirt	1500	1800
pant	2000	2470
Kurti	1300	1600

Reason for the difference price with competitor

- **Right choice** has own manufacturing system.
- Low profit margin.
- Low transportation cost.

3.2 Recommendations

- A Good delivery system can ensure the time.
- B. The time of manufacturing should be maintained.
- C. Quick responds can satisfy to the customer.
- D. More stylish products.
- E. Better quality products.
- F. Strategic Planning for manufacturing.
- G. Attaining to the fair.
- H. Cash on delivery can reduce the insecurity of the customers.
- I. should be active on social media and digital marketing.

3.3 Conclusion

Right choice is online/offline clothing company. Though cloth has huge demand in our country and also abroad. So cloth business is very profitable. Nowadays, most of the people buy product online. This reason e-commerce business is growing rapidly. People like to purchase product from his own home with online. And manufacturing business is more profitable if the product sold by retailer. Distributor channel can be another way to promote brand name and generate more profit. Most of the e-commerce businessman sourcing product from other shop or company. So, they cannot maintain design and quality. On the other hand, **Right choice** is a perfect brand in e-commerce business.