



**Daffodil**  
*International*  
**University**

**PROJECT REPORT ON  
THE BUSINESS  
STRATEGIES  
OF  
ROSE FASHI**

# **Implementation of ROSE FASHION**

## **Submitted to**

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## Letter of approval

Date: 20 August 2019

Md. Asif Iqbal.

Lecture

Faculty of Business & Entrepreneurship

Department of Innovation and Entrepreneurship

Daffodil International University.

Subject: Submission of Project Work

Dear Sir,

I would like to inform you that I have completed my project work on implications fly light model of Clothing business. As I am working and analyzing the present market of clothing business since 2018 now I have started a small clothing company. The clothing company is called "Rose faction". I have tried to give my best efforts and concentration during the project work.

I would like to thank you for your prolonged support and guidance during the project work and I hope you will be kind enough.

Sincerely Yours,

*Yasin Anis*

.....

Yasin Anis

ID: 192 - 45 - 199

Daffodil International University (DIU)

## Acknowledgement

With sincere gratitude, I would like to acknowledge a person whose counseling and guidance in the completion of my project work.

Completion of the project work has made me grateful to a number of individuals: first of all, I would like to acknowledge Md. Asif Iqbal, Lecture, and Project Work Supervisor's Department of Innovation and Entrepreneurship, his generous support for Daffodil International University and the constant guidance that made me truly confident about my desired project work. Department of Innovation and Entrepreneurship.

## Supervisor's Declaration

This is to certify that the project work on implications fly light model of Clothing business, has been submitted! For the purpose of 2 credited subject Project Work 1, code: (PW601) For the Department of Innovation and Entrepreneurship, Daffodil International University, carried out Yasin Anis, ID: 192 - 45 - 199, 14<sup>th</sup>Batch under any supervision. To the best of any knowledge and per his declaration, any of this internship report has not been submitted for any degree, diploma or certificate.



Md. Asif Iqbal

Lecturer

Department of Innovation and Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University

## Student's Declaration

I am Yasin Anis, student of the Department of Innovation and Entrepreneurship, Daffodil International University, do hereby the Project Work is entitled. implications fly light model of Clothing business. "Presented to the Department of Innovation and Entrepreneurship, Daffodil International University is the outcome of the dissertation project work done 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 for any degree, diploma or recognition of the award.

Yasin Anis  
.....

Sincerely yours

Yasin Anis

ID: 192 - 45 - 199

Batch: 14<sup>th</sup>

## Exclusive summary

This report is based on my practical working experiences at the Rose Fashion, it is a fly light asset clothing company. It's also base on online and offline, wholesale. It provides the fashionable cloths. Still It is a new concept startup in Bangladesh. It shows how a clothing company reducing their factory cost and build up online supply chain in Bangladesh with control the products quality. The company has several departments to handle all the working process. 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 any information.

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## Chapter-01



## INTRODUCTIONS

# 1. Introduction

Clothing business is one of the common businesses in Bangladesh. There are many numbers of garments industries in Bangladesh. That's why clothing business is a red ocean sector in our country.

In Bangladesh, maximum clothing industries are manufacturing their products. But our business organization follows the asset light model.

## 1.1 Concept of the report

We are manufacturing our products on job work. It's called fly light strategy. In this model we don't need plant, factory, machines, manpower and maintenance. It's to reduce the cost of manufacturing.

## 1.2 Object of the report

- Apply of fly light model
- Cost analyzing and maximizing profit
- Advantage and Limitations
- To give a good solution of it
- Provide a recommendation

## 1.3 Scope of the report

- Low cost investment
- Create job sector
- Create online retailer chain
- Get more elasticity in business
- Create a brand name
- Setup franchise all over the country
- Export goods

## 1.4 The study of Methodology

The study based on the low capital investment and online retailer chain system. The business model have been collected from personal experience. So all the information is given is not hypothetical.

## 1.5 Limitation of the study

This research work focused specifically on Rose Fashion business. This study will evaluated the implementation of the clothing company and the operations process of it. This study dose not use any hypothesis and model of this project.

## **Chapter-2**



## **IMPLEMENTATION**

## 2. Financing Analysis

- **Source of Capital**



Own Investment



Bank Loan



Friends



Angel Investor



Local investor

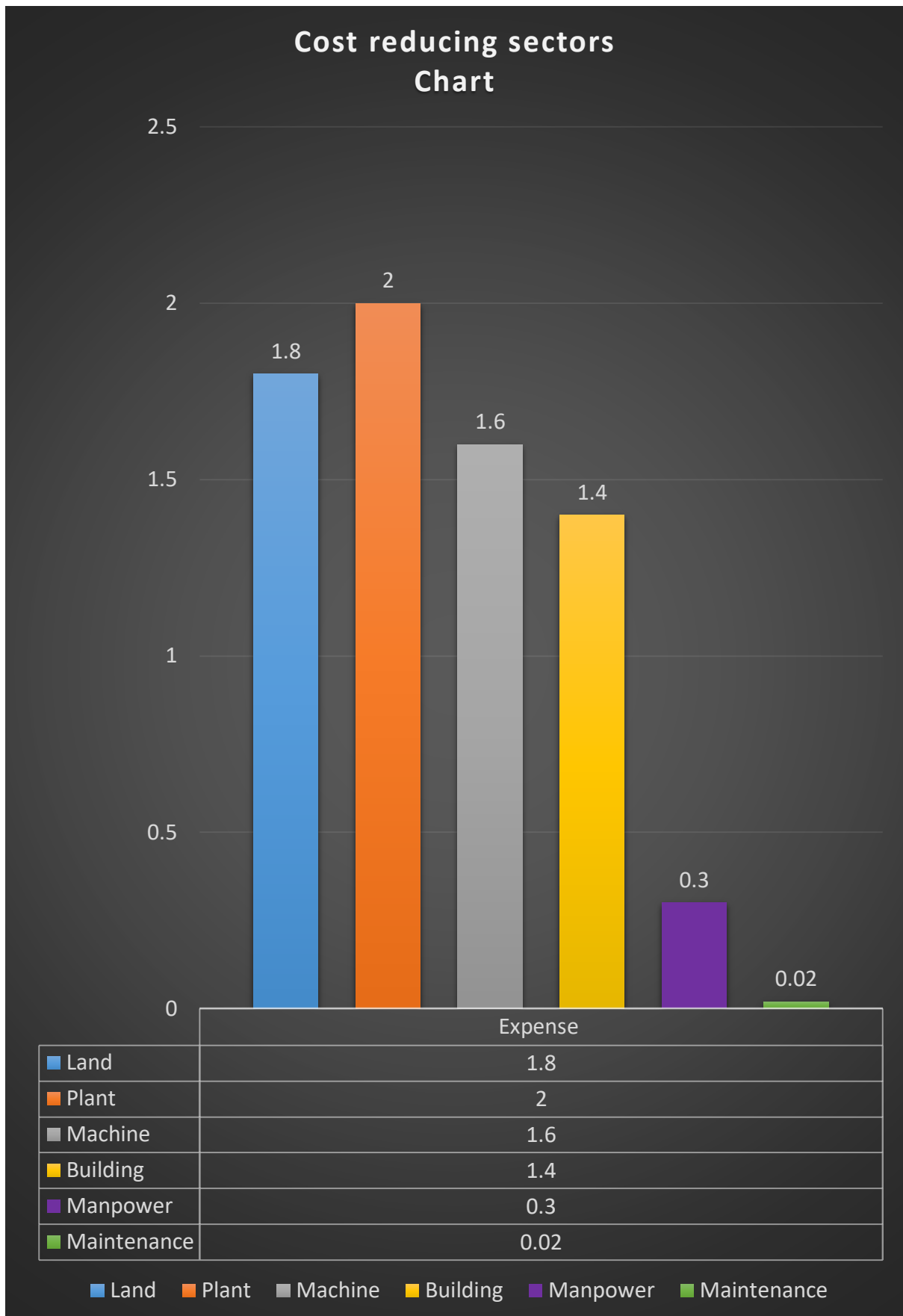


Family



Others

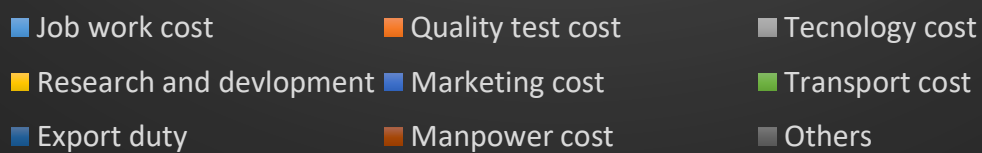
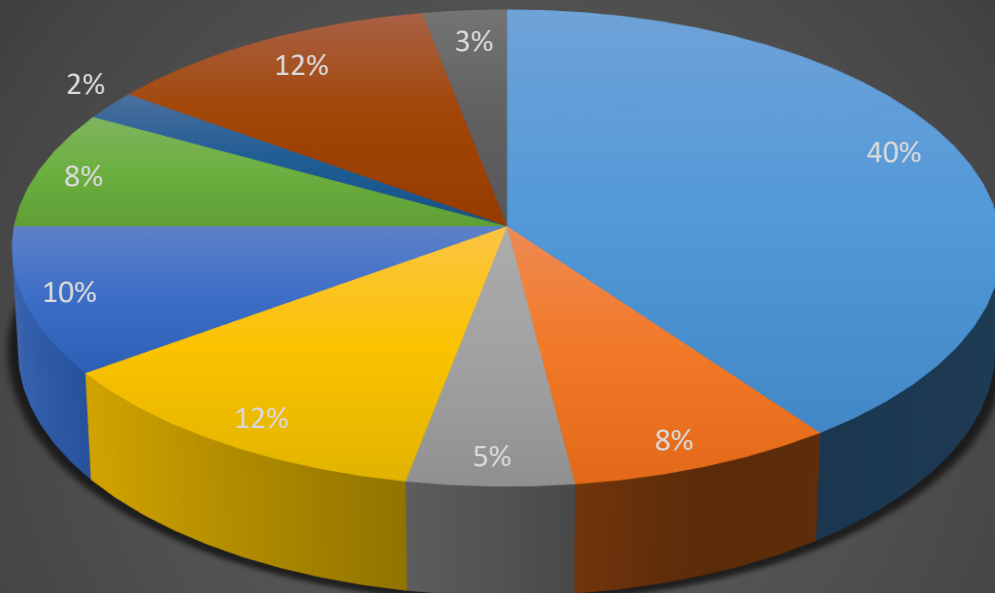
## 2.1 Cost Analysis



## 2.2 Cost Analysis

### Total Expenses Percentage

Expense for 1 season 3 million





## 2.3 Implementation of fly light model

During the on season, we hire a job work manufacturer. We give the sample to manufacturer for control our brand quality. We checking the overall system of production stapes by stapes.

1. Cloth cutting
2. Embroidery
3. Printing
4. Stitching
5. Bottoms
6. Washing
7. Finishing
8. Dispatching

After completing the full process we test for quality check.

## 2.4 Implementation of quality test

We check the quality in every stage. It's very useful quality testing process to garments industry. In Bangladesh maximum producer or manufacture are not interest to checking the quality process. But the always insure the quality and brand value of our products. We don't have own manufacturing factory. So that's why this business model playing an important role to create value for money to the customers.

### The process of quality testing:

- Color bleeding test
- Shrinkage test
- Pilling test
- Slippage test

## 2.5 Types of Product

<b>Product name</b>	<b>Product size</b>	<b>Product quality</b>	<b>Packaging</b>
Shirt	32,34,36, & free size	Medium, high	QR code, tag, poly-bag
T-Shirt	32,34,36, & free size	Medium, high	QR code, tag, poly-bag
Pant	32,34,36, & free size	High	QR code, tag, poly-bag
Panjabi	32,34,36	Medium, high	Tag, poly-bag
1 piece	Free size	Medium, high	Tag, poly-bag
3 piece	Free size	Medium, high	Tag, poly-bag
Customize T shirt	32,34,36	Customize	Poly-bag

## 2.6 Technical support

At present, technical support is very important for research and development. We are also using some kind of new technology to make sure maximize the business growth rate.

### **The technology are:**

- Computer
- Quality tester
- Mobile apps
- Electric cutter machine
- Electric swing
- Designer Robot
- Electric washer
- Pilling machines
- Design software
- Embroidery machines
- Printing machines
- Stitching machines

## 2.7 Target market

- Wholesaler
- Distributer
- Branded showroom
- Retailer

## 2.8 Marketing strategy

We use direct marketing strategy. Because our main customers are whole seller, distributor, showroom owner and retailer. They are directly response by face-to-face, direct mail, catalogs, telemarketing. Recently we introduce our distributions apps. Now the whole seller, distributors, showroom owners and retailer can order their products by using our company's apps. They are submitted product quantity, size, product quality, product color.

## 2.9 Scope of cloth industry in Bangladesh

- Every year Bangladesh exports more than one third of the total garments requirements of the RMG market of the world. Every year Bangladesh earns more than 76% of its foreign currency from this sector.
- Quickly return profit from this sector. As per the information from factory owners, RMG is the only sector in Bangladesh where one can get back his investment by 3 to 5 years. The ratio of the return against investment is very high compared to other business or industry.
- Our main competitor China, the largest garments exporter of the world, is now losing its garment export for high production cost and short of skilled manpower. Its market share decreased to 36.4% (2016) from 39.3% (2015). There is huge gap in export value between China (\$161 Billion) and Bangladesh (\$28.67 Billion). It's a great opportunity for Bangladesh to grab more market shares.

## Chapter-03



## FINDINGS, RECOMONDATION AND CONCLUSION

## 3. Findings

**Planning:** The first and most important job is to make sure implement the fly light business model and selecting short & long term goal. Then selecting appropriate product line for our business. After that working out on project cost and selecting means of financing is the way of starting operation for the venture.

**Human resources and business process:** Companies must have planning for recruitment and mapping out policy to convert work force into assets

**Finance:** Finances can arrange by personal investment or intercompany investment. Local commercial banks also provide project loan to establish Rose fashion industry.

**Technical support:** Now technology improve day by day. Our government invest is IT sector to give us modern support for our business.

### 3.1 Barriers

- Dependency on other
- Supply chain errors
- Technical errors
- Short time order delivery offer
- Delay from manufacturing company
- High producing offer

## 3.2 Recommendations

- Contract with trustable company
- Quickly deliver service
- Hire a skilled manpower
- Carefully control the testing process
- Skip irresponsible cost
- Invest in research and development
- Using creative design
- Fast adopt modern technology

## 3.3 Conclusions

Rose fashion is a clothing company. Job work business is so popular in the world. All the forging companies are reduce their fixed asset and manpower cost by using this model. We are also making a strong supply chain by using mobile apps. Now the sells and order process are more faster in Business to business (B2B) model.

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