

# Promotional Strategy Analysis of Oli Knitting Fabrics Ltd.

A study on Oli Knitting Fabrics Limited.  
Ganakbari, Savar, Dhaka, Bangladesh.



Fall- 2018  
Oli Knitting Fabrics Ltd  
Md. Monabber Hosen

Internship Report  
On

**Promotional Strategy Analysis of Oli Knitting Fabrics Ltd.**

A study on Oli Knitting Fabrics Limited.  
Ganakbari, Savar, Dhaka, Bangladesh.

**Prepared for**

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DIU—Daffodil International University

Submission Date: 14<sup>th</sup> December, 2018

## Acknowledgement

First of all, I wish to express my thanks to the almighty Allah for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. I would like to pay my gratitude to my respected supervisor & faculty “Md. AlamgirHosan” sir who gave me the proper guideline and direction while making the analysis on “**Promotional Strategy Analysis Of Oli Knitting Fabrics Ltd**” My Sincere thanks goes to, TusharHalder, Senior merchandiser. He gave me this opportunity to complete my internship in this Organization.

It was my great privilege to work with Abu Hanif (merchandiser), Md. Rasel Islam (merchandiser) and other employees of Oli Knitting Fabrics Ltd, Savar whose valuable support helped me to prepare this report in a constructive way.

However, I tried very hard and worked very sincerely on this report to make an informative one.

At last my sincere apology goes to the readers for my conceptual and printing mistakes, if there is any.

## Letter of Transmittal

14<sup>th</sup> December, 2018

Md. AlamgirHossan

Senior Lecturer

Department of Business Administration

Faculty of Business and Economics

Daffodil International University, Permanent Campus, AshuliaSavar, Dhaka.

**Subject: Submission of Internship Report.**

Dear Sir,

It is a great pleasure for me to submit my practicum report on the topic of “**Promotional Analysis of Oli Knitting Fabrics Ltd**”. I have prepared this report, as partial requirement of fulfillment of my MBA program. To make this analytical report up to the standard I tried my best to fulfill the requirements, by implementing the knowledge I have gathered throughout the whole program of MBA.

I would be extremely obliged if you are sufficient enough for this report and to provide your valuable judgment. If you see this report an apparent perspective on the issue on the issue of effective and informative information, it will be my great pleasure.

Yours sincerely

.....

Md. Monabber Hosen

ID No. 173-14-043

Program: MBA

Major: Marketing.

## Declaration

I do hereby, student of Masters of Business Administration (MBA), at DIU- Daffodil International University, declare that, this practicum report on the topic of “ **Promotional Strategy Analysis of Oli Knitting Fabrics Ltd**”has only been prepared as a partial requirement of the internship as well as the requirement of the fulfillment of my post-graduate degree (MBA). This report has not been submitted earlier, either partly or wholly, to any other University or Institution for any Degree, Studentship or Prize.

.....

Md. Monabber Hosen

ID No. 173-14-043

Program: MBA

Major: Marketing

## Supervisor's Certificate

This is to certify that this practicum report on the topic of “**Promotional Strategy Analysis of Oli Knitting Fabrics Ltd.**” has been prepared by Md. Monabber Hosen, ID: 173-14-043 from Daffodil International University and which has only been prepared for the partial fulfillment of the course requirement for Internship.

The report was prepared under my guidance and supervision. This report supports topic titles and meets the entire requirements. I instructed him to prepare. By here, I receive the report as the successful completion of the internship program.

During the program he was sincere, proactive and attentive to his work and I wish him every success in his life.

.....  
Md. AlamgirHossan  
Senior Lecturer  
Department of Business Administration  
Faculty of Business and Economics  
Daffodil International University.

## Certificate

14<sup>th</sup> December, 2018.

The report has been using the relevant documents related to assigned topic “**Promotional Strategy Analysis of Oli Knitting Fabrics Ltd.**” prepared by Md. Monabber Hosen, ID: 173-14-043, a student of MBA (major in Marketing) program, Department of Business and Administration, Daffodil International University. It has been acknowledgement as it acceptable.



## Abstract

The internship report is designed based on my theoretical knowledge and Practical experience. It is designed to have a practical knowledge while passing through the theoretical understanding. The report is the result of three months internship program with Oli Knitting Fabrics Ltd, Savar. The report contains Introduction, overview on Oli Knitting Fabrics Ltd, Marketing Mix of Oli Knitting fabrics, project activities, and conclusion.

In Introduction part I have focused on the concept about the study, objective of the report and limitations of the report also have been discussed. The limitations have been time limit, confidentiality, knowledge and experience etc.

In the second part I discussed a brief history of Oli Knitting Fabrics Ltd. Here represents an overview on Oli Knitting Fabrics Ltd. This part also includes mission, Vision, Management structure, Production of the operating, Buyers information, and some basic information about their general marketing activities.

In the third part, I have discussed about the Marketing mix of Oli knitting Fabrics Ltd. This part contains basically the marketing strategy for customers.

At the end of my study, I have mentioned the finding according to the research part. In that part I have mentioned some recommendations for the Oli Knitting Fabrics Ltd based on my findings. Regarding the activities they may follow. I hope they will be benefited from those recommendations and then overall conclusion is given according to my point of view.

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# **Chapter-1**

## **Introduction**

## 1.1 Introduction

The economy of Bangladesh is significantly dependent on agriculture. But it is great news for the country that, readymade garments (RMG) sector of Bangladesh has risen as the biggest earner of foreign currency. This sector creates about 4.2 million employment opportunities and contributes significantly to the GDP. The industry that has been making crucial contribution to rebuilding the country and its economy is none other than the readymade garment (RMG) industry which is now the single biggest export earner for Bangladesh. The sector accounts for 81% of total export earnings of the country. The company is constantly providing customers across the world with garment sourcing solution, with manufacturing facilities.

## 1.2 Research Aims

The primary goal of my internship is to get the job experience and to meet the opportunity for translation of theoretical conceptions in real life situation and to get an overall idea about the promotional analysis of Oli Knitting fabrics Ltd.

## 1.3 Objectives

The main Objective of this report is to know the marketing promote on the side of analyzing the promotion of Oli knitting Fabrics Ltd.

### i. **Broad Objective:**

The broad objective of this report is to identify and acquire knowledge about the promotion of Oli knitting fabrics Ltd.

### ii. **Specific Objective:**

- ✚ Evaluate the marketing strategies of Oli Knitting Fabrics.
- ✚ Identify the current Promotional scenario of the organization.
- ✚ To provide recommendations based on the findings of the study.

## 1.4 Scope of the study

The study has been conducted in Oli knitting fabrics Ltd during the month of February, March, and April of 2018. Overall the promotional process of Oli knitting fabrics is also covered in this report. The study will help the organization to find out their promotion lacking and it will help to develop a good promotion activity among their customers and other potential buyers.

## 1.5 Methodology of the Report

Both the primary as well as the secondary form of information was used to prepare the report. The details of these sources are highlighted below:

### Primary Data:

- Face to face conversation with the executive and officers.
- Direct observation.

### Secondary Data:

- Website of Oli knitting fabrics limited
- Oli knitting fabrics documents and files.
- Significant data from the Internet.
- Text book.

## 1.6 Limitations

- Due to organization's privacy and confidentiality schema, the company could not deliver me all necessary data.
- The merchandisers are always busy, so they could not satisfy me with sufficient records, facts and figures related to merchandising process.
- Total merchandising process was tough for me since the activities of a merchandiser in this organization are not documentarily arranged.
- Personal barriers like inability to understand some official terms; an office document etc. creates a few problems to me.
- Time constrain was a major fact. This study would be more acceptable unless there is any time limitation.
- Lack of availability of secondary data.

# **Chapter-2**

## **Organizational Overview**

## 2.1 Background of the Organization: Oli Knitting Fabrics Ltd

Oli Knitting Fabrics Ltd. is one of the true pioneers in the Composite Knit-Dye-Garments industry in Bangladesh. Oli Knitting Fabrics Ltd is a 100% export oriented Knit garments Manufacturer and exporter of readymade garments in Bangladesh. It is one of the biggest garments manufacturer & exporter factories in Bangladesh. It was established in 1992. It has successfully met the demands of highly discerning and sensitive buyers from Europe, USA and Korea. It is now situated on 110,000 Square Feet of area surrounded and employed with 1500 workers and staffs. Basically it follows its schedule on the starting time from 8 Am in morning to 5 PM. Weekly off day is Friday. Also for all of the staff medical service is available. On the daily basis per day production is 20000 to 25000 pcs of garments on average. It is specialized in manufacturing of Polo Shirt, Sweat Shirt, Golf Shirt, Tee Shirt, Ladies' Dresses, Tank-tops, and Skirts etc and of reputed brands for international market. The corporate office is situated in Sonargaon Janapath Road, Uttara, Dhaka. They are committed to face the challenges of open arena with continual improvement in Quality Management System. It is 100% export oriented business strategy, the readymade garments division has become a very profitable organization. Every successful organization depends on the operation it conducts to run the business and Oli Knitting Fabrics Ltd. is no different from them.

## 2.2 Corporate Information of the Organization

### 2.2.1 Board of Directors:





**Figure 1:** Board of Directors

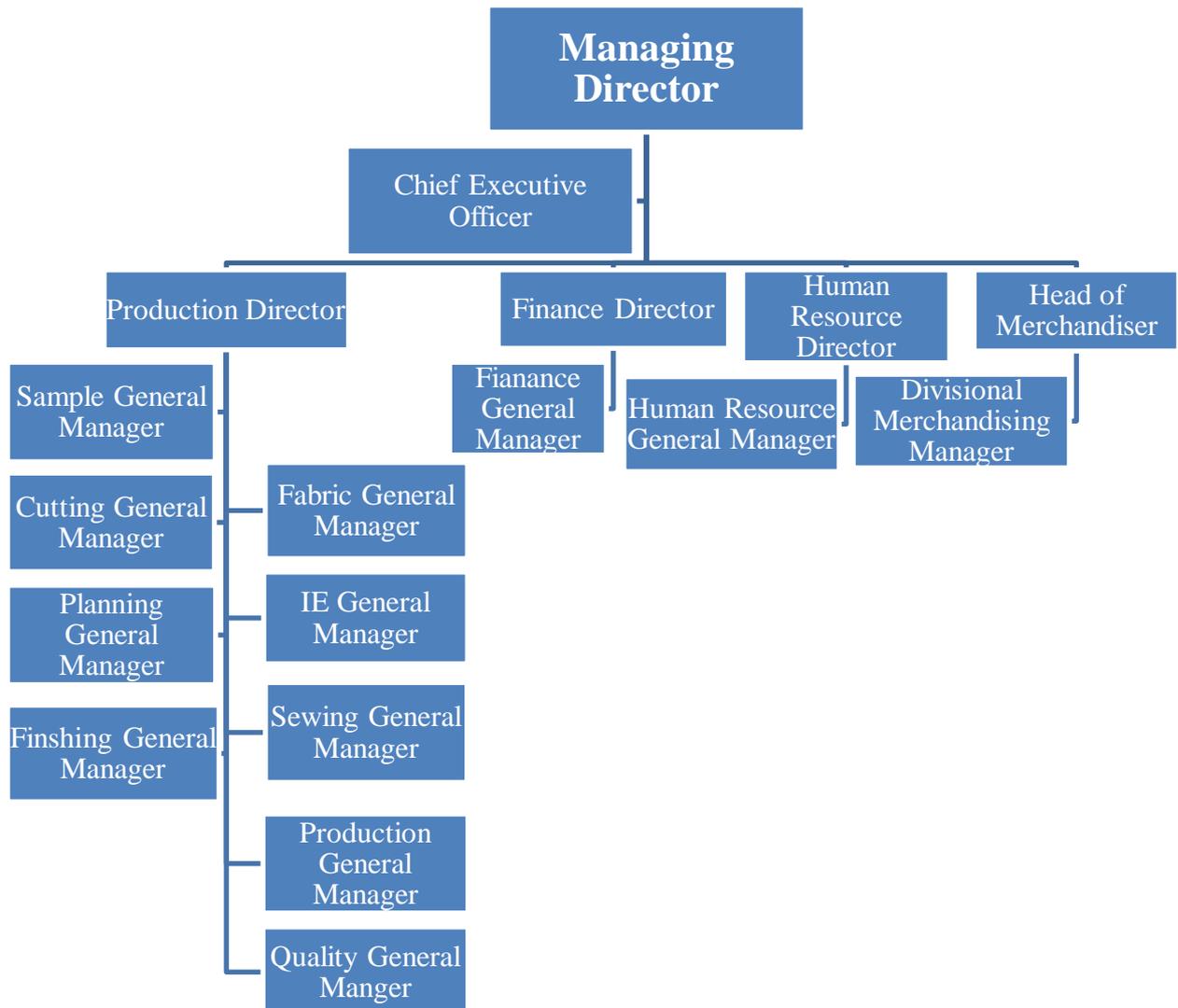
On the corporate sides board of directors play vital role to control all the essential steps to be beneficial for the company. They take decision for the company which one can be taken as individual or can be in a meeting and in this way the group of people sit together and take directory decisions which should be fulfilled by the subordinates.

### 2.2.2 Top Management:

Department	
Merchandising	RahitHalder (Merchandising) (Oli Knitting Fabrics)
Production	Azim Uddin (Production) (Oli Knitting Fabrics)
Quality	ZahirulKabir (Quality) (Oli Knitting Fabrics)
HR and Compliance	Faruk Ahmed (HR & Compliance) (Oli Knitting Fabrics)
IT Manager	TusherHalder (IT Manager) (Oli Knitting Fabrics)

**Table1:** Top Management

### 2.2.3 Corporate organogram of Oli Knitting Fabrics Ltd.:



**Figure 2:**Corporate Organogram

### 2.2.4 Corporate Culture:

The followings are being followed by the organization to maintain a valuable corporate culture.

Those are given below:

- Following the corporate culture inside the arena of organization.
- Customer comes in first priority.

- Search for professional excellence.
- Work with clear concept.
- Quick decision-making.
- Flexibility and prompt response.
- A sense of professional ethics to be followed.

### 2.2.5 Factory profile:

#### Oli Knitting Fabrics Ltd.

Address	Anwar Plaza, Ganakbari, Savar, Dhaka, Bangladesh
Location	Ganak Bari, Savar, Dhaka, Bangladesh
Tel no.	(880-2) 7701202, 7701203, 7701363
Email	olifactory@oliknitting.com
Legal status	Private Limited Company
Year of Foundation	1992
Total factory area	110000 Sq. Ft.
Registration Number	ISO 9001:2000, Oeko Tex

**Table 2:** Factory profile

### 2.2.6 Factory employee's details:

Factory employees details	Number
Cutting	68
Sewing	791
Finishing	156
Packing	25
Quality	149
Maintenance	12
Admin	55
<b>Total employees</b>	<b>1256</b>

**Table 3:** Factory employee's details

### 2.2.7 Machines:

Name of the Machine	Number of machines	Origin
1. Single needle Plain Machine	330	Japan
2. 2-needle, 5-thread over lock	10	Japan
3. 2-needle, 4-thread, over lock	445	Japan
4. 3-needle,5-thread, chain stitch	10	Japan
5. 1-needle Button Hole	30	Japan
6. 1-needle Button stitches	30	Japan
7. Flat Lock Machine	324	Japan
8. Kansai Special (PMD)	6	Japan
9. Bar tack Machine	31	Japan
10. Rib cutting machine	11	Japan
11. Cutting machine	40	Japan
12. Steam iron	45	Japan
13. Thread Sucking Machine	3	Bangladesh
14. . Metal Detector	1	Japan
15. Cutting Layer	1	Thailand
16. Boiler	1	USA & China
<b>Total :</b>	1316	

**Table 4:** Name of the Machine

### 2.2.8 Sister concerns of Oli Knitting Fabrics Ltd:

- N&N Accessories Ltd.
- Naz Knit Wear Ltd.
- Afroz spinning Mill



- Tigerco Ltd.
- Pacific Group
- Knit and knitex industries Ltd.
- Amazing Fasion Ltd.
- Rakib Fashion Ltd
- Liz Fashion Ltd
- Versatile textiles Ltd
- Ali Garments
- Sepal Group of industries

### **2.2.12 Values:**

Oli Knitting Fabrics Ltd reserves some value. That is:

- Produce at the highest level product.
- Large skilled stuff team.
- Never compromised quality with quantity.
- No compromise with product delivery.

### **2.2.13 Production Capacity per Day of Oli Knitting Fabrics Ltd**

- ✚ 20,000 pcs to 25,000 pcs per day.

### **2.2.14 Buyers of Oli Knitting Fabrics Limited:**

- ❖ LIDLE
- ❖ LIVERGY
- ❖ TEXUROPE
- ❖ TEXO
- ❖ ZARA
- ❖ LOTO
- ❖ POLO CLUB

Some of the company's logos are given below:



Picture3:Logo of Buyers

### 2.2.15 Sales turnover:

- The sales turnover is 1, 20, 00000 US \$.

### 2.2.16 Social compliance and certificate:

- BSCI and Oeko – Tex Certificate (Class- 1)
- BSCI – Business Social Compliance initiative



Picture4: Social compliance and certificate.

### 2.2.17 Others:

**Hours of work:** 8 to 10 hours

**First aid Box:** 12 Nos. (Kept in perfect place)

**Exit sign:** Available

**Medical Facilities:** Appointed an MBBS Doctor and medical assistant for workers and Staff treatment.

**Baby care room:** Appointed a baby care assistant and well maintain baby care room.

**Fire Drill:** Fire drill program conduct on every month.

**Dining facility:** Dining room facilities available here.

**Mode of transportation from factory by sea:**

**Name of port** : Chittagong Sea port, Bangladesh

**Travel Time** : Around 7 Hour

**Distance nearest sea cargo port** : 300KM

**Mode of transportation from factory by Air:**

**Name of the Airport** : Shahjalal International Airport

**Travel time** : Half an hour

**Distance nearest Air cargo port** : 25 Km

## 2.3 Vision

Our vision encompasses our passion for delivering only the highest-quality to worldwide client base.

## 2.4 Mission

The mission of Oli Knitting Fabrics Limited is to survive in Garments sector by the assurance of customer satisfaction through better quality & services.

## 2.5 Production of the operating

In marketing, a product is anything that can be offered to a market that might satisfy a want or need. Oli Knitting Fabrics Ltd. also offers various products to their customers to satisfy their needs and wants. Priority of satisfaction is first. Some of the products list and pictures are given below:

- 1) T shirt
- 2) Polo Shirt
- 3) Trouser
- 4) Jacket
- 5) Ladies pajama
- 6) Short pant
- 7) Baby's romper
- 8) Sweat Shirt
- 9) Boxer



Picture 5: T-shirt & Polo shirt.

## 2.6 The Five Forces Model

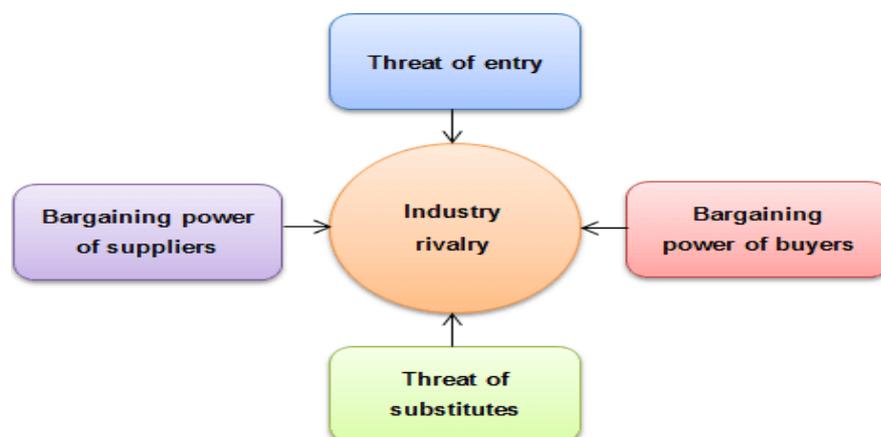


Figure 3: The Five Forces Model

### **I. Threats of new entrants:**

Threat of new entrant's means taking entry of a new garments industry in the sector and making threat to the other garments as competitor. If an industry faces the threat of new entrants, its profit potential would be limited. We can understand that when any new strong garment company enter to the market, than it become a threat to Oli Knitting Fabrics Ltd. Some points are can be noted to show that how it makes threats for the garments:

- Existing firms control their distribution channels and they get benefit from product differentiation in the form of brand image and customer loyalty. So it does a threat for Oli Knitting Fabrics.
- Products that are switching from one supplier to another supplier are low.
- They use Common technology inside of the organization.
- To enter in the market, new entrants have to invest substantial resources to enter the industry and then they can enter.

### **II. Threats of substitutes:**

Substitute's products may limit the profit of Oli Knitting Fabrics and also it can lessen the sales. Basically substitute means alternative product of any original product and performing as same as the original products. When buyers get any benefits more than Oli Knitting Fabrics ltd then they move on to those substitutes.

- Actually the price and performance offered by the substitute product is quite attractive and it can be easily acceptable for different buyers.
- Switching costs from one company to another company is less and buyers can choose their own organization where they can complete their orders.
- Those who produce substitute products, they earn superior profit.

### **III. Bargaining power of supplier:**

Oli Knitting Fabrics Ltd is a producing industry which requires raw materials labor, components and other supplies. This requirement leads to buyer and supplier relationships between the industry and the firms that provide it the raw materials used to create products. Suppliers are powerful when:

- The supplier group is more concentrated than the buyer group.
- Suppliers present a threat of forward integration.

#### **IV. Bargaining power of buyers:**

Buyers are in competitive force. They can bargain for price cut, ask for superior quality and better service, and induce rivalry among competitors. If they are powerful, they can depress the profitability of the supplier industry. The bargaining power of a buyer group is high when:

- Buyer's purchases are large relative to the sales of the seller.
- Buyers purchase a significant proportion of output distribution of purchases.
- Buyers are concentrated and there are few buyers with significant market share.

#### **V. Rivalry among Existing Firms:**

When rivalry among Oli Knitting Fabrics Ltd and other firms are high, the industry is considered as disciplined, either resulting from its history of competition, role of a leading firm or informal compliance with a generally understood code of conduct. Organizations can choose from several competitive moves to gain advantage over rivals:

- The industry growth is slow time by time and it's pushing firms to strive for a higher market share to achieve their goals. Oli Knitting Fabrics also doing their best to get to a better position.
- Basically when the level of fixed cost is high, generating strong pressures for all firms to achieve a higher capacity utilization level. That's why Oli Knitting Fabrics is thinking of increasing the capacity for getting more production efficiency.
- Few organizations are relatively balanced and capable of engaging in a sustained competitive battle. Somehow this kind of industries stays in the market.
- They should creatively use channels of distribution in case of the garments to be sustaining in the market.

# **Chapter-3**

## **Theoretical Framework**

### 3.1 Marketing Mix of Oli Knitting Fabrics Ltd

At Oli Knitting Fabrics, they have the marketing mix to do their sales activities and promotion to international market. Buyers give orders to local buyers and they again give orders to local factories to fulfill their orders of garments. Buying house give orders to those factories which are familiar with them and which one has well reputation and can fulfill their order in time. Just like this on Oli Knitting Fabrics, they maintain goodwill with foreign buyer and local buying houses. On this situation, Oli Knitting Fabrics control the role of the marketing mix in their workings and activities.



Figure- 4: Marketing Mix of Oli Knitting Fabrics Ltd

#### 3.1.1 Product:

Product is a service or item produced to satisfy the needs of different type of customers. It is consumed by those customers those who buys them.

There are varieties of products manufactured by Oli Knitting Fabrics. Such as T-shirt, Polo shirt, Tank top, Trouser, jacket, ladies pajama, short pant, nightdress and babies romper etc. these various types of products are ordered by different buying houses. When an order comes to the organization, buyers have a demand on fix time for getting the production done. As the

production of any particular product is going to start, the related people always maintain their product criteria and other options which are compulsory to be present on the dress.

About the quality when production is running on always the lineman and other production related persons always check the quality again and again. When output comes, then QC pass people check every stitch, sewing conditions and fabrics. They always there to make sure that any of them produced in the line is not problematic. Quality is maintained here very strictly to keep goodwill with the buyers. Because an altered body or output is given for packaging and exported without any quality check it will create problems for the organization.

Answering some of the questions marketers can find out information and demands on the market for their products.

Next, the marketers have to keep in mind that whether they are manufacturing any features of the products that are not needed. If this happens, the order by the buyer will not be fulfilled because buyers will not accept it. On this situation, Oli Knitting Fabrics has to be aware to check their products that are manufactured on the same features of dresses that were ordered.

Next point is about the sizes and colors of the products that are made in Oli Knitting Fabrics. This will be followed as per the buyer's orders. Buyers are the customer of this organization. So as they ordered colors and sizes given to the merchandiser, they will keep an eye on it.

Another point has to say that how the products of Oli Knitting Fabrics are different from their competitors. On this point, Oli knitting Fabrics have a different type of products and services given to the buyers at different times..

- **Product branding and naming:**Oli Knitting Fabrics has their own branding and naming strategy in case of their products. For branding, they use their own branding if possible but if not so they use the brand name given by their buyer's view.

And it can be said about naming the name of the product is same all over the world because it's a garment product. In case of the naming may be the company or the buyer can give a different name particularly only used for that product. This name will be understandable for that company which is making and for the buyer.

- **Packaging and labeling:**While packaging and labeling the product there must become issues to be followed in the garments industry. Packaging is the way of making the product more visible and attractive to the customer. When the products are

completely finished after doing all the process of production, then packaging comes. In this situation, the packaging is done for the buyer's choice and perspective. It is done by the design and way of the buyer's order and packaging method they say. As the buyer said that this could be done as buyer's choice.

For packaging plastics, elastic, thick paper for brand image of the brand and so on. On the other hand, before packaging the labeling is done.

For labeling different types of label are used. A label is more than just a piece of fabric, which directly communicates with the customer. It's something like that drawing the full attention of the customer. Also describes what the product quality actually is in. on the basis of the label, a customer decides whether he/ she buys the garments product or not. So, a label has a great importance in selling the garment product.

Different types of labels are below that are being used in garments:

- 1) Care Label
- 2) Size Label
- 3) Price Label
- 4) Composition Label
- 5) Special Label
- 6) Flag Label

By the orders were given by the buyer's choice any of these labels are used for garments production for Oli Knitting Fabrics Ltd. basically maximum time care label, size label and price label are used.

**Care label** is used to indicate different types of care instruction about the garments such as Washing, Bleaching, Drying, Laundering and Ironing, if it can be maintained in a directed way, then the garments will achieve higher durability and garments shade will be perfect for its highest period of time.

**Size label** indicates the size of the garments. Size labels are indicated as S, M, L, XL, where S for small, M for medium, L for large and XL for extra-large. These are used all over the world for managing the size of the product.

**Price label** indicates the price of the garments product. Prices are given on this label by the currency based on the buyer's country.

- **Providing guarantee and warranty:** While sending the products for exporting, buying house representative checks and rechecks products and make the signed to go for exporting from Oli Knitting Fabrics. On that situation, product warranty is given. If any fault or later found in the product it will be fixed as soon as possible. If the particular product is not fixed, it will be rejected.
- **Product design (features, quality):**The total features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs can be expressed as quality. Quality varies from buyer to buyer and it is the reflection of customers.

When any product produced and the product's service and the outlook are expressed as it can be bought, it can be said as a quality product. Oli Knitting Fabrics Ltd is always strict to maintain the very good quality level for their products and a very good service to their buyers as well as customers. To ensure that the quality is checked, they do QC pass more than one time to check and recheck the quality level of the products. Before packaging the quality is also checked and finally when it is found that it is okay to pack, then those products are sent to the packaging department.

### **3.1.2 Price:**

Basically, the amount that a customer pays to get the product to enjoy; it can be defined as price. Oli Knitting Fabrics does not follow any direct pricing rules. As for the company product pricing, the managing director control and fix, the price depends on his production capability and others issue.

Price negotiations also might happen when the merchandisers work with this pricing working and try to make an order and fulfill it. Price negotiation happens in a process where different steps are done one by one. Basically, managing director does marketing for Oli Knitting Fabrics in a vast area. But also as for the merchandisers, they also work for the orders and for getting orders from buyers.

Before giving the orders there is some process happens like meeting with buyers, showing the price of Oli Knitting Fabrics to the buyer, argument regarding the price, making a win-win situation, fixing the price of the products that could be ordered and last asking for purchase orders.

- **Discounts:**Oli Knitting Fabrics gives a specific amount of discount if buyers order repeatedly for any products of garments. Discount is an amount that is not directly handed to the buyers. Basically, the orders of buyers are fulfilled but maybe sometimes because of the shipment and other environmental issues it can be late than the usual time period.

On that situation, Oli Knitting Fabrics gives a 10% off discount on the ordered price of the shipment and receives less of the amount because of late shipment.

- **Price strategy:**While pricing is done there might be strategies. Discussing with the buyer brings a result of price setup. Pricing is done based on the product costing, raw materials availability, costing of making, shipment costing, buying house percentage and others. By keeping these all things in Oli Knitting Fabrics fix their price for their buyers.
- **Terms of payment:**Basically, it's a condition while the payment under which time period it can be paid. It may be in advance for a buyer, maybe cash payment for the products that should be done maybe cash payment on the time of delivery of products or shipment from Oli Knitting Fabrics, or deferred payment for 30 days or more. These terms are conditioned when the pricing is matter.

### 3.1.3 Place:

Place includes company activities that make the product available to target customers. Placing is accessible for the customers if it is the place where the product is sold. In some cases, this may refer to place a product in certain stores, but it also refers to the placement of the product on a store's display or where a product is showcased on a web page. But Oli Knitting Fabrics sends their products to a right place where buyers can easily take a glance and make concern about their product.

- **Location:** Where the product can be found or can be checked sets by location. Actually, buyers get a very less time to select a product and to perform any orders. Oli Knitting Fabrics have another place or location for their buyers in sector 9. It's an office for buyers those who come from foreign and eager to give a garments order if they like so. All type of products demo is available for the buyers here at this location. Because buyers are always busy and have less time.

Here on this location, it is very near to the airport and location is also helpful for them. If they feel interested and want to give orders, they can visit the factory and give the order.

The transportation system is also available from this area and buyer's orders can be fulfilled in time.

- **Coverage:** Oli Knitting Fabrics Ltd has huge customer coverage. They have the customer in USA, UK, France, Italy, Spain, Finland, Netherlands and most of the European Country. Because of having the large coverage of buyers, Oli Knitting Fabrics has chances to expand their market for more countries.
- **Assortments:** Oli Knitting Fabrics collects all the fabrics and materials together and assembles it in the factory. Normally fabrics and other production related materials are being collected from the local market and also from outside of the country. As I was doing my research there I saw an order work was in progress and the fabrics were imported from China.
- **Channels:** There are channels that are retailer or channel for Oli Knitting Fabrics that they are working with them to distribute their product on the market. DVC, Fashion plus work with Oli Knitting Fabrics and make good distribution channel for the organization.

### **3.1.4 Promotion:**

Promotion includes advertising, public relations and promotional strategy. It is the activities that communicate the merits of the product and persuade target customers to buy it. Oli Knitting Fabrics does promotional activities as their strategy.

- **Advertising:** For advertising, Oli Knitting Fabrics Ltd does e-mail marketing to make them influenced. They send a message to a group of people by using their mail. It may vary for some people or some group of people. Also for foreign buyers they use this method to attract different buyers. Every email sent to a potential or current customer could be considered email marketing. This advertising that we call e-mail marketing can be done to either sold lists or a current customer database.
- **Messaging:** By messaging strategy, it's creating an effective advertising message. As I have already described that different types of buyers all over the world are being communicated via e-mail. This is a kind of strategy to capture potential customers for

Oli Knitting Fabrics. On the message, there is information about the organization and other related info that are needed to know for buyers.

- **Public Relations:** Keeping good relation with the public and increase positive mention of the product or brand. It could include newspapers, magazines, talk shows and new media such as social networks and blogs. But Oli Knitting Fabrics maintains good public relation among all the buyers by giving them extra facilities like giving annual calendar, giving new chances to expand their business.

Again, as a gift every year company provides Dairy, Calendar exclusive gift item for buyers, merchandisers, executives and who are involved in this business for promotion and public relation activities.

Also when promotional activities are ongoing, to keep a good relation Oli Knitting Fabrics allows some users or buyers to test the products they made and request them to make valuable comments about the products they made.

- **Personal Selling:** It involves selling directly and connects company representatives with the consumer. Interactions from Oli Knitting Fabrics Ltd can be in a person, over the phone and over email or chat. Personally, marketing force meets buying house or buyers to show their products and other related information about their capability and types of products they can make to fulfill every particular the buyer's needs. If any buyers get interested and want to make an order then it is a successful selling. It aims to create a personal relationship between the client and the brand or product from Oli Knitting Fabrics.
- **Sales Promotions:** In Oli Knitting Fabrics there is some sales promotion activities are done occasionally. Like seasonal discount, samples or special coupon offer for different buyers are done for promotional activities. But it's controlled and is offered for a limited time for the buyers Oli Knitting Fabrics Ltd.

These all of the activities that are done and controlled for marketing 4P like Product, price, place and promotion. Combination of these items marketing mix of Oli Knitting Fabrics Ltd is done by the marketing department.

# **Chapter-4**

## **My Job at OliFabrics Ltd.**

## 4.1 Indirect learning

Indirect learning means learning from different types of culture, internal environment, external environment of the organization, but not directly given by the colleagues and staffs. These are learned from the experience or by watching staffs and other management related personnel works and behavior.

### 1. Organizational culture:

Every organization has their own culture and rules. Oli Knitting Fabrics also have their corporate culture that has to strictly follow by every personnel. Inside of the organization, everyone has to do their duty according to their post. Personnel don't have any dress code. When a senior wants any clarification, at that moment the subordinate has to make clear what he wants to know. There are individual stairs for workers and managing level personnel.

### 2. How to Behave with colleagues:

On the premise of Oli Knitting Fabrics Ltd, behavior with colleagues is also noticeable. When a senior or boss call any subordinate or staff, immediately they have to proceed on to the boss and have to listen what the boss says.

**Stay focused:** At work, stay focused on doing what you need to do to the best of your abilities. Don't spend time getting into other people's work and other people's business.

**Behave professionally:** Eye contact with people who are talking to the subordinate is essential. Don't make faces and don't stare too much personal things.

**Talking limitation:** Working on an organization for long time, colleagues may get closer and friendly. But on the work time no gossiping or bad talking with them.

### 3. How to behave with client:

Company goodwill and performance depends on the behavior of the staffs to their clients. Making a good behavior will bring more clients by using the word of mouth and this will be more appreciated by clients.

**Positive mental attitude:** When buyers come to visit Oli Knitting Fabrics, they are welcomed cordially and let them know what they want to know and always have to be polite and gentle. Keeping in mind always be positive with the clients and have a gentle attitude with them.

**Buyer's satisfactory level:** Keeping in touch with the buyers will make them satisfied. This will increase the reputation of Oli Knitting Fabrics Ltd. Let buyers know that Oli Knitting Fabrics follows strict quality of products they made.

#### **4. How to behave with a client in a challenging situation :**

It is not obvious that always the situation will be in control. Sometimes because of the products delay, payment period, products quality or any others issues can make buyers unsatisfied. This will make the situation challenging and buyers can be angry at the organization. On this situation, politely behave with the buyer will bring solution and make them understand. Then they will be provided the correct reason by which the problem occurred and solution of it.

#### **5. Time management :**

Managing time for garments industry is a key fact. Oli Knitting Fabrics manages time by their time section unit. They keep all the documents related to the production, shipment date, output and input numbers, per day production. By calculating these things they make an estimated and fix a date to shipment.

## **4.2 Direct learning**

Directly learning involves staying inside of the organization and observe what is happening and doing workers and other personnel. Asking them if any confusion I have worked some of the departments of the organization and learnt lots of things like production, input and output, printing, printing design, merchandising, sampling, quality checking, cutting, finishing, packaging, labeling, spot removing and so on.

## 4.2.1 Printing Section

Here on this department I observed how printing is done on garments. There are different kinds of printing are done such as:

- 1) Rubber print
- 2) Pigment print
- 3) Plastic sole print
- 4) Foil print
- 5) High density
- 6) Flock print
- 7) Glitter print
- 8) Discharge print
- 9) Photo print
- 10) Puff print
- 11) All over print

Some of the pictures are given below:



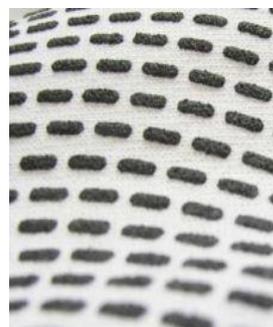
**Rubber print**



**Pigment Print**



**Photo Print**



**Puff Print**

**Picture 6: Printing**

### **Basic colors used for printing:**

There are some basic colors those are used to make different kind of colors. Using these colors more colors can be made by mixture and perfect combination. Colors are:

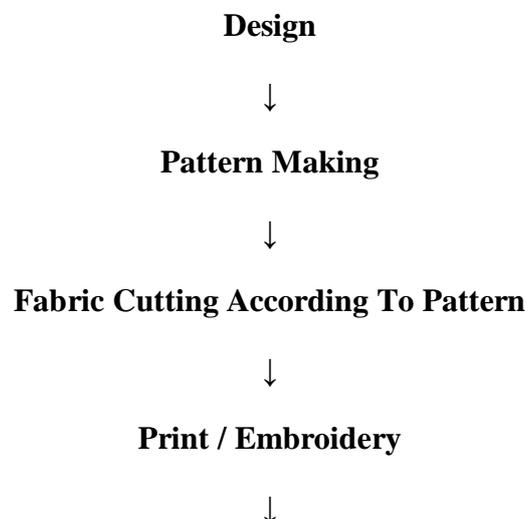
- 1) Black
- 2) Red
- 3) Orange
- 4) Golden
- 5) Blue
- 6) Navy blue
- 7) Royal blue
- 8) Green
- 9) Lemon yellow
- 10) Violet

Well when some deep or light colors and other type of colors are needed, Pantone book is used. Ordered by the buyer, the printing house follows all the colors code to print.

### **4.2.2 Sample section**

On the 3<sup>th</sup> floor of Oli Knitting Fabrics along with the sewing section sample section is there. Here experienced person's works for making different kinds of sample. When the design from merchandiser comes to this department then they start their works. Making sample and sending it to the buying house is their duty.

#### **Flow Chart of Sample Section**





**Figure 5:** Flow Chart of Sample Section.

### Sample Section process

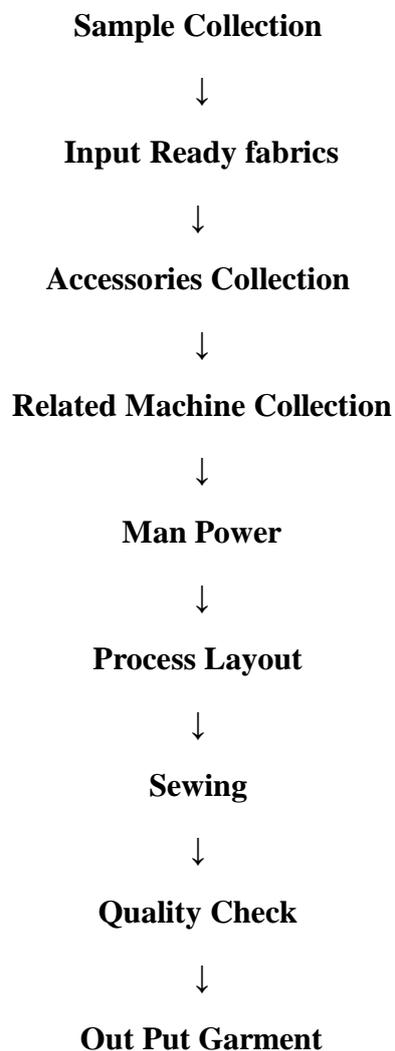
- **Art Work Sheet:** Art work sheet is papers from buyer with measurement, sketch & necessary instruction to make a sample of desired size & style.
- **Pattern Making:** It is a hard paper which is made by following all the specification of art work sheet of each & individual components of a garment.
- **Cutting Fabric:** Cut the parts of garment according to the shape of pattern. If parts of garment are not cut to correct shape, and then the garment which is made by these parts should not be correct in shape. The accurate cutting of fabric depends on the sharpness of knife, skill of operator & concentration of operator on his work. If required fabric will be sent in print shop or embroidery section after cutting fabric.
- **Sewing:** Joining together of components of a garments that all involves insewing in one form or another. There are a large number of different categories of sewing machine. Every category of sewing machine produces a specific type of stitch formation depending on the number of needles, loppers & threads which combine to construct the stitch.
- **Quality Check & Finishing:** In quality checking some factors are concerned. Measurements are checking, Extra fabric & thread are checking & cutting. Marking dirt & remove this from cleaning gun which is made of the thinner chemical. Thinner is sprayed on garments & give air jet flow then dirt is remove. Print or embroidery is checked. Spot lifter is used for removing oil mark, grease or food. Then garments are ironing & packing with necessary sticker like sewing ticket, barcode sticker etc.

- **Send to Buyer:** When buyer gets a sample, he or she checks the style, size & fitting, color. If it is approved, garments take preparation for production.

### 4.2.3 Sewing Section

Sewing section is the place where fabrics are given for sewing purpose. Input to output different parts of garments are added for completing the parts and after that quality is checked. Then this will go for further development.

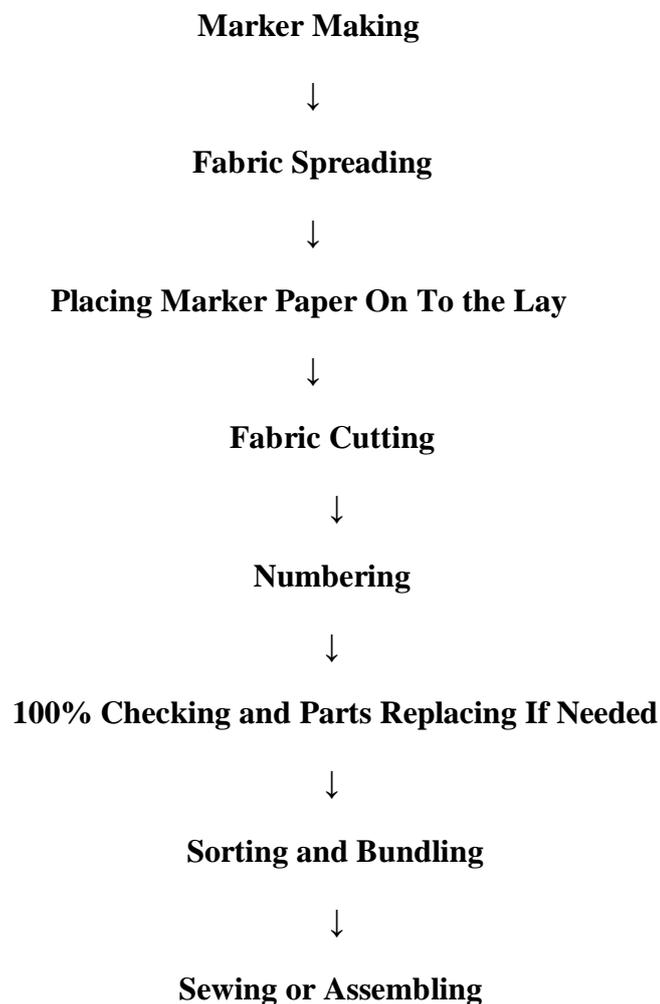
#### Flow Chart for Sewing Section



**Figure 6:** Flow Chart for Sewing Section

## 4.2.4 Cutting Section

### Sequence of Cutting Section



**Figure 7:** Sequence of Cutting Section.

On the cutting department, fabrics are kept on the cutting table and it is utilized by cutting the specific measurement for the production it's needed. When the cutting is done then the bodies are categorized by size and send it for sewing.

## 4.2.5 Finishing section

Finishing section is the last section of garments manufacturing department. As all the others section of garments manufacturing, its flow chart is given below:

## Flow Chart of Garments Finishing

**Sewn garments received in finishing section**



**Initial quality check**



**Spot removing if there's any spot**



**Ironing or pressing**



**Inspection**



**Hang tag attaching**



**Folding**



**Poly bag**



**Packaging or cartooning**

**Figure 8:** Flow Chart of Garments Finishing

1. **Sewn garments received in finishing section:** After finishing the sewing, the garments are brought to this department and do accordingly their plan for packaging.
2. **Initial quality check:** Sewn garments are checked here by the quality controller. If found major sewing problems then garments send again to the sewing section for rectification. If okay then send for next procedure.
3. **Spot removing if any spot:** Sometimes garments contain various types of spots like oil, grease, other dust which are removed here carefully.

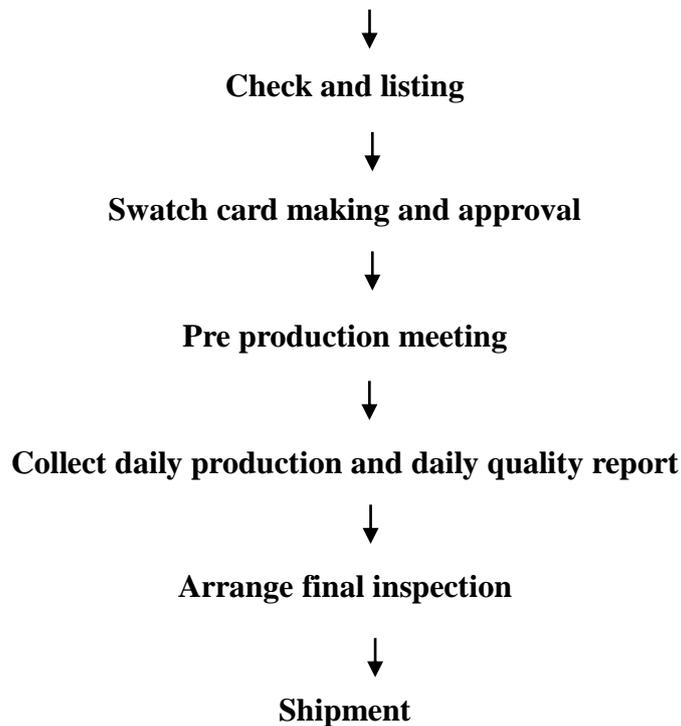
4. **Ironing:** It's one of the important processes in garments finishing. Here garments are ironed by following measurement chart of that garments. On Knitting Fabrics steam irons are used for ironing.
5. **Inspection:** After the ironing, garments are inspected again here by quality controller to confirm the correct measurement of the garments and for checking the quality.
6. **Hang tag Attach:** Here hang tags are attached with the garments which are ready to fold.
7. **Folding:** After the hang tag folding is done by the workers. It has also a pattern to follow given by the factory.
8. **Ploy bag:** Garments are poly bagged now on this stage to keep the garments dust, dirt and other impurities free. After that it will send the garments safely in to the buyer.

#### **4.2.6 Merchandising department**

Merchandising is a process through which products re-planned, developed, executed and presented to the buyer. It includes directing and overseeing the development of product line from start to finish. Marketing and merchandising department are the team of merchandisers and marketers who work together under a profit controls head. Merchandisers handle the foreign buyers. The teams are made according to the buyers being handled. Merchandising is the department which mediates marketing and production departments. Sometimes merchandising department will have to do costing and pricing also.

#### **Process Flow Chart of Garments Merchandising**





**Figure 9:** Process Flow Chart of Garments Merchandising

These steps are followed by merchandisers to maintain the production facility Knitting Fabrics. To make smooth the merchandising activities every merchandiser has to follow these process flow chart by which anyone can do his/her work very smartly.

#### **4.2.7 Marketing Department**

In Oli Knitting Fabrics marketing department do their works based on their duties. Marketing people have to give information to the buying houses for buying orders.

- **Information of buying house:** All the related information is send to buying houses for orders. Information's like fabrics availability, dresses type they can make, production time, production capacity, limitation of production per month, manpower, machines etc.
- **Buyer interest:** Foreign buyers contact with buying house and give their criteria of production, dress style, number of pieces garment needed etc. When the criteria matched with the Knitting Fabrics production info, then buying house contact with the garment and give information about the buyer for further development of order.
- **Buying house profit:** By giving the order to a specific factory, buying houses also geta percentage as a profit or commission. They also get an amount from buyers if

they can fill up the order in time. This percentage from factory is managed by marketing department.

- **Broker:** Buying houses works as via communication to factory to buyer. It can be expressed as broker in garments language.
- **Marketing responsibility:** As a marketing staff they have to make advertisement like e-mailing to different foreign buying houses and also foreign buyers for garments orders. On the mail they put information's on the basis of buyer's perspective and all kind of needed info they require. Maybe from the garments, they can through their partner or neighbors buying house names to have access through it. By giving the name of the buying house, it is making the procedure easier to find out the specific factory at a glance.
- **Order updates:** As the order process starts, buyers get all the information's from the buying house and information that what percentage is already finished and packed for export.

#### Office Desk Photo while working in the floor:



**Picture 6:** Working desk. Of the office **Picture 7:** working in the floor.

# **Chapter-5**

## **Findings**

## 5.1 SWOT Analysis:

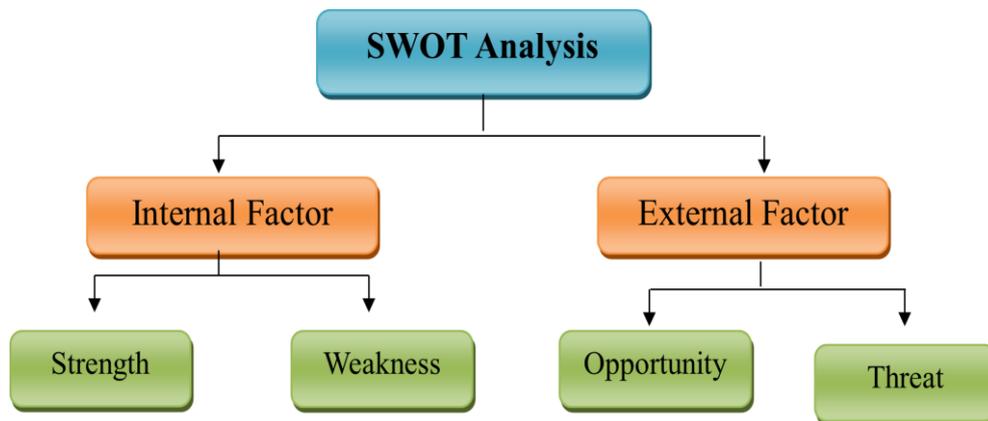


Figure 10: SWOT Analysis

**I. Strength:** Strength is something that a company is good at doing. Strength can be skill, a competence, and a valuable organizational resource or competitive capability or an achievement that gives a company a market advantage. Here is some Strengths of Oli Knitting Fabrics:

- Experienced Top Management.
- Huge Production Capacity.
- Garment has its own knitting and finishing units.
- Very good communication with international buying houses.
- Well planned time scheduling for shipment better than others.
- Own Land.

**II. Weaknesses:** A weakness is something a company lacks or does poorly or a condition that puts it at a disadvantage. Here is some Weaknesses of Oli Knitting Fabrics:

- ❖ Lack of highly skilled labor in Oli knitting Fabrics Ltd.
- ❖ Centralize Decision Making.
- ❖ Political unrest situation which makes buyers backward.
- ❖ Limitation of some modern machinery in the organization.
- ❖ High Employee Turnover.

**III. Opportunities:** An opportunity is a favorable condition in a company's external environment. It is something that a company may grab for its growth and profitability. Here is some Opportunities of Oli Knitting Fabrics Ltd:

- ✓ Oli Knitting Fabrics Ltd. has good reputation of product quality in international markets and it will increase more option of exports.
- ✓ Attending International Trade Show.
- ✓ Quality is being maintained very strictly and it has a great opportunity to catch the foreign market.
- ✓ Arranging training.
- ✓ Some of the industries are being shut down because of not following the rules of garments industry code by BGMEA and Oli Knitting Fabrics has some opportunities to capture buyers of those organizations.

**IV. Threats:** A threat is an unfavorable trend in the external environment. It is something that may cause suffering in growth or profitability of a company when it is exposed in the external environment. Here are some Threats of Oli Knitting Fabrics:

- Economic instability is a threat to the organization.
- New entrants of knitwear garments in the industry are another threat for the organization.
- Bank loan is quite larger in size and got a huge risk.

## 5.2 Findings

Through my internship at Oli Knitting Fabrics Limited I got to learn a lot about their corporate environment. This is one of the great learning and experiences I have at Oli Knitting Fabrics Limited. In the time of working there I had a good image at their all departments. And I have found some lickings there. Those are given bellow:

1. Oli Knitting Fabrics Limited is not participating in any international events at present.
2. They don't make transactional marketing.
3. Oli Knitting Fabrics Limited doesn't have any sponsorship.
4. They don't have enough advertisement system in social network.
5. Their communication method is not proper to increase their business.

# **Chapter:-6**

## **Recommendations & Conclusion**

## 6.1 Recommendations

1. Oli Knitting Fabrics Ltd need to participate in international events because majority of customers expect that Oli Knitting Fabrics Ltd to participate in international events. So, Oli Knitting Fabrics Ltd should participate in international events.
2. Oli Knitting Fabrics Ltd should do transactional marketing to increase sale according to the commitment, it has been found to analyze finding two that customers believe that doing transactional marketing will increase sale. So, Oli Knitting Fabrics Ltd should transactional marketing to increase their sale
3. Oli Knitting Fabrics Ltd needs to do sponsor of many events because many of their clients complain that they didn't see Oli Knitting Fabrics Ltd to do sponsors of events. So, Oli Knitting Fabrics should go through sponsorship.
4. Though Oli Knitting Fabrics Ltd doesn't have advertisement in social network to increase sale according to the commitment. So, Oli Knitting Fabrics Ltd should do advertisement in social network to increase their sale.
5. Oli Knitting Fabrics Ltd needs to increase communication method to attract more customers more clients are not satisfied with Oli Knitting Fabrics Limited's communication methods. So, Oli Knitting Fabrics Ltd should increase communication methods to attract more customers.

## 6.2 Conclusion

In conclusion, I can say that the Marketing Department of Oli Knitting Fabrics Ltd. gave me a pleasure to learn the Marketing process. Different process and procedures they have used for marketing in practical life. For my research purpose, I learned lots of things like how the official tasks are done, different sectors of the garments like printing, sampling, sewing, cutting, finishing, packaging and so on. There are lots of things are to learn from a garments industry. Marketing personnel has to do lots of tasks to complete. Experienced Marketing executives are always demandable in garments sector for every country. It may bring an honorable profession to an educated person as marketing is a challenging job but it has a vast opportunity in Bangladesh for them.

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## 6.4Appendix

<b>Acronyms and Abbreviations:</b>		
<b>RMG</b>	-----	<b>Readymade Garments</b>
<b>GDP</b>	-----	<b>Gross Domestic Product</b>
<b>IT</b>	-----	<b>International Technology</b>
<b>HR</b>	-----	<b>Human Resource</b>
<b>IE</b>	-----	<b>Industrial Engineering</b>
<b>PMD</b>	-----	<b>Primary Medical Doctor</b>
<b>BSCI</b>	-----	<b>Business Social Compliance Initiative</b>
<b>QC</b>	-----	<b>Quality Controller</b>
<b>DVC</b>	-----	<b>Department for Victorian Communities</b>
<b>BGMEA</b>	-----	<b>Bangladesh Garments Manufacturers and Export Association</b>

Table-5: Acronyms and Abbreviations