

AN ANALYSIS OF THE MERCHANDISING ACTIVITIES OF TOP JEANS LTD.

Submitted To

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Letter of Transmittal

Date: 12-12-2018

To
Prof. Dr. Mohammed Masum Iqbal
Dean, Faculty of Business & Entrepreneurship
Dept. of Business Administration
Daffodil International University.
Sukrabad, Mirpur Road, Dhaka, Main Campus
Khagan, Birulia, Saver, Permanent Campus

Subject: Submission of Internship Report on an analysis of the merchandising activities of Top Jeans Ltd;

Dear Sir,

I would like to thank you for supervising & helping me throughout my internship program in completing my BBA. This internship program has given me opportunity to experience one of the latest & unexplored areas of business in Bangladesh & expanded my present knowledge manifold.

I also declare that this report is an original work & no part of this report has been copied from elsewhere. Furthermore, this report has not been published or submitted for awarded any degree, diploma or recognition earlier.

Signature

.....

Arefin Ahmed

ID: 143-11-4200

Program: BBA

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CERTIFICATE OF APPROVAL

This is certify that, the internship report on “an analysis of the merchandising activities of the Top Jeans ltd. Is done by Arefin Ahmed, ID: 143-11-4200, as a partial fulfillment of the requirement of Bachelor of Business Administration (BBA) from the department of Business Administration, Daffodil International University.

This paper has been prepared under my guidance & is a record of the benefice work carried out successfully.

Prof. Dr. Mohammed Masum Iqbal
Dean, Faculty of Business & Entrepreneurship
Department of Business Administration
Daffodil International University.

Acknowledgment

At first my gratefulness goes to Almighty Allah for giving me strength & ability to complete the industrial training & this report. May your name be exalted honored & glorified.

I take opportunity to express my sincere gratitude & respect to Mr. Zakaria senior merchandiser of Top Jeans Ltd. Who supervised me at corporate office, Manager-HR & Admin of the Top Jeans Ltd. Again I like to express my gratitude to all employees specially (Manager – Merchandising) of the company due to their support & co-operation.

Finally, I express my special gratitude to my honorable teacher - Prof. Dr. Mohammed Masum Iqbal for his supervision in preparing this report. He was constantly supporting me with his inspiring personality. I will always be thankful for his extraordinary reinforcement. He spent valuable time to check the draft report & given their suggestions on different parts of the reports. Without his help it would be difficult to prepare a comprehensive report.

I am extremely thankful to all team of Top Jeans Ltd. Who made this journey of internship possible for me smoothly. During my internship I met with some people who helped me a lot to know about the processing, activities, working procedure & a lot more. I have learned practical & technical things from them.

Finally I would like to show my humble gratitude to every individual who have helped me during the internship & to prepare the report successfully. A warm felicitation goes to the people, who hold the desirability for encouraging, praising, assisting as well as believing me on the tasks of factory activities what I have worked through my internship period.

Executive Summery

This is the internship report based on the three-month long internship program that I had successfully completed from Top Jeans Limited as a requirement of my BBA program, Dept. of Business Administration, Daffodil International University (DIU)

The report has been made on the basis of the topic ‘ ‘ AN EVALUATION/ ANALYSIS OF THE MERCHANDISING ACTIVITIES.’ ’ under the close supervision of my respected teacher - Prof. Dr. Mohammed Masum Iqbal sir - Dean, Dept. of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. The topic is very much realistic that has explored inspired me to be a good Merchandiser in future.

To be a good and smart Merchandiser it is mandatory to know the various works of the merchandising job in practically works often in factory & buying house. So their activities are different from each other. Being instructor by supervisor, the report has been made on the basis of comparative works between factory & buying house merchandising works.

The main objective of this report has been designed after being practically an evaluation / analysis of the merchandising activities of Top Jeans Ltd. In the summery of the report chapter three refers the organizational overview of Top Jeans Ltd. i.e. Mission & Vision, Features, Functions, Different Departments and Organogram. Chapter four refers the merchandising activities of Top Jeans Ltd. & all so evaluate the performance of merchandising activities of Top Jeans Ltd. identify problems related to the merchandising activities of Top Jeans Ltd. In chapter five conclusion, recommendation, & references has been referred.

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Chapter-1 Introduction

1.1 Introduction

Merchandising is an important work in garments sector. So that merchandiser job is essential for every garment. In this job the employer must have need hard working mind, convincing power, instant intelligence, powerful observation, patience etc. Without merchandiser no garments can run smoothly. Without buyer no garments company can exists. For this reason buyer satisfaction is very important. Buyer means that buy the products from any organization. In garments sector buyer means especially foreign buyer who come to our country and buy products from our garments. At this time of giving order if buyer satisfied with the help of merchandiser then the buyer will come again. Buyers another condition is delivery the products in due time. Merchandiser take care this condition seriously. Because if buyers do not get products due time then they will not come again that garments. So merchandisers are handling and caring all kinds of work from taking order to delivery products to buyers and always wants to satisfy them because garments or garments sectors welfare depends on buyer's satisfaction. I have chosen ready-made garments industry to do my internship and the name of the company is Top Jeans Ltd.

Ready-made garments are fast growing export sector in Bangladesh. The overall impact of readymade garments are fast growing export sector in Bangladesh the overall impact of readymade garments export is certainly one of the most significant social and economic development in contemporary Bangladesh. The government has adopted an open door policy to attract foreign investment in Bangladesh. As a result there are about 2500 export oriented readymade garments

1.2 Background

First of all, It was important for increase my practical knowledge about merchandising activities.

Secondly, it is essential for complete our 3 credit academic course. When I will analysis the data of Top Jeans Ltd. From my analysis they can find out their strength and weakness point of their organization and it will helpful for future decision making. When I will also submit my report in my university library then the general student easily know the merchandising activities.

1.3 Scope of the Study

Scope means how many uses for completing this report space. The scopes are given bellow-

1. Head Office
2. Factory
3. Buying House
4. Discussion
5. Internet

Some of our senior brothers can help us.

I can collect information various books and relevant paper what related with apparel industry.

1.4 Objective of the study

- Specific Objective
 1. To explain the merchandising activities of Top Jeans Ltd;
 2. To evaluate the performance of merchandising activities of Top Jeans Ltd;
 3. To identify problems related to the merchandising activities of Top Jeans Ltd;
 4. To make some recommendation to solve the problems;

Chapter 2 – Methodology

2.1 Methodology / Design of the Study

Methodology is the processes of collecting data to complete the report. This report has been prepared on the basis of experience gathered during the period of internship. For preparing the report, I have also got the information from different source from the Top Jeans Ltd.

2.2 Sources of Data Collection

- Data regarding the completion of this report are collected from both primary and secondary source
- Primary Source
 - Direct conversation with my supervisor of Top Jeans ltd
- Secondary Source
 - Various data source like BGMEA and export promotion bureau Annual report and catalogue of the company
 - Different published materials

If Primary data have been used then to clearly mention the following:

2.3 Population

The study will be conducted on merchandising activities of Top Jeans Ltd. There are eight buyers in Top Jeans Ltd.

2.4 Sample of the study

For buyer here consider as sample of the study. The author assumes that three buyers will represent the total buyers of Top Jeans Ltd.

Buyers Name
Aldi
Fashion. Com
Getech IND Ltd.

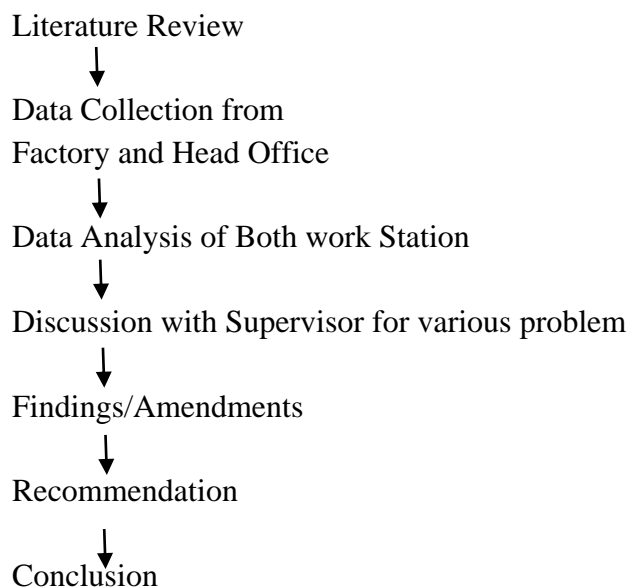
2.5 Sampling unit

Only Top Jeans Ltd would be the sampling unit for the study.

2.6 Sampling technique

A justified method sampling is used for the purpose of the study.

2.7 Research Design



2.8 Limitations of the study

During my internship I have faced some problems to execute my report. I could not get some information from the Top Jeans Ltd due to their limitations as well.

- ❖ Most of primary data that collect difficult.
- ❖ So limited are data sources.
- ❖ Officer & exporters are also busy their duties.
- ❖ Due to long distance between the factory & campus it was very difficult to communicate & meet with the supervisor.
- ❖ Time duration of the internship is too short to collect related all information.

Chapter: 3

Organizational Overview

3.1 Brief History of Top Jeans Ltd

TOP JEANS LTD is a 100 % export oriented vertical readymade garments factory, catering weaving apparels to worldwide buyers.

Weaving apparel has many specific categories like all kind of woven items. We could care and meet our customers for nearly all of their woven items.

The main criteria of TOP JEANS LTD are to be a “maximum efficiency at no extra cost” partner with all our customers. We do have both the technical and commercial expertise. At TOP JEANS LTD, to deal with any inquiry made by our overseas buyers.

TOP JEANS LTD is always 1 call away from our customer’s inquiries. We always are available on 24/7 basis right throughout the year in this sophisticated technological.

3.2 Company Profile

This profile describes all about the resources with a major focus on land, man, machinery including customers & product-profiles to support the understanding of the readers. They are confident; it will encourage them to give us the first choice.

Nature of the Company	: Private Limited Company.
Nature of the Project	: 100% export Oriented Company.
Year of the establishment	: 2012
Factory Address	: 617,618, Atipara, Uttarkhan, Uttara, Dhaka-1230, Bangladesh.
Corporate Address	: House 31, Road 29, Sector 7, Uttara, Dhaka.
Phone	: +880248951309
Total sales	: USD\$ 26 million (Approxima)
Production Lead Time	: 120 days
Minimum Order Quantity	: 5000 pcs
Type of Manufacture	: Woven garments manufacturers
Fabric import from	: Bangladesh, China, India, Pakistan, Indonesia.

Major International Buyers : Netherlands, Germany, France, Spain, Belgium, Dubai, Canada.
Monthly Capacity : Basic pant 310,000 pcs, Casual or fancy style 170,000 pcs

3.3 Vision

To be recognized as one of the best garments factory in Bangladesh by 2020.

3.4 Mission

Create customers need through manufacturing and supplying qualitative products and ensure high standard.

Top Jeans Ltd. has been established with a definite mission to add a new dimension in the business and industry of the country. Its vision is to make a remarkable contribution to the industrialization of the country, making significant contribution to the national economy by earning foreign currency.

3.5 Functions

Quality Control

Standard of quality is prime importance at TOP JEANS LTD. We do not compromise with quality at any cost – a fact amply approved by scores of satisfied customers and buyers around the globe. Our mission is to achieve total customer satisfaction through Quality Assurance. The quality management system ensures that we achieve the desired levels of quality by factory inspection for each production accepted quality level (AQL). The AQL inspections check BARCODE TAG, CORRECT SIZE, COLOR and DESIGN. To accomplish the vision of quality, the Final I inspection department is duly manned by qualified professionals who check the entire lot of finished products.

3.6 Environment

"They recycle and return everything to green."

They believe nature helps us to tune in to our own language and so they concern greatly for environment. Green plants are NATURED for ensuring SAFE environment, office space are also properly maintained, and keeping everything clean and the total security system is strictly vigilant.

3.7 Management

"They are passionate about creating avenues for people, shaping brands and doing businesses to speak with you every day."

They have dedicated team that is professional in approach, proficient in vocation. Their SPIRIT of enterprise and dedication to quality symbolizes their corporate culture, where commitment leads & achievement follows. The Company is managed by a group of professionals including expatriates & aims at producing high quality garments through an effective quality control system from sourcing of fabric to end-product.

3.8 Human Resource

"Skill acquisition isn't necessarily about a piece of paper"

Attributes of the employees: All the employees of the factory are skilled, educated, gentle and minimum 18 years of age.

Male-Female ratio: Male 49% & Female 51%

Compliance to national law and international practices: The Factory does not support the use of child labor below 18 years of age. The Factory minimum recruitment age is 18 years as per labor law 2006.

3.9 Research & Development

Beautiful and Functional is the key. At the heart of our core values is the idea that every yarn need to be aesthetically pleasing, but also serve a very measurable purpose. Our team of talented designers will work with you to create an outfit that will not only meet your needs with outstanding functionality, but will also turn heads in the process.

Additional Feature

- Job order based costing system
- Uninterrupted power supply
- On time shipment
- Skilled workforce
- Regular fire drills
- Two time bonus and attendance award
- Day care center
- Full time doctors and nurses

3.10 Different Departments

1. Merchandising Section
2. Commercial Section
3. Cutting section
4. Sewing section
5. Q. C section
6. Finishing section
7. Sample Section
8. Mechanical & Electrical section
9. Administration department

Chapter: 4

Merchandising Activities of Top Jeans Ltd.

4.1 Merchandising & Merchandiser:

The "Merchandising" is known to the persons specially involved in garments trade. The term merchandising has been derived from the merchandise. Merchandise means goods that are bought & sold.

The term "Merchandising" may be defined as Person who merchandises the goods, specifically for export purposes. Garments merchandising means buying raw materials & accessories, producing garments, maintaining required quality level and exporting the garments within schedule time. From the above definitions, we can say that a person involved in garments merchandising needs a wide range of knowledge & skill to perform his job successfully. The job itself is Technical and general as well.

Merchandiser is he who builds up relationship with the buyer and acts as a seller. Merchandiser is the people who arrange all merchandise buyer required specification. The responsibilities that he bears on the jobs are as follows:

- ❖ He represents as a buyer to the factory.
- ❖ He represents as a seller to the buyers.
- ❖ He inspects Quality as a buyer (from the buyer's point of view).
- ❖ He looks into the business to flourish more in future.
- ❖ He tries to offer the deal more competitive without compromising the Quality.
- ❖ His object is to satisfy the buyers to progress more of the future business.
- ❖ His aim is to impress the buyers by means of
- ❖ Right Product, Right Quality, Right Quantities, Schedule Time

4.2 Qualification of a Good Factory Merchandiser

- ✚ He should be hard worker.
- ✚ Should be responsible for the job.
- ✚ He should not be bureaucratic.
- ✚ Should be smart.
- ✚ Should be ability to improve public relation.
- ✚ Good command in English and adequate knowledge of technical terms for accurate and efficient communication.
- ✚ Knowledge on internet browsing.
- ✚ Should able to email communication.
- ✚ Good knowledge of fiber, yarn. Fabric, Dyeing, washing, Printing, Finishing,
- ✚ Quality of garments, Dyes, Colorfastness, Garments production, etc.
- ✚ Clear conception of the usual potential quality problems in the garments manufacturing.
- ✚ Good knowledge of the usual raw materials inspection systems & garments inspection systems.
- ✚ Knowledge of the quota system used in each of the producing countries', duty rates, customs regulations, shipping and banking documentation etc.

Flow chart of Top Jeans Garments Manufacturing

Design / Sketch



Pattern Design:



Sample Making



Production Pattern



Grading



Marker Making



Spreading



Cutting



Sorting/Bundling



Sewing/Assembling



Inspection



Pressing/ Finishing



Final Inspection



Packing



Dispatch to the Buyer

4.3_Merchandising Activities of Top Jeans Ltd.

We know merchandiser into two classes. One junior & last one senior. Junior merchandiser work in the factory & senior merchandiser work on the head office & communicate with the buyers.

4.3.1 Activities of junior merchandiser

- ❖ Production Monitoring
- ❖ Store Inventory report collect
- ❖ Trim card making & approval from buyer.
- ❖ Production meeting arrange
- ❖ Production Report & Quality Report collect
- ❖ Arrange final inspection

4.3.2 Activities of senior merchandiser

- Sample Development
- Price Negotiation
- L/C opening
- Order Confirmation
- Material collection
- Production Planning
- Production Monitoring
- Final inspection arrange

4.4 MERCHANDISING PROCEDURES

Job List of a Merchandiser

INQUIRIES:

1. On receiving an inquiry(s) the merchandiser must prepare a checklist and immediately forward all information to 3 factories from the approved factory list for pricing.
2. The merchandiser must make sure that the factory specializes in the item being priced and has worked with the client before.
 - 2a. Selection of supplier should be based on their previous performance, efficiency, delivery, etc.
3. If it is a new client then the merchandiser must discuss the inquiry(s) with the dept. head before sending out the inquiry(s).
 - 3a. In case of a new factory, a factory evaluation should be conducted as per the set standards. Only Synergies Sourcing approved factories can be used for pricing, sampling, etc.

QUOTING PRICES:

1. Prices must be sent within 1-2 days of receiving the inquiry.
2. All enquires must be entered in to the new development sheet.
3. Based on the lowest price the merchandiser must order proto sample. Min. 2 pieces must be ordered. One sample for the customer and one office sample.
4. Before quoting any prices to the customer. The merchandiser should get all prices approved by the Head of Merchandising or Managing Director.
5. If renegotiation is required then involve the dept. head, Head of Merchandising and Managing Director so that the best prices are finalized with the factories.
6. Final quoted price must be updated on the new development sheet.

PROTO SAMPLES:

Upon receipt of buyer's specification, a thorough check should be conducted for precision.

Obtain explanation from buyer for anything considered vague.

Forward the specification sheets/Pattern to the selected supplier with all the explanation of specifications & technicalities on as & when received basis & update records. Ensure timely availability of fabric.

Follow-up with the supplier to provide the sample latest within 2 days for local accessories & fabrics, in case of imported items maximum 12 days.

Upon receipt of the sample from the supplier thoroughly check the styling, measurement (if any), stitching, quality of the fabric, fabric construction/GSM, hand feel, washing standard, finishing of the sample & accessories if any & ensure compliance of the samples as per customers specifications. The departmental head will give final approval.

At least 5 pieces of each sample should be developed. One for merchandisers, one for the Quality controller, one for production, one for the production manager & one for the buyer.

- ✚ Prepare Proto Sample Checking Sheet & attach with the checklist (Format Attached).
- ✚ Put duly filled sample card on the sample, format enclosed.
- ✚ Forward the samples as & when received basis & advice customer accordingly with all the details of dispatch.
- ✚ Follow with the customers for approvals/comments.
- ✚ Once approved, advice supplier as well as Head of Quality Control.
- ✚ Update Order Checklist, format enclosed.
- ✚ Update the excel sheet accordingly, format enclosed.

ORDER PLACEMENT:

Once an order is placed the merchandise manager should fill out a PO checklist.

All missing information with regards to the PO will be forwarded to the buyer within 1 day of receiving the PO. A complete PO package must be prepared and sent to the factory within 24 hours of receipt of order from customer with a copy of P.O. to Commercial Department.

Prepare a projected production plan & forward the same to the Head of Quality Control & to the related supplier. The schedule should comprise of expected dates for fabric Quality Check, ILC, IPC, MPC & FRI. Prepare a projected sample plan & forward the same to the related supplier with a copy to the Head of department.

PO PACKAGE FOR FACTORY:

New PO package for the factory must include the following: I.

Original PO sheet.

II. Spec. Sketch and workman sheet.

III. Color print artwork, lab dip, original fabric swatch and original trim card. IV. Original sample (If available)

Within 1 day of receipt of a new order the merchandise manager must call for a pre-production internal meeting. The following people must attend this meeting:

- a) Head of Operation.
- b) Merchandise Manager.
- c) Acct. Related Merchandiser.
- d) Head of QA Dept.
- e) QA Personal.
- f) Internal QA Personal.

At the meeting the merchandiser will issue all information with regards to the order. This information includes.

- PO sheet copy
- Spec sheet with all related information.
- Lab dip card, print artwork, trims card, etc.
- Original fabric swatch (If available)
- Proto sample.

PRINT STRIKE OFF:

- Follow up the sample color with the buyer for lab dips.
- Upon receipt of sample from the buyer, immediately send a replica to the buyer.
- Follow-up with the buyer for approved of the sample.
- Obtain maximum numbers of lab dips 3 per color.
- Follow with the buyer for approvals/comments.
- If sample are ok then go for the next process, if the buyer are not satisfied then the whole process are start again.
- Update Order Checklist, format enclosed.
- Update the excel sheet accordingly, format enclosed.

SIZE SET SAMPLES:

- Follow-up with the Size Set options with actual fabric.
- At least 5 pieces of each sample should be developed. One for merchandisers, one for the Quality controller, one for production, one for the production manager & one for the buyer.
- thoroughly check the styling, measurement (if any), stitching, quality of the fabric, fabric construction/GSM, hand feel, washing standard, finishing of the sample & accessories if any.
- Prepare size set format sheet & attach with the checklist, format attached.
- Head of department will give the final approval prior sending the samples to the buyers.
- Ensure that buyer receives the samples as per their precise requirement.
- Follow with the buyer for approvals/comments.
- upon receipt of approval advise supplier & Quality Control Head.

- Update Order Checklist, format enclosed.
- Update the excel sheet accordingly, format enclosed.

SAMPLE ACCESSORIES:

- ❖ Upon receipt of buyer's accessories, a thorough check should be conducted for precision.
- ❖ Factories will be responsible for the selection of accessories supplier
- ❖ .
- ❖ Follow-up with the supplier and quality control for prompt delivery of accessories for local max 4 days for imported max 12 days.

- ❖ Obtain 4 sets of samples of all accessories with at least 3 different options from the supplier. One for merchandisers, one for the customer, one for the quality control, & one for the suppliers for future references

- ❖ Upon receipt of samples from the supplier, match these against buyer specifications.

- ❖ Thoroughly check with the original/instructions received from the buyer, artwork, color, quality, sewing allowance, bar code, price tags etc.

- ❖ Prepare accessories format sheet, format attached.

- ❖ Head of department will give the final approval prior sending the samples to the buyers.

PRE-PRODUCTION SAMPLES:

Follow-up with the buyer for prompt delivery of pre-production sample maximum 2 days.

- Obtain 4 sets of pre-production samples from the supplier. One for merchandisers, one for the sample store room, one for the quality control, & one for the buyer for future references.
- Pre-production sample in all size sets should be available to the merchandisers at least 5 days before the start of actual production
- Upon receipt of samples from the buyer, match these against buyer specifications.
- Thoroughly check the styling, measurement, stitching, quality of the fabric, fabric construction/GSM, hand feel, washing standard, finishing of the sample & accessories.
- Prepare PP sample format sheet, format attached.
- Head of department will give the final approval prior sending the samples to the buyers.

- Ensure that buyer receives the samples as per their precise requirement.

DYE LOTS:

- ✚ Follow-up with the supplier and quality control for the delivery of dye lot.

- ✚ Dye Lot should be available (6 X 6, for every roll) to the merchandisers at least 5 days before the start of actual production.

- ✚ Upon receipt of samples from the buyer forward the same to lab for lab test & match these against buyer specifications.

- ✚ Thoroughly see the color standard, color fastness, shrinkage, GSM/construction, hang feel, fabric quality, knitting tension, Lycra etc.

- ✚ Receive Dye Lot sample format sheet from lab, format attached.

- ✚ Head of department will give the final approval prior sending the samples to the buyers.

✚ Update Order Checklist, format enclosed.

✚ Update the excel sheet accordingly, format enclosed.

BULK ACCESSORIES:

Follow-up with the supplier for the delivery of bulk accessories.

- These accessories should be available to the merchandisers at least 5 days before the start of actual production.
- Upon receipt match these against buyer specifications.
- Thoroughly check the accessories color & quality of trim against buyers comments.
- Prepare Bulk Accessories format sheet, format attached.
- Head of department will give the final approval prior sending the samples to the buyers.
- Update Order Checklist, format enclosed.
- Update the excel sheet accordingly, format enclosed.

PRODUCTION:

Once sampling is completed Head of concern Merchandiser forwards the order file to the Head of Quality Control along with the approved sample & a copy of projected production schedule. Make sure the file is forwarded at least 5 days before start of actual production.

A meeting should be conducted between the Head of Merchandising Department, Concern Merchandiser, Head of Quality Control & Quality Control Officer (Production) discussing all the details of order. Obtain an instruction sheet covering all the required information from the quality control officer & approve.

- i. Make sure any new comments are added into the instruction sheet.
- ii. Regular follow up should be made with the buyer & Quality Control regarding the status of production.
- iii. Make sure the Quality Control Department conduct all the required inspections i.e. Fabric Quality Testing, ILC, IPC, MPC & FRI for every order. For large volumes make certain, there are more than 1 MPC being conducted by the quality control.
- iv. Obtain daily production status from Quality Control & forward the same to IT for updating the Web Site latest by 11:00 every morning.
- v. Obtain reports of all the inspection conducted i.e. Fabric Quality Testing, ILC, IPC, and MPC & FRI for every order from quality control & keep a copy for record.
- vi. Update Order Checklist, format enclosed.
- vii. Update the excel sheet accordingly, format enclosed.

SHIPMENT / SALESMAN SAMPLES:

- ❖ Inform Head of Quality Control for Shipment Sample.
- ❖ Obtain 2 sets of shipment samples from the Quality Control Department of all sizes covering all colors or as specified by the buyer. One or two pieces to be
- ❖ Provided to concerned Merchandiser & all remaining to Manager

- ❖ Administration. In case where buyer requires shipment samples receive one complete set from Quality Control.

- ❖ Shipment samples should be available to the merchandisers the next day of FRI.
 - Prepare Shipment sample format sheet.

- ❖ Head of department will give the final approval.

- ❖ Ensure that buyer receives the samples as per their precise requirement.

- ❖ Forward one set of shipment samples to administration department.

- ❖ Keep remaining samples in the department for future use & maintain a register.

- ❖ Update Order Checklist, format enclosed.

- ❖ Update the excel sheet accordingly, format enclosed.

DELIVERY & COMMERCIAL DEPT:

Regular follow-up is essential to:

- Ensure goods are handed over to the forwarder.

- Ensure the forwarder books space/flight for timely delivery of goods.

- Ensure staffing of goods is conducted.

- Ensure the date of departure is as per the booking.

- Obtain vessel/flight details from commercial department & advise buyer. o Receive acknowledgement of goods from buyer.

- Update Order Checklist, format enclosed.

- Update the excel sheet accordingly, format enclosed.

DOCUMENTATION:

Conduct regular follow up with commercial department & supplier for the timely delivery of all the below mentioned documents to the buyer.

- ❖ Packing List

- ❖ Commercial Invoice

- ❖ GSP

- ❖ Country of Origin Certificate

- ❖ Annexure III for Mexico Shipment (must be obtained 1 month prior shipment)

- ❖ Inspection Certificate

- ❖ All these documents are required to be sent to the buyer first via email or fax & then original via courier.

- ❖ Receive acknowledgement of documents from buyer.

Salesman Sample:

Salesman sample is made when price is confirmed and orders are on speculation, usually in 1 size in all color combinations of expected order. Buyer held a meeting with its customer and record their response on order quantity per color, size etc. And finally place order to their vendor.

Photo Sample:

Photo samples are made with actual color and material to be worn by the models on the event of shooting for catalog.

Approval Sample

In any discrete period of time, whenever it required any revision in the sample, a new sample is made (sometimes mock-up is workable too) as per new specification. It is sent to buyer for his approval of the conformity that-the revision is done correctly.

SIZE SET: Consists of 1 pc from each size for each color combination.

MOCK UP: Any part of the garment to make for particular purpose, not complete garment Pre-Production Sample When material for bulk production arrived, factory makes a sample with the actual material and sends to buyer.

Production Sample:

It is a reference to the buyer that the bulk is being produced as per specifications. Buyer wants to be assured that correct material is sourced & line workmanship conformed to the quality level.

Shipping Sample:

A sample is kept from every Pre-Shipping inspection to be referred, if required, after the order has been delivered. Usually for any disputes (e.g. Claim) shipping samples is important.

Swatch:

Swatch is a presentation of all the materials is (Fabric & Accessories) used for any specific style /order. Usually small piece of fabric and each piece of accessories are attached in board paper in a systematic manner. Swatch is very important for production line to make the correct construction of a garment and QC department ensures it. Concerned merchandiser should confirm/approve the swatch.

SEWING THREAD:

The thread we choose for any sewing project should be similar in fiber content to that of our fabric. Cotton, polyester & cotton/poly threads are the most widely used.

COSTING AND CONSUMPTION:

Before costing parameter:

Fabrication: there is clear idea regarding the fabrication before taking the order from the buyer / buying house. After then, surety that strong source of the followings fabric.

- 1) Size spec: Make sure that, get the correct/latest size spec with the measurement of all the sizes, which will be ordered. Many times it is seen that, PO sheet has come with new bigger size which was not during the costing.
- 2) Fabric color: Try to know that, how many colors the style has & also try to know that, color wise order qty ratio.
- 3) Qty: Take information regarding approximate order qty.
- 4) Shipment date: Asked buyer for the shipment date & check with the production department that, they have enough space for shipped out the followings quantity within the require ship date or tell your possible date.
- 5) Test requirement: Let know that, the order has any test or not.
- 6) L/C payments term: Take a previous l/c copy from them & discuss with commercial people regarding all the terms along with payment terms.
- 7) Inspection: Get a confirmation from the buyer that, who will inspected the goods. If third party then who will pay their charges.
- 8) GSP: confirm that, buyer has need the GSP or not.

Calculating Fabric Consumption

1) **Body Consumption:** Calculate the body fabric consumption at first. If possible calculate it after make the pattern. Be confirmed regarding the dia. Calculate the consumption with adding +

GSM extra which fabric is sells in kg (s/j, pique, rib etc). Or reduce 2” (in width) from the both side which are in yards (tricot, taffeta etc). Moreover, if the garments are wash garments then make sure that, the pattern has the wash allowance.

1. **Rib:** Calculate the rib consumption carefully because sometimes the garments have rib at cuff opening & bottom hem. Some people mistakenly do the consumption considering one cuff.
2. **Neck tape:** Calculate the consumption of neck tape.
3. **Appliqué & others fabric:** Make sure that, you are not missing any appliqué & any other fabric.
4. **Estimate the wastage:** Normally we add 9% wastage for the knit items. However, it may vary depends on how many process the garments have. If it is with only front chest print then 9% is ok but if with allover/rotary print, with heavy wash etc then you must increase the wastage. Moreover, if the garments with pigments dye then add minimum 25 to 30% wastage because in this pigment dye garments reject percentage is very high. For more details regarding consumption click followings link [For Knit](#) & [for Woven shirt](#) & [For Woven Fabric](#)

Others item:

- ❖ Print
- ❖ Embroidery
- ❖ Wash
- ❖ Test

PACKING LIST

There are following details in the packing list required as per buyer's instruction or mentioned in

L/C.

- 1) Consignee and applicant addresses
- 2) Product description
- 3) Garment Style and color
- 4) Net and Gross weight of Garments
- 5) No. Of Pieces in the Carton and Carton Dimension also other necessary information, which gives help for the custom clearance.

4.5 To evaluate the performance of merchandising activities of Top Jeans Ltd

Measuring the performance of merchandiser is necessary in order to gain an understanding of the product which have performed well & which have not performed as per the target. The performance can be as per plan below the plan or above the plan. There are three methods of analyzing merchandising performance:

1. ABC analysis
2. Sell through analysis
3. Multiple attribute method

ABC analysis: ABC analysis rank orders merchandise by some performance measure to determine which items should never be out of stock. ABC analysis utilize the 80:20 principles which imply that 80% of the sales come from 20% product.

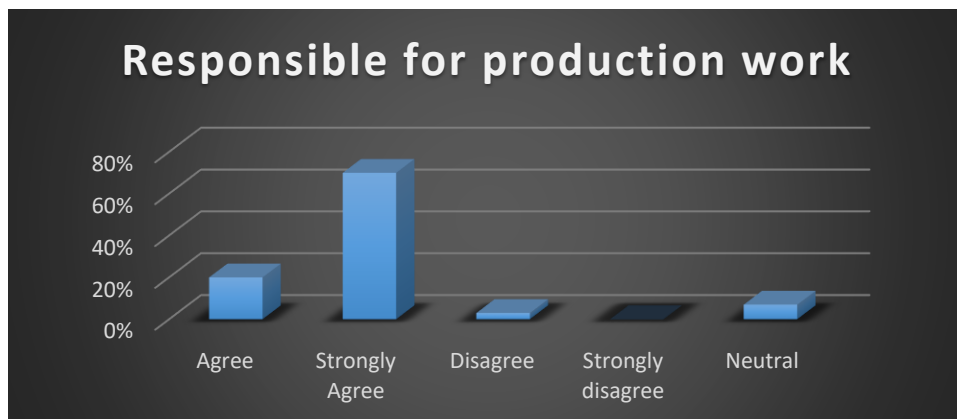
Sell through analysis: a sell through is a comparison between actual & planned sales to determine whether early markdowns to be required or whether more merchandise is needed to satisfy demand

Multiple attribute method: this method uses a weighted average score for each vendor.

This survey is to evaluate the performance of merchandising activities of Top Jeans Ltd. I selected some survey questionnaire for evaluate the performance of merchandising activities of Top Jeans Ltd

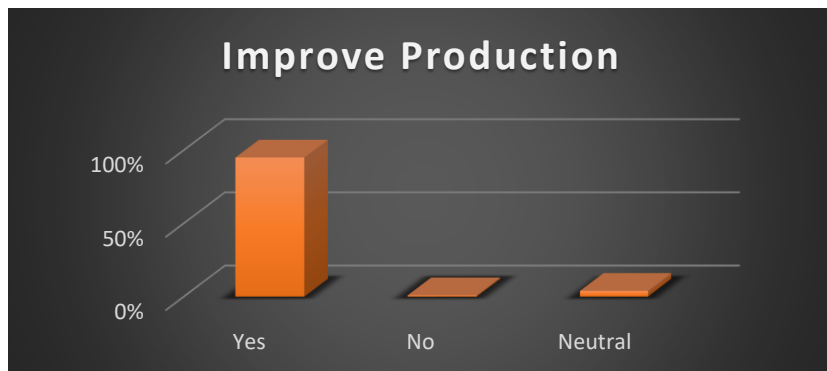
4.6 Survey result:

1. Merchandisers are responsible for production work Top Jeans Ltd?



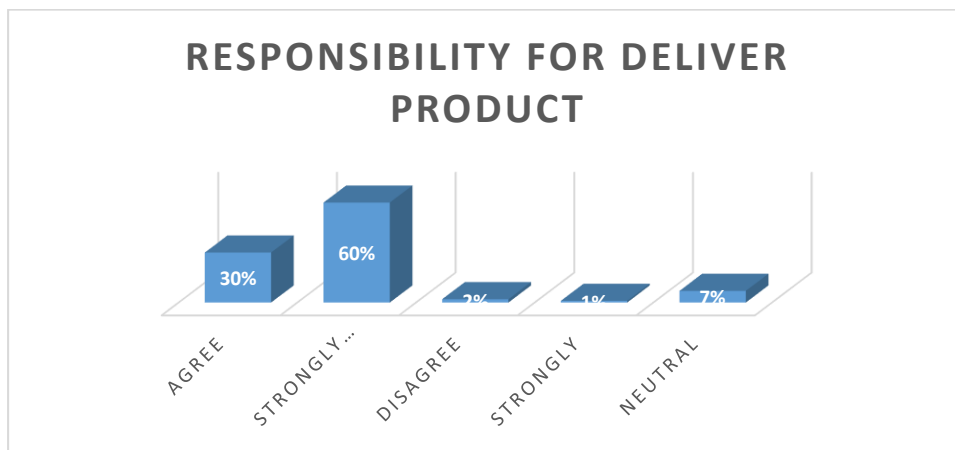
Production is very much important requirement for RMG business. Top Jeans merchandisers are responsible for production work. Because follow the survey result, that has strongly agree are 70% % also agree 20.

2. Do Merchandisers help the employee to improve production of Top Jeans Ltd?



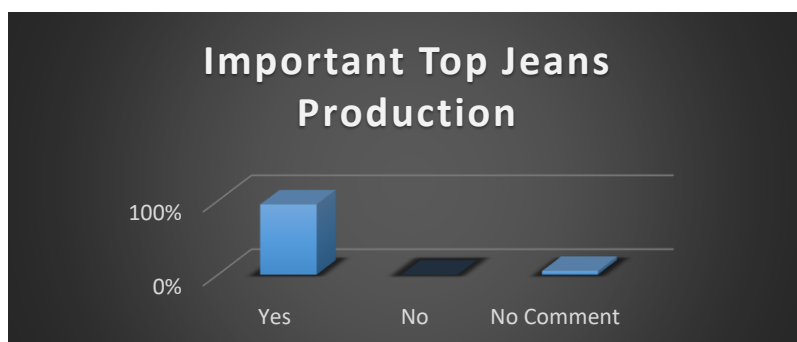
Top Jeans company merchandisers help the employee to improve production. Because maximum interviewer given the survey result are yes.

3. Merchandisers any responsibility to deliver the product of Top Jeans Ltd?



Merchandisers any responsibility to deliver the product of Top Jeans Ltd. Because that survey result are strongly agree maximum interviewer select this result & some interviewer select agree.

4. Do merchandisers are important for top Jeans production?



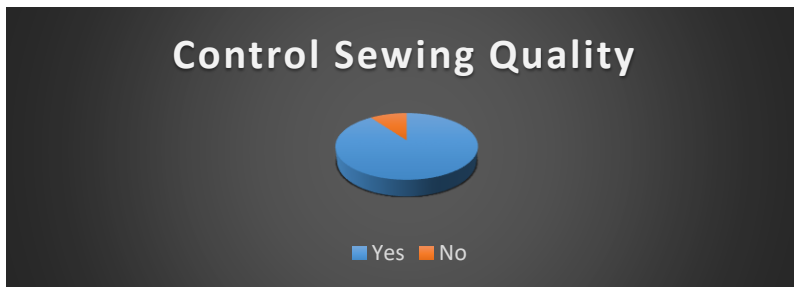
Yes merchandisers are important for top Jeans production. Because merchandiser are maintain the production side & my survey result are overall given the result yes.

5. How about the negotiation skill of Top Jeans ltd Merchandiser?



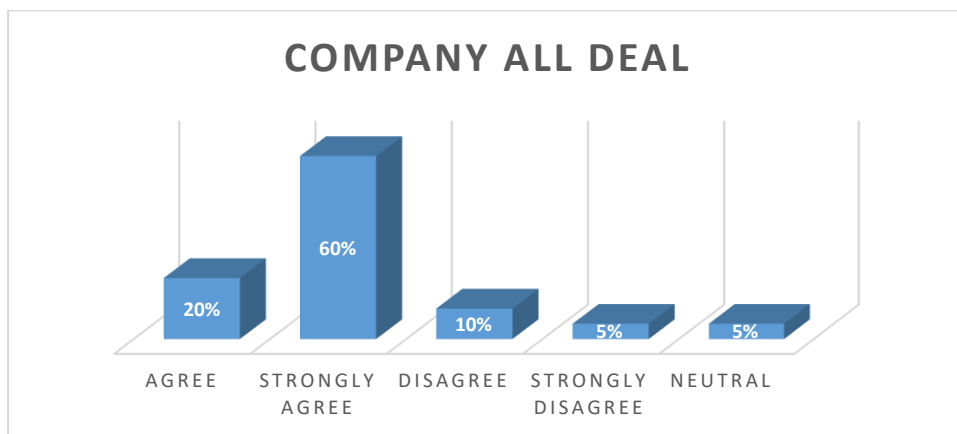
Negotiation skill very important of any merchandiser. Top Jeans ltd Merchandiser has also this skill. Survey result are 50% interviewer given answer satisfactory & 25% given better.

6. Do merchandisers of Top Jeans can control sewing quality?

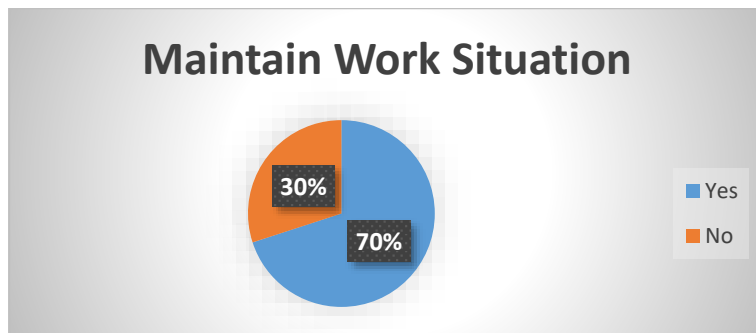


Sewing quality of top jeans company is standard. Follow the chart here most of interviewer given yes result.

7. Merchandisers of Top Jeans Company do all deal with buyer?

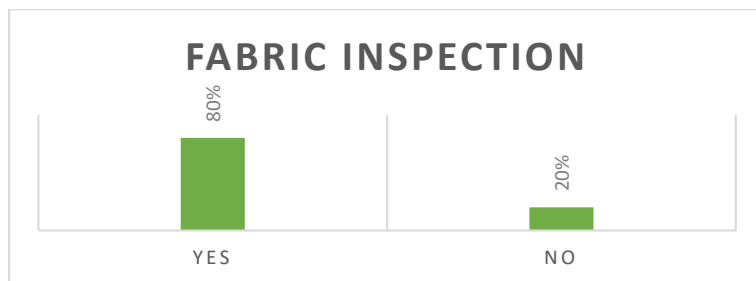


8. Do Merchandisers of Top Jeans Ltd maintain working situation?



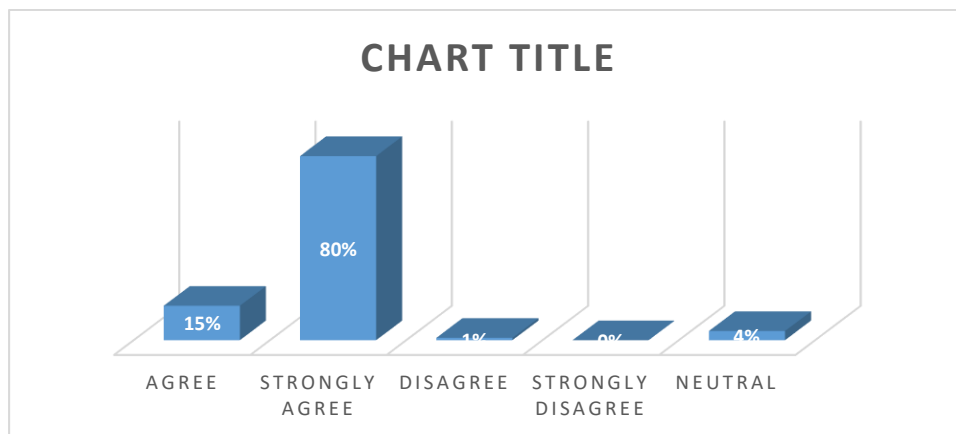
Work situation is very important to continue to work. Its depends on strong merchandiser. In here 70% are yes.

9. Do Merchandisers have any responsibility in fabric inspection of Top Jeans Ltd?



Fabric inspection also important in any garments. Fabric inspection also important in top jeans ltd. That are responsibility to merchandiser. In here maximum given the answer are yes.

10. Merchandisers can maintain quality control of Top Jeans Ltd?



Quality are control of top jeans ltd. merchandisers can maintain the quality of top jeans ltd. In here strongly agree are 80%.

Chapter: 5

Finding, Recommendation and Conclusion

4.7 To identify problem related to the merchandising activities of Top Jeans ltd

Finding:

According to my study I find that there are some problems are associated with Top Jeans Ltd. If the problems can be solved Top Jeans ltd. Will be more renowned. I am trying to give some suggestion that can help Top Jeans ltd. To improve & overcome the problems.

- 1) Sometimes merchandisers fail to negotiate. It is create problem sometimes.
- 2) Need some specialist in the merchandising department in Top jeans ltd.
- 3) Need more & latest software to make easier the merchandising activities in Top Jeans Ltd.
- 4) Too much exercise the reference power to include new employees.
- 5) Need the proper job evaluation system.

4.8 To make recommendation to solve the problem

Recommendations:

- 1) Negotiation is one of the major activities but some time merchandising of top jeans fail to proper negotiation with their clients that is hampered their production. So I think they should practices the proper negotiation system & tactics.
- 2) Asa soon as Top Jeans Ltd need to implicate merchandising specialist in their merchandising section. Who are the regular research & suggest the best comfortable ways of merchandising activities.
- 3) Top Jeans are already use more technology but I think they should be use some of update technology to add more speed in their activities.
- 4) The organization should make steps to stop the too much exercise the reference power it will affect the other employees confident & willingness to the work
- 5) In the merchandising department of Top Jeans I think job evaluation system need to more sincere because proper & actual job evaluation make the employees mined more careful to their work.

5.1 Conclusion:

Merchandiser plays a vital role in garments business. The result of the study showing that there are a lot of steps to improve our merchandising management skill will have certain implications for the business community as well as national merchandising panel. The experienced merchandiser is always demandable in every country. It may be an honorable profession for educated person. For development garments sector merchandising management system will have to focuses on modern system.

Merchandiser is the most valuable human resources for the progress of the organization. For the development of this valuable resource there are many factors involved. To increase the productivity of an organization effectively, efficient merchandiser will have to develop. Preparation of future business manager should provide for the development of managerial skills regarding to merchandiser function. Colleges and universities offering business administration curriculum would do well to evaluate their courses as they relate to the findings of this study. This direct study indicates the potential utility that could be derived from undertaking more comprehensive investigation covering only the merchandising management. There are consequent developments of newer knowledge can definitely contribute to increase the efficiency of business management and this in turn, will increase the satisfaction of all interested buyer parties, which will be the ultimate goal of business.

Greatest in the region.

Reference

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