

Internship Report

On

Analysis of Marketing Plan for MajumderGarments Product

Supervised By:

Md. AlamgirHossan

Senior Lecturer

Dept. of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Submitted By:

Name: Md. Imran Hossen

ID: 172-14-029

Major: Marketing

Program: MBA

Dept. of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Submission Date:17/5/2019



Letter of Transmittal

May 19, 2019

Md. AlamgirHossan

Senior Lecturer

Dept. of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

I would like to thank you for supervising and helping me throughout my internship program in completing my MBA. This internship program has given me opportunity to experience one of the latest and unexplored areas of business in Bangladesh and has expanded my present knowledge manifold. This report is a study on An analysis of Marketing Plan for Garments Product with special focusing on organizational as well as managerial skill with which I was assigned during my internship. The report also contains in-depth review of the Marketing Practices of the company. Please feel free in contacting me if you have any queries. I would be glad to provide any clarification regarding the project.

Respectfully yours,

Md. Imran Hossen

ID: 172-14-029

MBA Program

Major in Marketing

Faculty of Business and Entrepreneurship

Daffodil International University

Certificate of approval

The Internship Report entitled analysis of Marketing Plan for Majumdar Garments Product has been submitted to the supervisor/ Head, in Partial fulfillment of the requirements for the Degree of Masters of Business Administration (MBA), **by Md. Imran Hossen, Id: 172-14-029, Major in Marketing.** The report may be presented to the viva Board for evaluation.

.....

(Internship Supervisor)

Md. Alamgir Hossan

Senior Lecturer

Dept. Of Business Administration

Faculty of Business & Entrepreneurship

Acknowledgement

The successful completion of this report might never been possible in time without the help some person whose inspiration and suggestion made it happen. First of all i want to thank my company advisor Md. Naim Hossain, Manager (HR, Admin & Compliance) for guiding me in Majumder Garments Company ltd's for my internship. Without his help this report would not have been accomplished. Then i would like to thank my supervisor, Md. AlamgirHossan, Sr. Lecturer, DBA, for helping me completing my internship report on An analysis of Marketing Plan for Garments Product. I would like to express my gratitude to all the faculty and staff members of DIU and specifically, Majumder Garments. This report is a culmination of the one and half years I have spent here and all that I have learnt. I also thank my colleagues who helped me by providing informative instructions. I was closely attached with them during my internship tenure. Without them this project would have been very difficult. I also thank my parents, and some friends who kept on this long process with me, always offering support. And finally I also express my sincere gratitude to all those who participated to prepare the report.

Executive Summary

The Garments industry has been faring really well in the post-MFA era. It has posted over 25 percent increases in exports in the first quarter of 2005 compared to the same quarter last year. All the firms surveyed had huge increases in exports compared to the same period of the previous year. BKMEA is surpassing the government set export target in the current fiscal year, with total exports predicted to exceed US\$ 3000 million. The trend analysis carried out shows that by the end of the year 2007-2008, the export value could reach over US\$ 4500, with the total number of knitwear firms likely to exceed the 1000 mark. GSP facilities, cheap labour, backward linkage, facilities less lead time and the industrialization of the RMG sector in the past years have been the strengths of Garments sector as indicated by the responses of the experts and owners. GSP facilities have enabled the Garments sector to capture the European market. The GSP revision would allow Bangladesh to benefit even more, as in addition to the present duty free status, will also become free from complying certain minimum local value addition requirement. It has been however, hindered to certain extent due to low productivity, outdated equipment and over-priced yarn, high interest rates and concentration only on a few markets. There cumulative scores for opportunities have exceeded that of the threats, with the average score given by each expert being 2.33 higher than the threats (in a score of 5). This was because the removal of quotas in the post-MFA would allow the segment to explore into more markets, namely the US. Moreover restrictions imposed on China by the EU and the US is likely to shift buyers towards countries like Bangladesh. China itself may outsource to Bangladesh as it produces lower valued items and cannot meet its local demand. India is becoming the biggest threat to our woven sector, as it has huge incentives for the manufacturers and produces its own cotton, therefore lowering the cost of production almost 25 percent with similar valued items. On the other hand, owners of the woven factories in Bangladesh had to buy local yarns at higher price and buyers were stated to switch even for a price edge of 1 percent. To add to that, cash incentives had been stalled and BKMEA has urged for at least 15 percent cash incentives to keep up the competitiveness of the knitwear sector. To keep up the growth of the sector experts in the sector have called for marketing improvements (forward linkage), cash incentives from the government, penetrating the US market (woven is focused in the EU market), and reducing the cost of production by ensuring lower priced yarns and lower interest rate. If the knitwear sector continues to grow in the present manner, it is likely to come up as the major export earner of the country.

Chapter -1

Introduction

Introduction

Demand for practical work experience has no other alternative in today's job market. So before getting job, students must have some real world experience in a major field of study or the career choice that interests him/her. It will open up eyes and bring new horizon. Internship is useful for gaining sensible experiences from the different organizations that will help a lot to make a relation between the theoretical and practical knowledge. It is very important because it is the first time for a student to acquire a keen practical knowledge from different organizations. The perfect condition between theory and practice is on paramount importance in the context of the modern business world in order to resolve the dichotomy between these two areas. Therefore, an opportunity is offered by Department of Business Administration, Daffodil International University, for its potential business post-graduate to get practical experience which is known as "Internship". It's a mandatory requirement for the MBA program. Theoretical sessions alone cannot make a business student efficient and perfect in handling the real life business situation. Only a lot of knowledge will be little important unless it is applicable in practical life. So we need proper application of our knowledge to get some benefit from our theoretical knowledge to make it more fruitful. When we engage ourselves in such fields to make proper use of our theoretical knowledge in our practical life situation, only then we come to know about the benefit of the theoretical knowledge. Such an application is made possible through internship.

Origin of the Study

Actually, this Internship report is submitted as a partial fulfillment of the requirement of Masters of Business Administration. The work presented in this report titled "An Analysis of Marketing Plan for Majumder Garments Product. I have learnt some valuable information about over all garments product in Majumder garments ltd. I believe it will help me in future. I believe this report will be used as a benchmark of future further research activities. I was attached to a host garments named "Majumder garments ltd." for three months. During the three months I was placed in the

Management trainee department of the garments. In this time of my internship period the garments provide me the opportunity to participate in their work.

Scope of Study

For conducting this study an overall knowledge of the total garments system will necessary because the departments are linked with each other due to some partial proceeding. The scope of the organization part covers the organization structure, background, objective, function, departmentalization and business performance of Majumder Garments as a whole. This report mainly emphasizes in An Analysis of Marketing Plan for Majumder Garments Product. However , the report also cover brief overview of Majumder garments ltd, its products, services, operating activities, financial position, performance analysis of Majumder garments ltd.

Objectives

Broad objective: Objectives are basic tools that underlie all planning and strategic activities. They serve as the basis for creating policy and evaluating performance. Some examples of business objectives include minimizing expenses, expanding internationally, or making a profit.(Make a good relationship with buyer)

Specific objectives: Specific Objectives are statements that describe: results in terms of knowledge, attitude, skill, aspiration, and behavior. participant performance, rather than trainer performance or instructional procedure. expected performance change at the job site. (Maintain 100% quality product)

Objective means the purpose of this report. The objectives of this report are as follows:

- To examine the marketing plan of Majumdar garments product (MGP).
- To know about the overall existing marketing strategies of MGP.
- To identify the problems of marketing plan of MGP.

Methodology:

The report is descriptive in nature mainly to types to data are used to prepare this report. They are primary data and secondary data.

Data Sources:

The information and data for this report have been collected from both the primary and secondary sources.

Primary data sources:

- Interviewing and interacting with the Majumder Garments Product.
- Observing different organizational activities.
- Conversation with the staffs of this garments.

Secondary data sources:

- The annual reports of Majumder Garments Ltd.
- Different papers of the garments.
- Various records of the garments, unpublished data.
- Different textbooks, journals, booklets and
- Web site of Majumder Garments Ltd.

Scopes of the study

For conducting this study an overall knowledge of the total garments system will necessary because the departments are linked with each other due to some partial proceeding. The scope of the organization part covers the organization structure, background, objective, function, departmentalization and business performance of Majumder garmewnts ltd as a whole. This report mainly emphasizes in garments products activities Majumder garments ltd. However , the report also cover brief overview of Majumder garments, its products, services, operating activities, financial position, performance analysis of Majumder garments ltd.

Limitations:

Every matter has got some limitation. So this is also not an exception. The limitations of this internship report are been below:

- Some data could not been collected for confidentiality or secrecy of the management to the general people as a result the study is mostly depends on official files and annual reports.
- Available data also could not be verified. In most cases I simply did not have any option but to furnish with data without verification.
- Although the officers of the Majumder garments ltd. have been very helpful, they didn't have enough time to provide, as they are very busy with their assigned works. So, in some cases, observation was needed.

Chapter–02

Overview of Majumder Garments Ltd.

The pioneer of the Group, Late AKM Fazlul Haque Majumder, established the business in the 1960s with raw jute trading, Majumder Jute Baling Ltd. A sharp decline in worldwide demand for jute induced the Group to diversify its portfolio.

Foreseeing high growth opportunities in the readymade garments sector (RMG), the Group established its first shirt factory in the early 1980s. To meet rising international demand, capacities and operations were expanded - a sourcing office, a new shirt factory and packaging unit were launched consecutively by early 1990s.

VISION AND MISSIONS

Majumder Group is committed to providing creative and scalable solutions for every customer. We know that each customer is different, which is why all of our services can be easily customized. Learn more about what we offer below and give us a call if you have any questions, or if you'd like to meet with one of our team members.

Vission

- Internationally accepted compliance accreditations
- Quality assurance
- Timely delivery
- Competitive prices
- Excellent customer support services
- Ethical business practices and transparency

Mission

Our vision has always been to grow with our clients and to meet their changing needs. At Majumder Group, we are committed to maintaining ethical business practices, transparency and thus achieving continuous client satisfaction.

Clients

- Internationally accepted compliance accreditations
- Quality assurance
- Timely delivery
- Competitive prices

- Excellent customer support services
- Ethical business practices and transparency

Employees

- Adherence to international labor standards
- Safe and hygienic working environment
- Working culture based on mutual respect and trust
- Continuous training and human capital development
- Personal bank account for every worker
- Group insurance policies
- Welfare fund
- Access to financial services
 - Partnership with bKash Bangladesh to provide mobile banking solutions to our employees

Society

- Women empowerment
- Contribution to national foreign exchange earnings
- Reduce unemployment
- Environment-friendly production facilities
- Poverty alleviation through funded projects

Suppliers

- Longstanding partnerships
- Timely payments
- Fair business practices

Situation Analysis:

This section present relevant background data on Sales, Cost, Profit, the market, Competitors, Channel, which are essential for analyzing a situation appropriately. All those factors are exposing in below:

Majumder Garments Company Ltd's is already earning monthly sales 2,10,00,000
Cost of product each year 15,00,00,000
Profit of the companies 2,37,00,000

The market and Channel of the companies:

The market of Majumder garments Company Ltd is selected as large segmented area. This is sufficient for creating a large amount of sales that the company. Now we are disclosing the market area of the garments product **(BD)** Ltd and some selected buyer list.

Few Clients and measured Channel area of Majumder Garments.

Majumder has always been particular the needs and requirements of our clients , which explains our extensive clientele. Most of clients make repeat purchases since to us customer satisfaction is an integral part of business relationship. In the 15 years of our existence we have been successful in building up an impressive client list comprising of different countries.

Some major clients of Majumder Garments Company Ltd, Bangladesh are bellow:

1. Denmark
2. Italy
3. France
4. Canada
5. U.S.A
6. Germany
7. Norway

And ***Majumder Garments Company Ltd.*** are also distributed to local market of their product.

Marketing Summary:

I have collected some data to the *Majumder Garments Ltd.* from February 13th end 6th May and data collection completed by 6th May.

COUNTRY	%
FRANCE	20
CANADA	15
ITALY	15
GERMANY	25
DENMARK	10
U.S.A	5
NORWAY	10

Majumder Garments Company Ltd. is one of the reported garments company of Bangladesh. It has different business. These are bellow listed.

- THE MAJUMDER LTD.
- MAJUMDER APPARELS LTD.
- MAJUMDER GARMENTS LTD.
- MAJUMDER PACKAGES LTD
- MAJUMDER JUTE BALING LTD.

Marketing summary always indicates all marketing activities, function have to study.

Majumder Garments Company Ltd distinguishes marketing activities function and some crucial things are showing now appropriately. Majumder Garments Ltd. has different office outside the country like as:

- Vario Tex-Place of Germany
- Vario Tex-2-Place of French

Target Market:

Majumder Garments Company Ltd. Bangladesh all has selected a target market. The target market of *Majumder Garments Company Ltd* is worldwide and also determined about its that how they can increase their target market in globally. From its segmenting area the company will get desired sales for accomplishment of organizational goals.

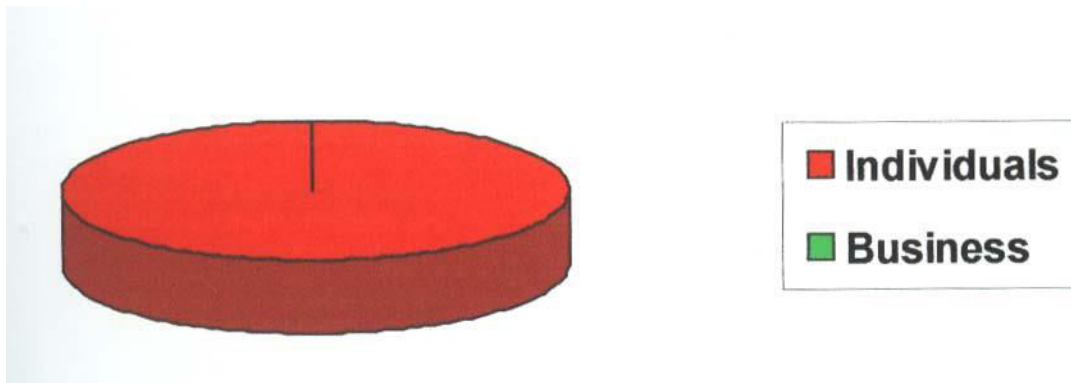


Figure 1: Target market

Product, Offering, and Brand, Value, and Satisfaction:

Activities performed at *Majumder Garments Ltd.*

- Local Function and activities.
- Machinery & Equipment being used.

Local Function & Activities:

At Majumder Garments Factory a list of disciplined activities carried out various qualified and skilled engineers and technicians ensure the final quality of Garments product. Some of the various activities that are invalid in the production process include:

1. Washing
2. Fabrication
3. Assembling
4. Testing
5. Maintenance
6. Training institute
7. Child care
8. Medical center
9. Maternity leave

Machinery & Equipment being used:

Apart form our skilled and efficient staff members and technicians; our factory houses some of the most technological advanced machinery that ensures the smooth finishing of our products.

TOTAL EMPLOYEES

Description	Employees (Person)	Total Employees
Merchandising Staff	25	4165 Persons
IT Staff	5	
Sample Man	22	
Q.A.- Raw mat. Inspector	10	
Q.A. – In Line Inspector	140	
Floor Q.C.	25	
Q.A. Auditors	12	
Cutting Section	70	
Sewing Section	2970	
Trimming/Finishing	400	
Pressing	92	
Packing	75	
Electrician/Mechanics	40	
Washing	165	
Office Staff & Others	114	

MACHINE DESCRIPTION

MACHINE DESCRIPTION (WOVEN):

Type of m/c	Qty	Total m/c
Single Needle	917	
Double needle	120	
Over lock	119	
Kansai	40	
Bar tack	40	
Button stitch	26	
Button hole	26	
Eyelet Button hole	4	
Snap Button	38	
Blind stitch	-	

Feed of the arm	62	
Cutting m/c	08	
Heat cutter	-	
Fusing m/c	02	
West belt setting	-	
Over lock elastic attaching m/c	05	
Arm hole sewing m/c	04	
Lay end cutting m/c	05	
Flat lock m/c	10	
Auto patch pocket	-	
Thread sucking m/c	05	

Seam sealing	05	
Zig zug	04	
Loop Making m/c	05-	
Elasting attaching	02	
P.P Belt machine	01	
Auto loop attaching		
Pattern sewing (for collar and cuff)		
Level joint		
Quilting		
Collar & cuff T m/c	05	
Fabric inspection m/c	01	
Tag gun	30	
Needle detector m/c	02	
Label Cutting m/c	05	

Vertical m/c	20	
Gambol Fusing m/c	03	
Band knife m/c	02	
Compresher m/c	03	
Union special m/c	01	

Electric boiler	04	
Gas boiler	05	
Steam Iron	51	
Vacuum iron table	51	
Thread sucking m/c	05	

WASHING PLANT:

Type of m/c	Qty	Capacity/ m/c
Sample washing m/c	03	15 kg
Washing m/c	18	500-700 lb
Hydro extractor	04	20 kg
Dryer	19	100 kg
Boiler	03	3-4 ton

Marketing Demographics:

Market demographic refers some essential factors of the company such as customer of the companies, companies target market area's customer. Mainly those customers who is purchasing *Majumder Garments Company Ltd*, Bangladesh and it using. Organization should cautions about their customer that how they can sale their product to the customer.

Majumder Garments Bangladesh Ltd already has product many different kind of product for creating superior customer value to accomplishment of organizational goal. Buyer of the product is fully satisfied to use it. *Majumder Garments Ltd.* is hardly belief that within short time they will make themselves as a market leader all over the country and should try to expose their business in globally.

Geographic's

- The immediate geographic target is the foreign market in the world.
- The *Majumder Garments Ltd.* have selected a reach customer target arena in the country.
- The total targeted population is just 7 countries buyer 1200 business customer.

Demographies:

Male: female- 850%; 15%. The reason for this discrepancy in the male to female ratio is generally explained by the fact that mane typically active for their own responsibility and have leading capability of any organization because they are more much adequate than female.

42% of the target customer is come by the intermediate or media. 73% of the target population has graduation degree. **Behavior Factors:**

- Individual and business interest is personified by the type and condition of the product.

Market Need

Majumder Garments Ltd. is providing the market with a premium of electrical product service for the East Meadow community. *Majumder Garments Ltd* seeks to fulfill the following benefits that are important to the customers.

- **Exemplary customer's services:** The target customers have money and are used to having excellent customer's services. They will not regularly use Majumder Garments product unless they receive excellent service.
- **High Quality Products:** The target value of higher quality services for their upper end product.
- **Convenience:** The hours of operation as well as the time needed to provide the service must be convenient and respectively, to gain market share.

Market Trends

This was used to find out the extent of growth in the number of firms and the volume of exports of the woven industries in the post MFA era. The trend was created using the data of the woven growth of the first quarter of the year 2005.

Frequency

Frequency tables are used quite a number of times in this report, e.g. to identify reasons behind the growth of individual firms. It allows the reader to easily understand the rate of recurrence of a particular option. Using this technique we were able to identify the reason most likely to have affected the growth for the owners employees.

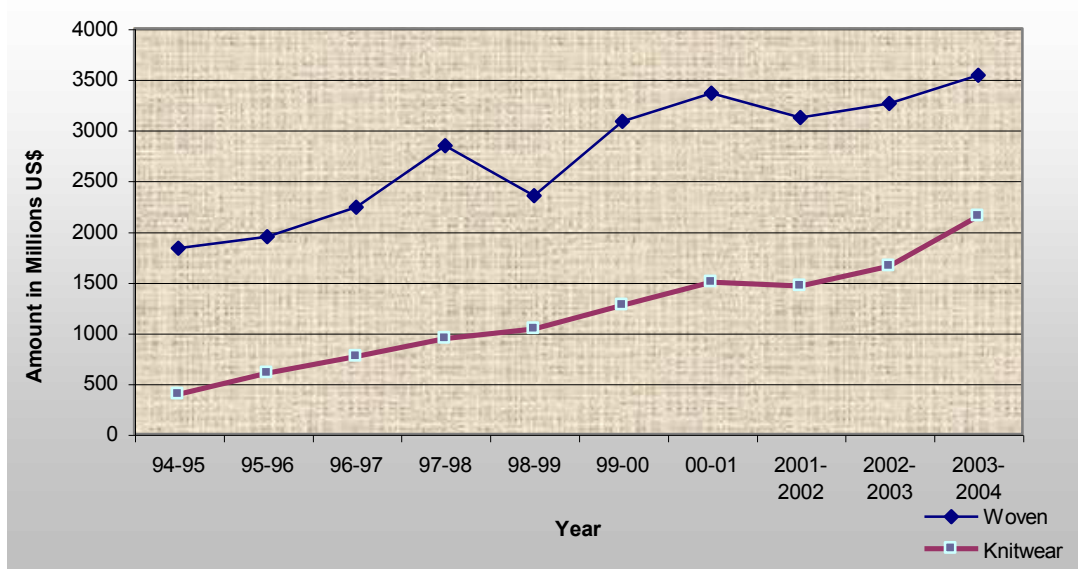
Market Growth

Bangladesh has been able to reach its current position due to several factors. The government has provided fiscal and financial support such as duty drawback facilities, tax holidays, cash assistance, income tax rebate facilities, zero tariff on machinery

input, rebate on freight and power rate, bonded warehouse facilities, provision of import under back-to-back L/C, credit at concession rate, export credit guarantee scheme, and retention of foreign exchange earned by the exporters, all of which facilitated the growth of this sector. (Anik, 2005)

But the major factors behind this explosive growth have been both General System of Preferences (GSP) and Multi-Fiber Agreement (MFA), which allowed Bangladesh to export to EU and the USA, respectively. These two market accounts for more than 94% of total garments exports from Bangladesh and the export volume to other markets is negligible.

Growth of Apparel Sector



SWOT ANALYSIS

SWOT analysis is indicating the combination of Market strength, Weakness of the company and opportunity, threats of the competitors in the competitive market of the world.

Strengths

- The things that you are already good at. These are the areas you should capitalize on and develop. Environment friendly products.
- Special features of products.
- Modern technology.
- Good experience & good learning curve.
- Satisfactory debt management.
- Effective management.
- Global reputation
- This organization maintaining attractive market share.
- Capability to procure long-term finance in spite of declining
- Profitability.
- Adequate organizational structure.
- Availability scope of management.

Weakness

Areas where you lack expertise or experience. *Majumder Garments Ltd* have some lack that for the company is not a market leader but this company is trying to consists their self as a market leader. Some mentioned weakness of *Majumder Garments Ltd*. Bangladesh are disclosing below:

- ☞ Ineffective operation system.
- ☞ Employee's wages is not sufficient.
- ☞ Uncertainty of credit worthiness.
- ☞ Data presentation to foreign buyers is not effective.
- ☞ Frequency of advertisement of *Majumder Garments Ltd* is lesser than its competitors.
- ☞ Foreign market access is not very effective.
- ☞ Management expertise is not so satisfactory.

Opportunities

Opportunities major purposes of environmental scanning is to discern new marketing opportunities. A marketing opportunity is an area of buyer need or potential interest in which a company can perfume profitability. Opportunity can take many forms and marketers have to be good at spotting them.

Now we are discussing the environment of Majumder Garments Ltd, Bangladesh which includes opportunities and threats called external environment. The company's opportunities are given bellow:

- ☞ Majumder Garments Ltd, Bangladesh group has positive corporate image.
- ☞ Good security protocols for the business.
- ☞ Able to create customer satisfaction by its product.
- ☞ Infra organational structure of competitor.
- ☞ Economic of scale in investment.
- ☞ A huse potential customer's base.
- ☞ Effective employee's skill.
- ☞ Adequate operational system.
- ☞ New environment friendly products through research & development.

Threats

Some developments in the external environment represent threats. An environmental threat is a challenge posed by an unfavorable trend or development that would lead, in the absence of defensive marketing action, to deterioration in sales or profit.

Majumder Garments Ltd. threats are that many strong competitor existences in the market. They have been trying to establish their own interest very rapidly. But this company mentally prepare for protecting any unethical activities done by the competitors.

Now we are showing some essential threats of the companies-

- Lack of qualified product availability
- Strong competition
- Changing Customer's desire
- Emerging fresh agency/distribution
- Diverse cultural activities
- Different social environment
- Turmoil political situation of the current world.

All above the factors should help the marketer to understand the market opportunity and for making a proper decision to achieve the organizational goal.

Many competitors existing in the market those organizations are trying to operate their business absolutely for covering the target area and for establishing their business all over the country.

Competition

There is many other garments product company existing in the country. It is quite maturity stage and trying to compete with garments product by offering low prices. However, it is not targeting the customer who seek quality service Garments product.

The customers who *Majumder Garments Ltd.* is targeting have their product based on the quality of the job. They do not mind each week to have their Garments product and waxed in order to keep the point working excellent shape. The businesses that The *Majumder Garments Ltd* targets will be more cost conscious, so prices will be approximately 15% less for these customers to promote volume usage.

Major Competitors of the Industry

The companies who are performing well and have maximum market share of the industry are as follows:

1. Nassa Group of companies
2. Standard Garments Ltd.
3. Mam Garments Ltd.
4. Dolphin Garments Ltd.
5. Desh Garments Ltd.
6. Murad Apparel Ltd.
7. Shirin Apparel Ltd.
8. Palmal Garments Ltd.
9. Khalil Garments Ltd.
10. KDS Garments Ltd.

Services

Service it is an act, activities or benefit which one group offer to the another and it is intangible, imperishable. But the *Majumder Garments Ltd* product service indicating when garments product is becoming trouble.

Majumder Garments Ltd is very cautious about their services. They have selected many service teams to serve the market and solving problem.

Key Success Factors for Vendors

For Vendors:

The garment export trade starts with the buyer placing an order with the seller (vendor). Therefore it must be noted that if the vendor is unable to secure orders from buyers, he is out of business. In order for the vendor to be successful in securing orders continuously he must consistently make delivery in the right quality, at the right time and at the right price. To maintain these attributes and standards (Price, Quality and Delivery) the vendors will be required to consistently upgrade their production facilities, increase productivity and have a strong management team.

Therefore in identifying a quality vendor one must look for the following:

1. **Experienced:** who has been in business for a considerably long time (15yrs for group),
2. **Reputed:** who has long-term buyer relationship, and has secured business consistently from reputed buyers,
3. **Successful:** buyers are willing to place continuous orders.
4. **Good Management with Farsightedness:** experienced and committed management focused towards consistent upgrading and improving production facilities,
5. **Financial Strength of the Group:** who may sustain in the cut-throat price war situation,
6. **Buyer Diversification:** who has diversified based on buyer as well as destination,
7. **Adherence to International Labor Standards:** with buyers becoming more and more demanding about the quality of life being given to garments workers, manufacturers have to ensure that they adhere to stringent labor laws, factory construction standards etc. Most of the large buyers have their own inspection team and standards certification process before they procure from sellers.

Credit Process

The following tables show the different criteria that the vendors must fulfill to be eligible for Citibank's services

Table 2.1:Pre- Screening Criteria

Parameter	Requirement
1. Apparel exports of the Group	Min USD 10MM
2. Registration with BGMEA*	Yes
3. Bangladesh Bank's Defaulters list	Clean Report

4. SDN check	Not on SDN list
5. Export of the Group to GRB & D&B 1-3 rated client (s)	>=50% of group turnover
6. GRB Client Reference and/or D&B Rating	Positive
7. Length of relationship with GRB client	Min 2 years

Table 2.2: CUSTOMER SELECTION CRITERIA

Parameter	
1. Years in Business (for Group)	>=5 yrs
2. Apparel Export Turnover of Group	Min USD 10 MM
3. Profitability ¹	Positive for last 10 yrs
4. Financial Ratios for company Interest Cover, Leverage, Current Ratio	>= 2 <= 1.5 >= 1.1
5. Trade Reference Check	Positive
6. Visit to site	No adverse comment (waived for stand alone PSE facility)
7. Single buyers concentration	Maximum 40%
8. GRB & D&B checking covering minimum 40% of sales of the units to be financed by us	Positive
9. Minimum Yearly Revenue	Category A = USD 25 M Category B = USD 40 M Category C = USD 50 M (waived for stand alone PSE facility)

- Leverage calculation excludes L/C / acceptance liabilities from the payable. However, including Acceptance, leverage cap is 2.50

In addition

While **Majumder Group** does not seek any recourse from the buyer for its vendors financed under this program, Citigroup will use the following criteria judgmentally for selecting a buyer/ GRB buyer:

1. Satisfactory payment history as confirmed by exporter
2. No adverse comment on company from overseas Vario Tex Vision if a GRB buyer
3. Willingness of the buying office to support the program by providing details on their operations/ references on the vendors

Table 2.3: PRODUCT RISK ACCEPTANCE CRITERIA (PRAC)

Facility			
Pre Screening	Yes		
Standard Documentation	Yes		
Personal guarantees from Directors / owners	Yes		
Max. tenor of Facility	360 days (360 day for OD only which amounts maximum of USD 100million 180 days while shipping guarantee tenor is 18 months)		
Level of Facility - Unit / Group Level (maximum of 40% of group VMP export or the limit mentioned, whichever is lower) % of export to GRB Buyers and or to D&B rated 1-3 buyers Limit within the total facility To negotiate discrepant docs (Only GRB buyers)	CATEGORY A	CATEGORY B	CATEGORY C
	Group Turnover>USD 25MM	GroupTurnove> USD 15MM	GroupTurnover (TO)> USD10MM
	Group Network> USD 4MM	Group Network> USD 3MM	Group Network> USD 2MM
	No. of years in business > 7	No. of years in business > 6	No. of years in business > 5
	US\$7MM	US\$5MM	US\$ 1.5MM
	50%	50%	50%
	(US\$ 800M)	(US\$ 500M)	(US\$ 300M)
Maximum Finance (% of Master L/C)	90% (Usance/Sight B/B L/C-75% plus Packing Credit/Overdraft-15%)		
Security	Hypothecation of stocks & receivables		

Max allowable limit for B/B L/C set by the central bank is 75% of the Master L/C. If that reduces, Citigroup will also have to reduce the maximum finance limit for B/B L/C.

Critical Issues:

Majumder Garments Ltd. is still in the matured stage as a growing-up organization. Its critical issues are....

- Continue to take a positive approach to the customer, expand at reasonable rate, not for the sake of expansion in itself, but because it is economically wise to.
- Build brand awareness, increasing the customer base and developing brand equity.
- Establish Majumder Product as the premier garments product service provider in the global world.
- Majumder Garment Ltd. is very cautious about their management efficiency, intelligence by which they are providing quality service to their target customer.
- To take majority decision by gathering various information which are related to their organization matter in the competitive area?
- Majumder Garment Ltd. believes that effective working process is essential for success in the challenging state.

Chapter-3

Marketing Plan and Marketing strategy of Majumder Garments

Marketing Strategy:

Marketing strategy is an essential process for gaining competitive advantage, requiring the active participation of all major business function in the organization. Marketing strategy is an ongoing process of making decision, implementing them and measuring their effectiveness overtime.

Marketing strategy consist of the analysis data, strategy development and implementation actives in various side. Developing is a vision about the market of interest to the organization, selecting market target strategies, setting objectives, developing, implementing and managing the marketing program positioning strategies designed to meet the value requirements of the customers in each market target. The marketing strategy will be to develop brand equity, increase customer awareness of *Majumder Garments Ltd.* and build the customer base. The strategy will use several different methods to achieve these goals.

The marketing Strategy of *Majumder Garments Ltd.* is to improve Customer Service, reduce cost and improve productivity.

Missions

The mission of *Majumder Garments Ltd.* is to provide top-quality Garments product and detail service for luxury Garments product in the world, *Majumder Garments Ltd.* will work to keep employees satisfied in order to maintain impeccable customer service.

Majumder Garments Ltd. will become the acknowledge leader in Garments industry to provide quality products into reachable price. Leadership will be achieved by establishing the industry standards of excellence for quality of service and by maintaining the board loyalty relative to our service commitment.

Marketing Objective:

- ☞ Increasing repeat customers by providing various promotions to the customer.
- ☞ Steadily increase market share every year.
- ☞ Develop brand awareness and acceptable, qualified by a decrease in customer acquisition costs.
- ☞ To create and continuous upgrading the loyalty of the clients and their recommendation of our people through: quality products and good advice, dependable service and delivery and efficient marketing effort.
- ☞ To establish a strong and distinguished corporate portfolio and image by retaining the tradition of the world's greatest product line up.
- ☞ To continuous upgrading, monitoring and evaluating of total quality management (TQM) approach to all marketing and distribution system by making dynamic, honest and industrious showroom and dealer personnel, an integrated part of the family.
- ☞ To reach the pinnacle of the market in Brand category combined with customer segmentation and strengthen our position there.
- ☞ Develop an integrated human resource policy and implement its consistent use through the organizational training, authority commensurate with responsibility and recognition for performance.
- ☞ To ensure that every member of the management team will be a person of top capability.
- ☞ Introduce methods to plan for the provision of required caliber and quantity if staff.
- ☞ Assist the organization in becoming more customers aware and responsive in changing needs of external marketing environment.
- ☞ Define and encourage implementation of an improved communications culture throughout the organization.
- ☞ Faster a leadership style throughout the organization which encourage the respect for individuals, teamwork and close identification with customers.

Target Marketing

Majumder Garments Ltd segments its customers by types of variety garments product ownership. Majumder believes that the types of garments product that a person owns say volumes about their driving, and therefore their garments product service and detailing requirements.

1. New Buyer: Buyer of newer garments product most likely to use garments. These owners take great pride in their garments product and will bring them often to the resurge and detail service. The goal with these customers is to promote regard use of the wash and detail service. The aim is to inform these customers that *Majumder Garments Ltd* will keep their garments looking as it did the day they drove it off the lot.

2 New Business Buyer: These people have either owned their low-amount polo shirt for fulfillment of their need or are unable to afford the expense of an high-amount garment product but want the feel of relaxed quantity. Both of these group want to keep their garment in the best shape possible. These who have bought garments product will often spend in their garment and will place high importance on keeping their garments product looking good.

These owner will bring their garments product in for regular service and occasion details.

3 Middle Classes Business: These people are often sultry or middle-classes business men and will regard the look of their garments product as important, they will also pride themselves on the look of their garments product and will have their garments product resurge service (at least) half an year. These drivers will have an occasion detail, but will keep their garments product so active the detail will not be necessary very often.

4. Lifetime owners: Many of these people have owned their garments product for more than five or six year, and are more likely to be less income business people. They are attached to their garments product as best alternative and though it may be more sensible for them to purchase an new garments product, they like their T-shirt,

polo shirt, long sleeve, short sleeves to look strong. And want to keep it in good shape but are not tied up in the look of their garments product. For this reason, they will not have detail carried out on their garments product unless they are selling it.

Positioning

All marketing strategy is built on STP Segmentation, Targeting, and Positioning. A company discovers different needs and groups in the marketplace, targets those needs and groups that it can satisfy in the super way, and then positioning its offering so that the target market recognizes the company's distinctive offering and image.

Majumder Garments Ltd. seeks to position themselves as the premier T-shirt service provider in the urban area. This positioning will be achieved by leveraging their competitive edge.

Majumder Garments Ltd. competitive edge will be any where in the country and the quality of the buyer address in the country. As mentioned, the people has been in the garments product business for over 25 years, and has an excellent reputation and a myriad of both business and personal contacts. In addition, Mark has put great deal of emphasis on creating a system that is both fast and effective, which will keep costs, in terms of time spent per garments product to a minimum.

Marketing Mix :

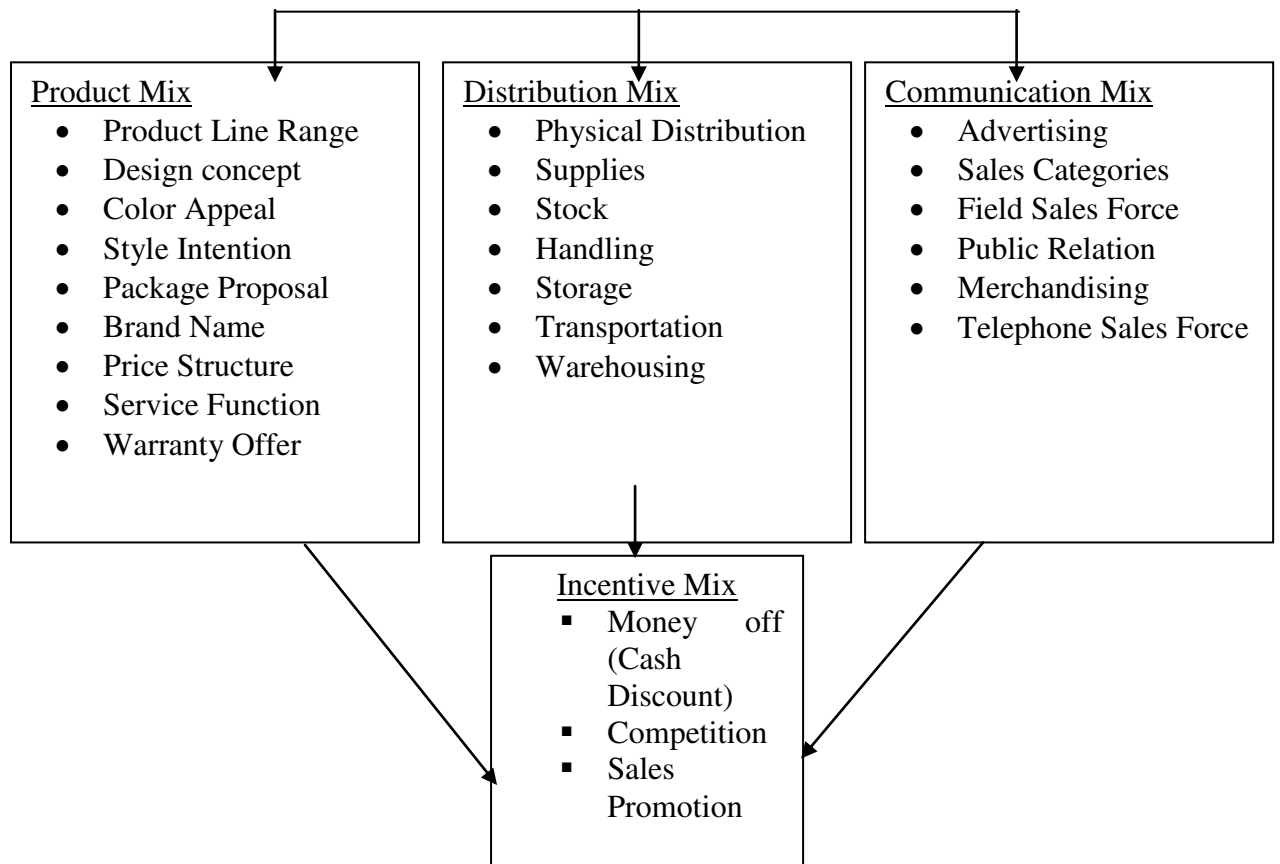
Majumder Garments Ltd. marketing mix is comprised of the following approaches to pricing, distribution, advertising and promotion, and service.

On the other hand we know marketing mix is a combination of four elements:-

1. Product
2. Incentive
3. Distribution
4. Communication

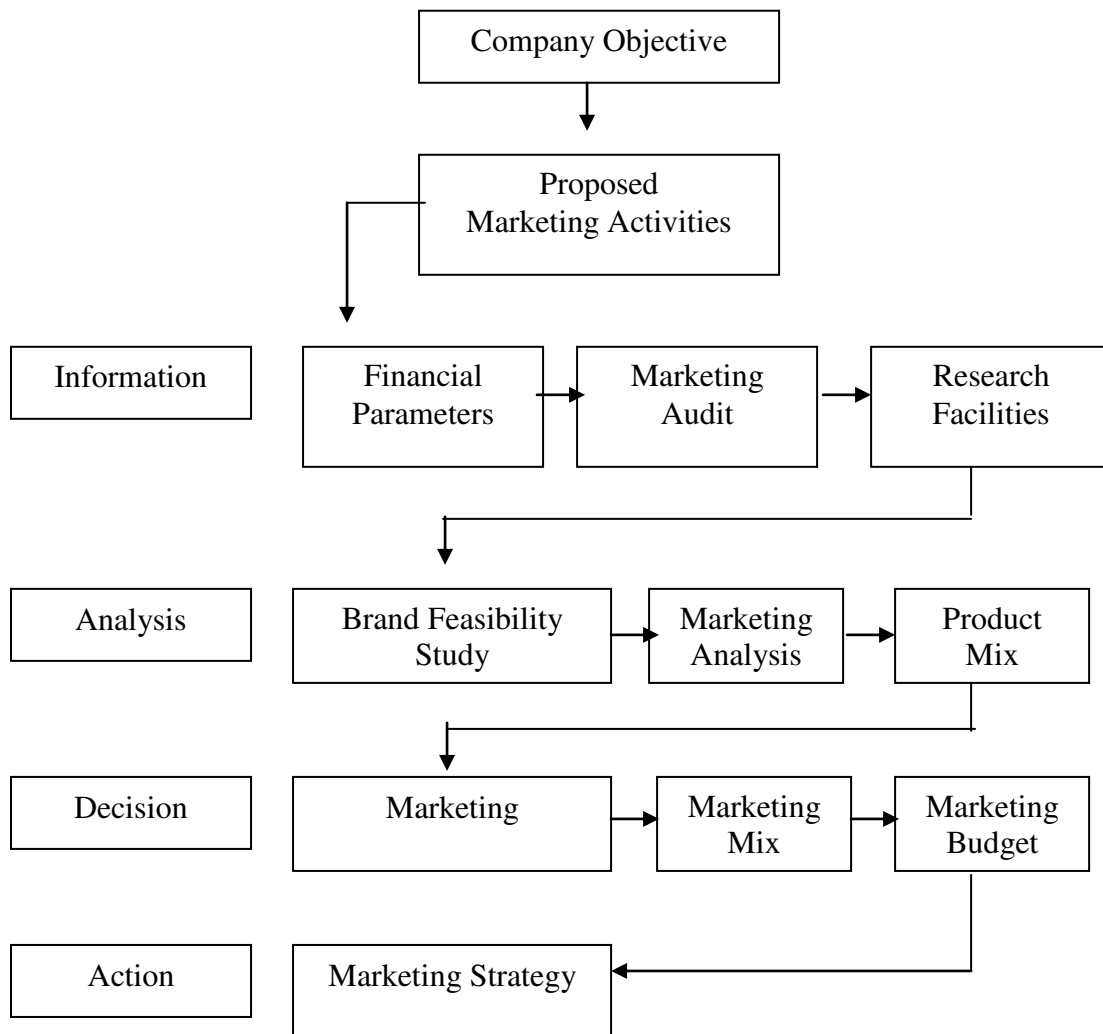
The following figure will make it clear.

Marketing Mix



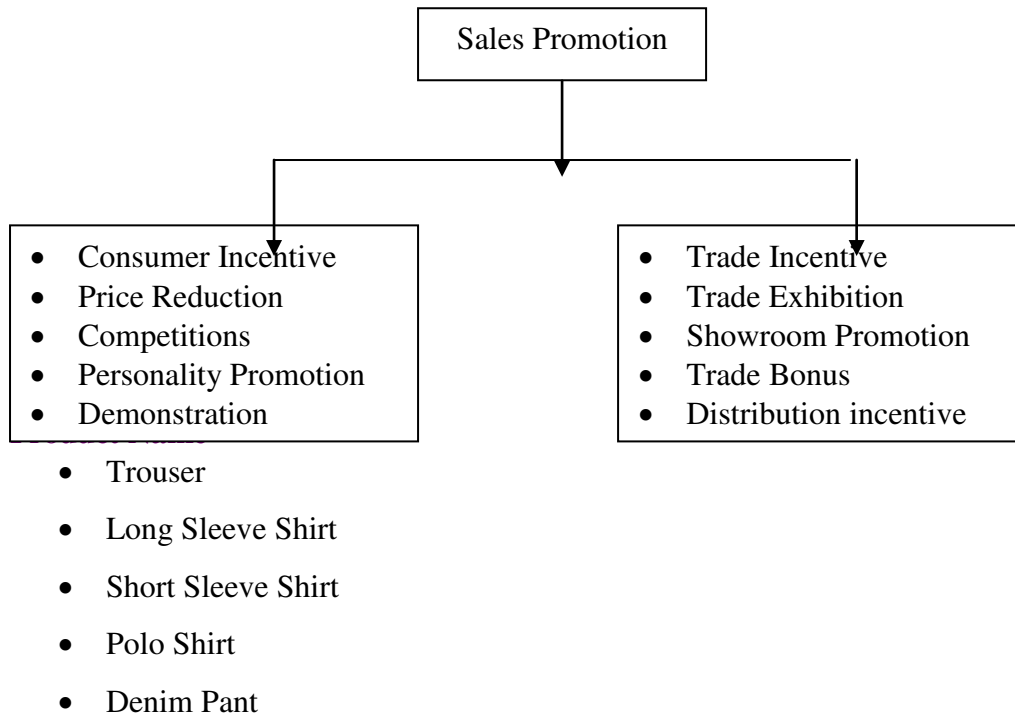
Operational Plan

The operational Plan of Majumder Garments Ltd. can be presented in the following manner



Sales Promotion

The sales promotion activities of Majumder Garments Ltd. are described in the following pattern.



Marketing Research: The table below shows that the knitwear exports are rising in composition of Bangladesh RMG exports, with its share rising from just over 15% in 1990 to over 29 percent 2000. The rate of increase of knitwear exports has accelerated during the last 2 years. The market penetration in EU has been drastic. Since 2000-

Table 3.1 Changing commodity composition of Bangladesh RMG export

Year	Knitwear		Woven RMG		Total	
	Million US\$	% Share	Million US\$	% Share	RMG export	Total share
1990	131.20	15.14%	735.62	84.86%	866.82	100.00%
1991-92	118.57	10.03%	1064.00	89.97%	1182.57	100.00%
1992-93	204.54	14.15%	1240.48	85.85%	1445.02	100.00%
1993-94	264.14	16.98%	1291.65	83.02%	1555.79	100.00%
1994-95	393.26	17.65%	1835.09	82.35%	2228.35	100.00%
1995-96	598.32	23.49%	1948.81	76.51%	2547.13	100.00%
1996-97	763.30	25.43%	2237.95	74.57%	3001.25	100.00%
1997-98	937.51	24.79%	2844.43	75.21%	3781.94	100.00%
1998-99	1035.02	25.75%	2984.96	74.25%	4019.98	100.00%
1999-00	1268.22	29.16%	3081.19	70.84%	4349.41	100.00%

Source: BGMEA

2001 the growth has been 101.19 percent. This is due to the 74.63 percent growth in the FY 2003-2004 itself. On the other hand there is declining trend in US market. In the FY 2003-2004, the market experienced a negative growth of 32.47 percent over the last FY.

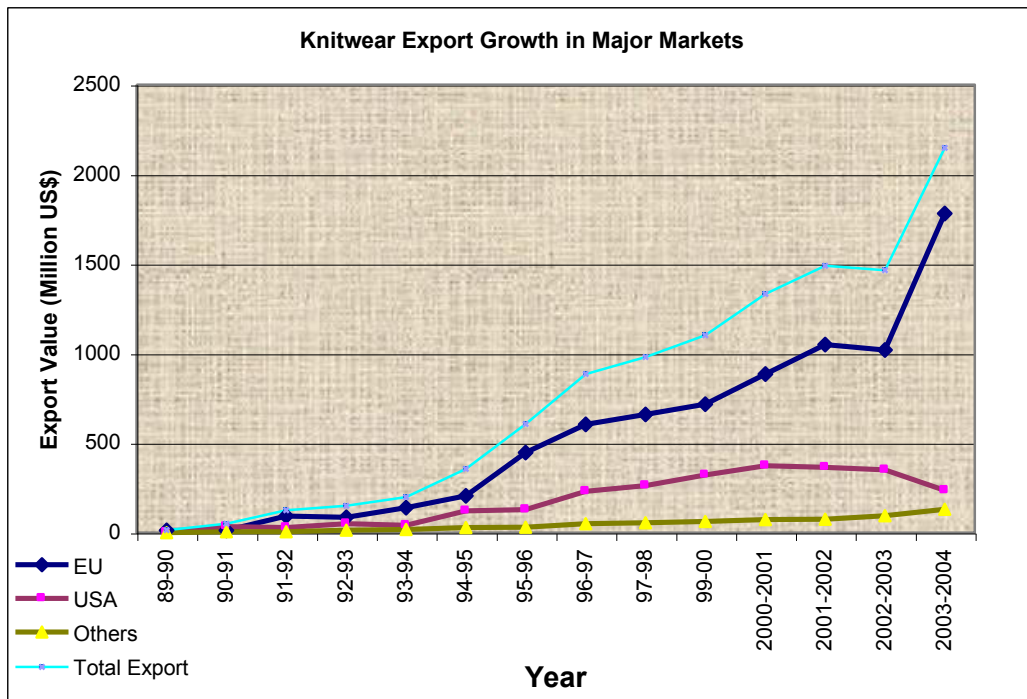


Figure 3.2: Trend of knitwear export growth in major markets

As the previous figure shows the steep rise in the knitwear export during the last two years has been due to the European market. The knitwear exports have always been concentrated in the EU market due to the GSP facilities through the fact that they meet the Rules of Origin Criteria. The exports have surged in the current fiscal year and are expected to continue in this manner, as stated by the BKMEA experts and owners.

When the export data of knitwear for the past three years was analyzed the following trend was obtained for the next three fiscal years from 2005-2006 to 2007-2008.

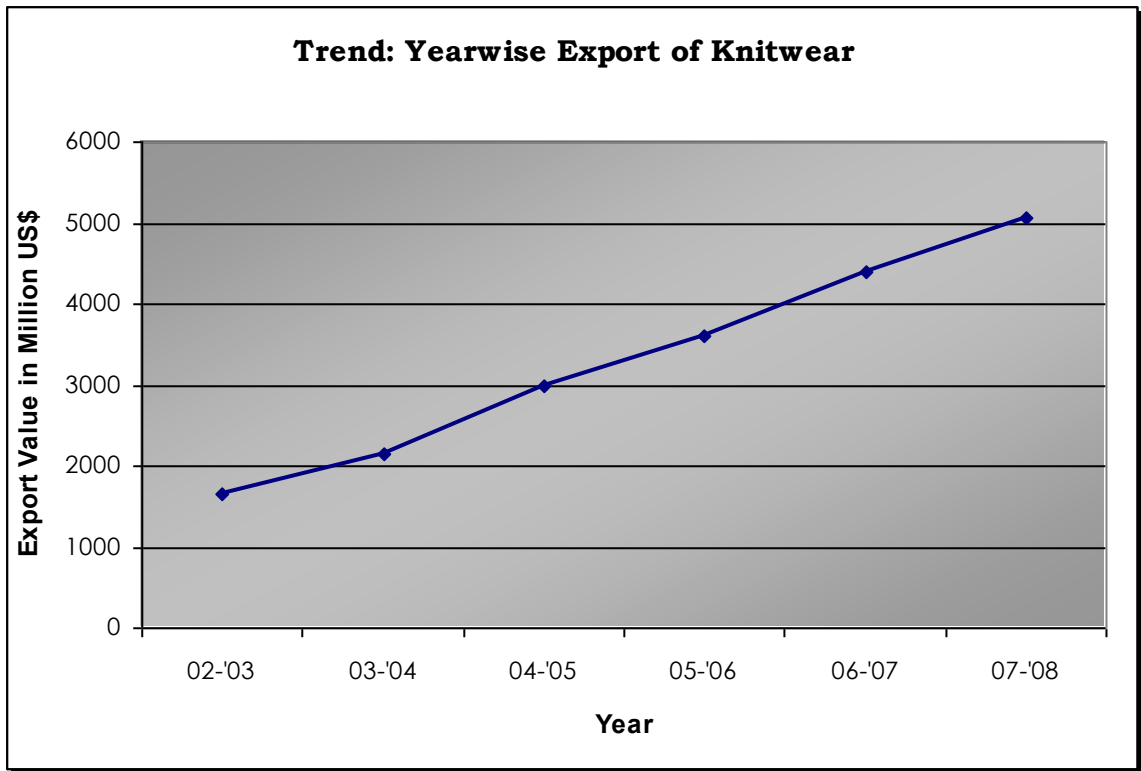


Figure 3.3 Trend analysis of Year-wise Export of Knitwear

BKMEA has stated that the export value of the current fiscal (2004-2005) would surpass US\$ 3000. Using this value and the values from previous years, it shows that by the end of the year 2007-2008, the export value could reach over US\$ 5000.

As the export volume is seasonal, therefore a month-wise prediction could not be done. However, a month-wise trend analysis for the number of firms coming up shows that by the end of this fiscal year, the total number of knitwear firms is likely to be 925 and is likely to surpass the 1000 mark by the end of 2006.

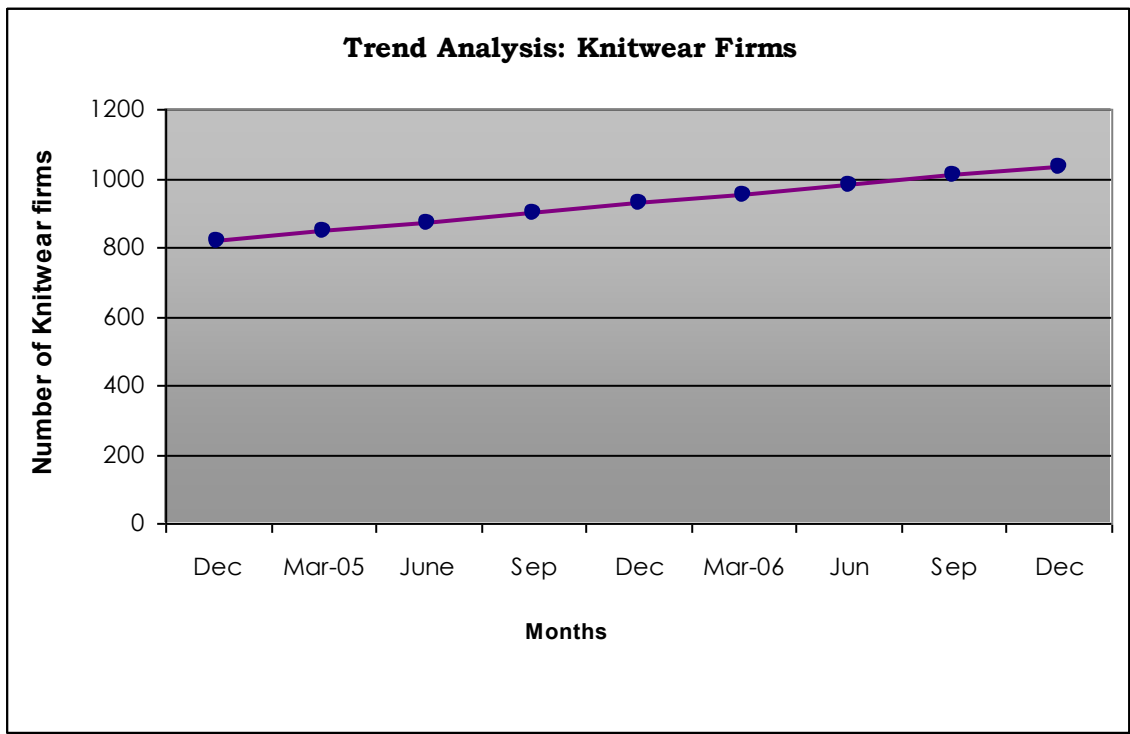


Figure 3.4: Trend analysis of Number of Knitwear Firms

Marketing Improvements:

These are necessary for attaining efficiency; although this importance is not felt as yet, the intense competition that Bangladesh will have to face in the Post-MFA era will most probably force the garments to take up these steps. This is indicated by the following secondary findings:

The most important point to remember is that Bangladesh should try to diversify its product base and develop new and higher value-added products. It is these products, which attract little or no non-price restrictions and hence hold better promise for penetrating into the developed country markets. (Rahman, 1995)

This low importance given to the marketing improvements is seen to be a major weakness for the future of RMG sector. The modus operandi of the RMG sector has not changed significantly since 1978, so that it continues to be mostly dependent on buyers and buyers' agents giving orders to garment manufacturers for their stitching capacities Most RMG companies have no marketing activities and no pro-active

selling. Consequently, companies have little alternative but to accept the prices offered to them. The number of companies, world-wide, offering stitching capacities in other LDCs is increasing, so that more companies are competing in the same bottom market segment as most Bangladesh producers (Stuart-Smith & Shefali, 2003).

Penetrating the US Market:

A trend has been created in the Bangladeshi RMG industry that the woven sector focuses on the US market and the knitwear sector focuses on the EU market. This has been created due to the MFA facilities provided in the US market for the past so many years. On the other hand, the knitwear has focused on the EU market due to the duty free access through compliance of the rules of origin. However, as trade restrictions are being lifted, the number of RMG suppliers has drastically increased with, specifically with countries like China and India coming in. Therefore, the market that Bangladesh knitwear focused on has to be expanded and because US provides a huge consumer base, that should be focused on. Recently exports of knitwear to US market have fallen, as shown in the trend diagram previously. BKMEA is, however, trying to take up measures to initiate marketing programs.

Market Development Program to the USA for Bangladesh Knitwear Manufacturers REQUEST FOR EXPRESSION OF INTEREST (EOI)

The SouthAsia Enterprise Development Facility (SEDF) is a multi-donor funded initiative that supports the establishment and growth of private small and medium enterprises (SMEs) in Bangladesh, Bhutan, Nepal and North East India. SEDF is managed by the International Finance Corporation, the private sector arm of the World Bank Group.

The SouthAsia Enterprise Development Facility (SEDF) in collaboration with Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA) propose to undertake a Market Development Program to New York City and its environs in order to establish market and secure business for a range of Bangladesh knitwear products. The specific objectives of the program are to:

- identify and select an appropriate number of Bangladesh products, manufacturers/exporters with export potential to North America
- carry out in depth market investigations in the target market, including the test marketing of selected Bangladeshi products;
- establish current trading practices and procedures and identify non-tariff barriers affecting trade in selected items;
- establish commercial contacts with prospective importers, agents, wholesalers and retail stores in the target market;
- secure trial and initial orders through a Sales Mission of industry representatives to the target market;
- prepare a strategic marketing report and develop a comprehensive follow-up programme for the development of Bangladesh knitwear exports to North America

For this assignment, consulting firms should have the following experience:

- Proven knowledge of the US apparel market, specifically NYC and its environs. Thorough understanding of the requirements of the marketplace for knitwear products.
- Experience in undertaking similar market development programs with manufacturers from developing countries to the US.
- Expertise in market research, particularly in the apparel industry.
- Experience in leading sales mission of manufacturers to target markets.
- Experience with apparel sector in a developing countries.
- Knowledge of production processes of knitwear products.
- The consulting team should have a minimum of 5 years experience.

SEDF now invites eligible firms or consultants to indicate their interest in providing their services. Interested firms must provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc). Consultants may associate to enhance their qualifications. (...continued next page)

(...continued from previous page) From Expressions of Interest must be delivered (preferably by email) to the below address by May 15, 2005. It should be labeled "EOI Market Development Program Knitwear".

Wendy Jo Werner
Specialist , Business Enabling Environment
SouthAsia Enterprise Development Facility
United House, 10 Gulshan Avenue
Dhaka 1212, Bangladesh
Telephone: +880 2 9861711-20 Ext. 134
Fax: +880 2 9894744
E-mail: wjwerner@sife.org

(Source: <http://www.dgmarket.com/eproc/np-notice.do~954513>)

Ensuring Competitively Priced Yarn:

'Higher purchasing price of local yarn coupled with stalled cash incentives from the government for the last two and a half years, the knitwear manufacturers are likely to face stiff competition in the quota free world.' – Md. Fazlul Huq, President, BKMEA

This measure has been stated by 60 percent of the experts. In the present situation, local knitwear manufacturers need to buy one kilogram of yarn at 2.8 dollars while Indian exporters in 2.1 dollars. Bangladeshi manufacturers pay 0.7 dollar more for per kg yarn compared to Indian manufacturers. It increases the production cost of local knitwear manufacturers by 20 per cent. (BKMEA) According to Mr. Huq, buyers may switch to other competitor's products even with an edge of one per cent. Therefore, it has become essential to keep the price of yarns low.

It becomes difficult for local yarn sellers to keep the prices low because the cotton has to be imported from countries like India. Moreover, the land port through Benapole has been more or less closed by the government to restrict border smuggling. This would have otherwise enabled the garment and knitwear manufacturers will be able buy yarn at international prices.

Cash Incentives

60 percent of the experts surveyed stated at least 15 percent cash incentives for the next three years to be an appropriate measure for the future prospect of knitwear. Cash incentives from the Government have been stalled for the past 3 years and according to Mr. Huq releasing the stalled cash incentive is essential to stay competitive in the international market. The High Court had already accepted the writ of knitwear and terry towel manufacturers regarding delay in releasing the government's cash incentive to the sector. (The Bangladesh Observer, 2004) According to BKMEA, there should be at least 15 percent cash incentive for knitwear exporters for 3 years.

BKMEA believes that a possible setback might occur in this growing sector because of stiff competition from India. India has offered nearly 13 percent export incentive in the name of duty drawback or other facilities. It has also raised a US\$30 billion Technological Upgrade Fund (TUP) to assist its businessmen investing in the textiles sector in the five years to come. (BKMEA)

Bangladesh has become 24 percent less competitive than India and in addition to that India there is the fact that it produces cotton and manufactures dyes, chemicals and machinery which Bangladesh does not. Bangladeshi exporters, on the other hand, have to pay 11 percent more than their competitors for importing these items.

The proposal set out by BKMEA is as follows:

- 15 per cent cash incentive on export earnings for using local yarn
- 10 per cent incentive for the exporters who use imported yarn and
- 5 per cent cash incentive on export earnings for those who use imported fabrics in their production.

Checking Price of Dyes & Loans: 40 percent of the experts surveyed stated these factors as alternatives for the future prospects. At present, the prices of dyes-chemicals have shot up to 300-400 percent of the original in the local market. This has caused increase in the cost of production. So whatever savings the knitwear does in terms of cost of labor, is partially offset by the price hike of the raw materials. India on the other hand have their efficient dyeing and finishing facilities, which though started much after the development of Bangladeshi factories, have drastically improved, keeping the post MFA period in mind. According to Mr. Md. Abdus Samad Azad, Senior Executive, BKMEA, Bangladesh has failed to take the appropriate steps and the opportunities.

The experts have also suggested soft loans for knitting and dyeing industries for the establishment of a more efficient backward linkage. The interest rate should be kept lower and the increase in lending rates is going adversely affect any such attempts unless special consideration is given to the sector.

What are the Opportunities and Threats for Knitwear firms in the Post MFA era?

The opportunities and threats for a knitwear firm were obtained from pre-testing questionnaire for owners and experts. The experts were then asked to scale these opportunities and threats, in terms of their impact on firms in the post-MFA period. The following results were obtained according to the cumulative score for each opportunity/threat.

Table 3.5: Scores of opportunities vs. threats (experts)

Opportunities	Score	Threats	Score
China will concentrate on higher value items	15	China & India may capture market	15
Increase in exports to US market	15	Currency undervaluation by China and lower interest rates in other countries	14
New GSP schemes more favorable	14	Non tariff barriers	9
Restrictions on Chinese exports	16		
Total Score	60	Total score	38

The score shows that the cumulative opportunities have exceeded the cumulative threats by a score of 22. On an average, each expert scored the opportunities $\{(60/4) - (38/3)\}$ 2.33 higher than the threats. The experts surveyed believe that after MFA period there will be greater chances of opportunities (like outsourcing and increased demand) overtaking the threats (like Chinese dominance and non tariff barriers). That is in the end post-MFA will be more of an opportunity than threat.

When the owners were asked to state their opportunities and threats that they will face in post-MFA era, the following list was obtained.

Table 3.6: Opportunities & Threats (Owners)

Opportunities	Threats
China will focus on higher valued items	Deficiency in advanced technology
New GSP schemes will be favourable	Port congestions
Industrialization will help to gain buyers	High interest rates
Overall apparel trade will increase	Political instability
	Non-tariff barriers

China will focus on higher valued items: As the above two tables show that both the owners and experts thought that China focusing on the higher value items would be an opportunity for Bangladeshi knitwear to export in a less competitive market. In doing so India becomes the greatest threat. China does not produce categories of knitwear that are produced in Bangladesh. Bangladesh is even hoping to export T-shirts to China. The recent deal that has been signed to export to Singapore market has been stated to be the first step to catch up with China by Md Fazlul Huq, President of BKMEA. (The Independent, 2005) Moreover, even though it dominates the world apparel market, it imports apparel products to meet its local demand. China also wants to relocate some its industries in the LDC countries and Bangladesh remains a high contender for the purpose of this investment. *New GSP Schemes will be Favorable:* The next common opportunity stated by both is the possibility of the new GSP

schemes that are to be implemented from the middle of this year. Under the new scheme garment exports from Bangladesh to the EU will not only continue to enjoy duty free status but also become free from complying certain minimum local value addition requirement. It refers to a zero value addition requirement at the lower end at the national level. A collective SAARC regional accumulation of value will replace the existing value addition criterion at individual national level to facilitate regional group to make better use of the new GSP scheme. (BSS, 2005)

The new scheme has been expected to multiply Bangladesh's apparels exports to the EU market at a time when China will be losing preferential entry facilities. India is also near the threshold of risking losing the 3.5 per cent duty rebate once its growth in market share exceeds 12.5 per cent level.

Increase in the export to US markets: This has been explained earlier in the measures section. If the measures are taken properly, US may become a huge market for Bangladesh knitwear.

Restrictions on Chinese Exports: this has also been explained previously. EU and United States have already taken measures to restrict imports from China to save the local industries. Therefore, countries like Bangladesh may benefit from it as the buyers would want to diversify the supplier base to avoid risks of only Chinese imports.

The threats have been discussed earlier and needs no elaboration here. Even though these have not created drastic problems as yet; however, if proper measures are not taken to counter these, it may become a hindrance to compete in global market.

Which Linked Industries are going to be affected the most?

From primary research it has been found that the three most correlative industries with the knitwear sector are:

- Spinning
- Dyeing
- Accessories

Table 3.7: Types of linked industries

<p>Score 1 to 5 showing the degree of effect</p> <p>1 – hardly affect; 2 – slightly affect; 3 – somewhat affected; 4 – very affected; 5 – extremely affected</p>
--

Type of linked industry	mean	Percentage
Spinning	3.75	75
Dyeing	3.7	74
Accessories	3	60

From the above table it can be seen that the industries affected most are the spinning and dyeing industries. They have a mean of over 3.5, meaning their chances of being affected are high. So if the knitwear can continue the present trend in growth, then these industries are likely to flourish as well. Moreover, as the value addition in the knitwear sector is 70 percent, the backward linkage industries are going to get a major boost, and as the experts have quoted, ‘Industrialization is happening and will continue to happen’.

Chapter 04

Financials, Budgets, and Forecasts

Financials, Budgets, and Forecasts

This section will offer a financial overview of **Majumder Garments Ltd.** as it relates to the marketing activities. **Majumder Garments Ltd.** address Break-even Analysis, Sales Forecasts, Expense Forecasts, and how they related to the marketing effort.

Sales Forecast

The following chart forecasts sales based upon the Market Segmentation Strategy. Sales are seasonal in this industry, tending in the winter summer month, and to drop off in the winter. However, **Majumder Garments Ltd.** will aim to flatten sales across the sales cycle by targeting segments that will want to keep their qualified product and looking good year round.

Expense Forecast

The expense forecast will be used as a tool to keep the department on target and provide indication if corrections need to be made. Additionally, it will require the department to undertake long-term analysis.

Controls

The purpose of *Majumder Garments Ltd.* marketing plan is a guide for the organization. The following areas will be monitored to gauge performance:

- Revenue-monthly and annual.
- Sales- monthly and annual.
- Repeat business.
- Customer Satisfaction

Implementation Milestones

The following milestones identify the key marketing programs. It is important to accomplish each one on time and on budget.

Marketing Organization

Majumder Garments Ltd. have been already taking various organize Marketing activities for accomplishment of target market goals

Contingency Planning

Difficulties and Risks

- Problems generating visibility.
- Overly aggressive and debilitating actions by competitors.

Worst Case Risks May Include

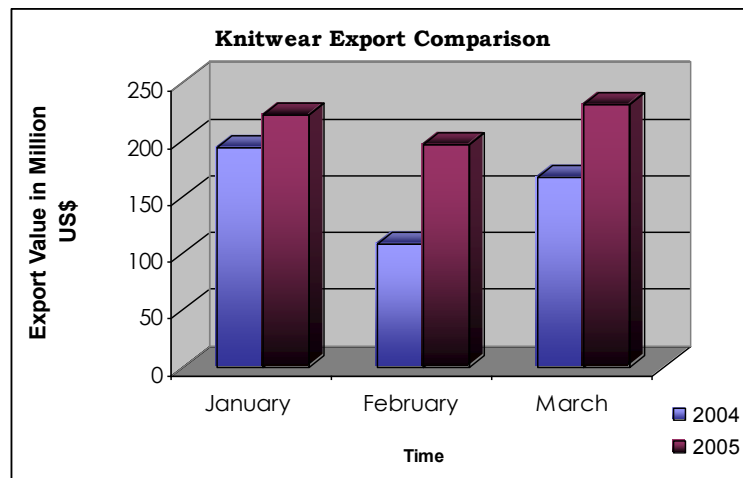
- Determining that the business cannot support itself on an ongoing basis.
- Having to liquidate equipment to cover liabilities.

Chapter-5

Findings and Analysis

The first three months of the post MFA (The Multi Fiber Arrangement) period has shown a drastic increase in the export volume. As the table below shows, the overall increase has been over 38 percent compared to the previous period.

5.1: What Measures are going to keep up the Growth of the Knitwear Industry?



	2004	2005	% Change
January	192.92	221.74	14.94
February	108.32	196.06	81.00
March	166.99	231.41	38.58
Total	468.23	649.21	38.65

Table 5.2: Comparison: Month-wise Knitwear Export

Table 5.3: Measures to keep the competitiveness of knitwear industries

Measures	Frequency (out of 5)	Percentage
Cash Incentives	3	60%
Ensuring competitively priced yarn	3	60%
Marketing Improvements	4	80%
Loans	2	40%
Checking price of dyes	2	40%
Penetrate US market	4	80%

As the table shows, importance was given most to Marketing improvements and Penetrating US Market. These alternatives were suggested by **80** percent of the experts surveyed. Therefore, experts think that these are the best alternatives to keep up the competitiveness of the knitwear sector in future.

Chapter- 6

Recommendation &

Conclusions

5.1 Recommendation for marketing problems:

- ✓ Majumder Garments Ltd. should be more careful and attentive in monitoring the production. So that production goes on schedule and any unwanted occurrence such as short shipment may not occur due to late delivery.
- ✓ The total industry should keep in mind that they need a truly international outlook for exporting to attract buyers as well as long-term commitment with both of their buyers and suppliers.
- ✓ The total industry must achieve an international reputation for quality to challenge the quota free environment.
- ✓ They should ensure that they have all the resources for garment export.
- ✓ They should start marketing through trade fair.
- ✓ By holding the seminars on textile industry and offer to attend the seminars to their customers
- ✓ International business seminars in multiple countries and offer their products to already existence and new customers.
- ✓ Monthly Budget, by making monthly budgets for each department especially for the commercial department, the late shipments and late purchasing of yarn can be vanished.

5.2 Conclusion

In conclusion I can say that this internship report is really essential for every student of business studies to get idea about textile industry. By completing this report I have got overall idea of RMG sector and these may be helpful to know about the technical and management knowledge of garments industry also these sector related organizations. This is a huge sector and yet to discover the whole.

I want to thank my department Head for giving me great opportunity of learning. This Internship program will help me in the further challenges of life. I try my best to make this project enriched with lots of apparel related documents. Majumder Garments Ltd. is really a good experience for me because every person of there so much helpful and give me the proper methods of practical learning. So, at last, there is a hope of eradicating all the obstacles and become the leader of garment industries in near future.

References:

1. www.majumdergroup.com
2. www.Google.com
3. www.Wikipedia.com
4. <http://dspace.bracu.ac.bd/bitstream/handle/10361/2859/09104146.pdf?sequence=1>
5. <http://internshipreportbd.blogspot.com/2012/10/an-internship-report-on-marketing.html>
6. <http://internshipreportbd.blogspot.com/2013/01/bd-Internship-Report-Unlimited-Collection.html>
7. <http://www.assignmentpoint.com/other/internship-report-on-marketing-activities-in-bextex-ltd.html>
8. <http://www.isca.in/IJES/Archive/v2i2/7.ISCA-RJEngS-2013-002.pdf>
9. <http://www.reportlinker.com/ci02115/Clothing-and-Textile.html>.
10. Shaidul Haq Majumdar (Assistant Director)
11. Rashel Ahamed khan (unit in-charge, system and quality)