



Internship Report
On
**“Marketing Mix Strategies of Torque
Fashion Limited”**

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Letter of Transmittal

Date: 25th April, 2019

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Subject: Submission of Internship Report on “Marketing Mix Strategies of Torque Fashion Limited ”

Dear Sir,

It's miles a notable pride to post my internship report at the internship titled “**Marketing Mix strategies of Torque Fashion Limited**” This document was assigned with the aid of me for the duration of my look at the period in Torque Fashion Limited. I gave my first-rate attempt in the education of this document. Any shortcomings or flaw may get up as I'm new or novice for this sort of process. I can wholeheartedly welcome any explanation and inspiration about any view and concept disseminated in my document.

I would love to thanks in your type-hearted cooperation in getting ready my file.

Sincerely yours,

Md. Jubayer Islam
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Declaration

I hereby declare that the internship file entitled “**Marketing Mix Strategies of Torque Fashion Limited**” submitted in partial achievement of the requirement for the degree of Bachelor of Business Administration (BBA) at Daffodil International University.

I additionally confirm that this report is uniquely organized by way of the use of me after the final touch of three months’ internship at Torque Fashion Limited.

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Certificate of Approval

This is to propose that this file entitled “**Marketing Mix Strategies of Torque Fashion Limited**” submitted to Daffodil international university in association with the individual internship program is a real record of work completed by Md. Jubayer Islam, ID: 153-11-249 beneath my supervision on the “Torque Fashion Limited”, Paragaon, Ashulia, Savar, Dhaka.

Supervisor

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Assistant Professor & Associate Head
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Acknowledgment

First & foremost of all, I would like to convey my heartiest gratitude and total devotion to Almighty God for blessings me with the ability, strength, patience as well as keeping me active in performing my thesis report tasks successfully.

A special debt is because of my respectable instructor, Dr. S M Sohel Rana, Assistant Professor & Associate Head, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. He's the excellent manager, He changed into king sufficient to allocate her valuable time to provide me together with her humble steerage, motivation mind, sufficient & relevant guidelines for the successful training of this file.

I'm additionally extraordinarily grateful to the all officers of Torque Fashion Limited, Paragaon, Ashulia, Savar are working who have sacrificed their precious time in presenting me essential statistics and made designated clarification which has contributed to the planning of this record and internship study. Further, I gladly renowned the treasured cooperation and help I've received from the staffs of the Torque fashion constrained. It'll be actually injustice if I do no longer thanks to them because without their cooperation we can't do anything.

I'm also thankful to my family for their continuous all types of supports for the duration of the making ready document.

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Executive Summery

This document is ready me enjoy and mastering's as an employee of international brands restricted. I am displaying this revel in as my internship in Torque style limited beneath the supervision of Saniya Shahnaz, Sr. executive at Torque Fashion Limited. Inside the record, I have defined among the roles which I have found out in marketing mix techniques of Torque Fashion Limited. I gained expertise in the marketing blend. The Appreciation which I got from my manager and the administrators at the final touch of my document turned into admirable. During this time, I faced some roadblocks, however, I used to be in a position to triumph over them by way of organizing my works and minimizing errors at the way. I attempted to examine my expectations with my revel in and my result was high-quality. During my internship period, I tried to find out the products, pricing, and promotion and distribution policies of Torques Fashions Ltd. I strongly believe that the experience of my internship could simply enrich my resume and give me a touch of professionalism.

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Chapter One

Introduction

1.1 Background of the Report

This internship report is a critical partial requirement for a scholar of Bachelor of employer management (BBA). The path BBA is designed with an exquisite mixture of realistic and theoretical elements. Our information and analyzing emerge as fine whilst it's miles related to principle and workout. After completing this BBA, sure times are preserved for an internship. Right now, college university college students get a chance to prepare and teach themselves to face the annoying situations of the interest market. He can installation contacts and networking. Those assist him to collect expert data and enjoy. In a nutshell, an internship is, in reality, justified because of the essential requirement of 4 years of BBA graduation software. That could be an excellent opportunity to get worried approximately a company. As our tutorial machine is predominantly text-primarily based totally, from practical statistics, we may be capable of experience the paintings of the realistic lifestyle of a company. This path creates possibilities for every student to artwork with precise companies where they had been given experienced in incredible operating surrounding and collect sensible knowledge. To manual my internship document, I labored as an intern (at the least of 90 days) in Torque fashion constrained.

1.2 Objectives of the Study

The objectives of this report is specific, I have decided three objectives.

These are:

Broad Objective:

- To paintings on the advertising and marketing blend (Product, rate, location and merchandising) of Torque fashion restrained.
- To do the assessment or aggressive analysis among its most important competition.
- I can also try to rank TFL with 3 fundamental competitors.

Specific Objective:

- To recognize about the advertising mix of Torque fashion restrained
- To recognize what kind of activities are finished in garments area.
- To recognize approximately the competitors of the Torque fashion confined

1.3 Scope of The Study

This file is entitled “marketing blend techniques of Torque style restrained”. In this document, I attempted to gather information from my very own internship revel in that I amassed on the ultimate three months, the primary and secondary supply of information. I accrued statistics from journals, internship reports, essays, information reports, enterprise corporation database, and day by day information of Torque fashion constrained. For number one facts supply interviews of the related may be considered.

1.4 Methodology

The type of method used in this document is specifically descriptive in nature. To meet the goals of the document, I found out that a single method may additionally not be effective. The property of statistics or records for this particular document are each number one and secondary supply.

Primary Data: Primary sources of data were:

- Face to face communicate with the personnel.
- Direct observation.
- Discussion with officials

Secondary Data: Secondary sources of data were:

- Respectable website of the Torque style confined.
- Business enterprise Profile of Torque style confined.

1.5 Limitation

On this document, appropriate techniques are seeking to be observed to generate correct information and result in a reliable end result. In spite of having the wholehearted attempt, there exist some obstacles, which acted as a barrier. Below are the rules. Regardless of the truth that I received pretty some co-operation from the officials, they were now not able to offering me sufficient time, as they were busy with their works. Although I acquired plenty of co-operation from the officers, they have been not able to giving me sufficient time, as they had been busy with their works.

- ❖ Many times, updated statistics had been no longer to be had.
- ❖ Unavailability of enough files.
- ❖ Superb confined greater to humanitarian resource and manage insurance due to the truth pinnacle personnel is permitted.
- ❖ The uncooked statistics have been to be had in the employer's database manage device which became moreover no longer nicely prepared.
- ❖ A few crucial information could not be gathered because of confidentiality troubles.

Chapter Two

Organizational Overview

2.1 Introduction

Torque fashions Ltd., Bangladeshi commercial enterprise organization specialized in the manufacturing of clothing is searching out Finnish partners for purchasing their products or operating as a alternate middleman. The enterprise organization, installed in 2007 is based in Dhaka, Bangladesh and presently employs 1250 people. The organization's fundamental merchandise includes diverse styles of readymade garb (denims, Shorts/Bermuda, Chinos). In keeping with the employer, they're a modern-day woven manufacturing unit prepared with the ultra-modern automation styles of gadget from Juki and other worldwide-magnificence manufacturers which made in Japan, Korea, China, Malaysia, Taiwan, the UK, Thailand, and Germany. The organization has all proper-TEX certificate, ISO 9001:2008 certificate and that they have voluntarily had their operations monitored the usage of BSCI audit. The customers up to now were from Spain, Germany, France, Italy, and the Netherlands. The company is currently searching out a accomplice to function as a trade middleman or purchase their products right away.

2.2 Our Vision

- ✓ To be a global leader within the fabric and clothing organization
- ✓ Make sure great garment manufacturing, progressive products, and first rate offerings.
- ✓ Create a socially accountable organisation that complies with global requirements.

2.3 Our Mission

- ❖ To power robust synergy with the employer's companions throughout the world.
- ❖ Willpower to secure and healthy offices, to deliver fantastic products and services.
- ❖ Improve continuously merchandise via clients' expectancies.

2.5 Company Profile of Torque Fashions Limited

Number of employees over	250
Annual turnover in	€0,5 - 2 million
Annual balance sheet total	0,5 - 2 million
Certifications,	Standards Oeko-Tex Certificate, ISO 9001:2008, BSCI audited
international co-operation	Yes
Percentage of transnational activities	10 to 49 %

2.6 Code of conducting Basic Principles

Customer Satisfaction

TFL shall undertake to offer customers with super products and being concerned company that surpasses their expectations and earns them don't forget.

TFL shall pursue excessive remarkable and affordable prices from the customers' component-of-view and provide compassionate products and services that provide the charge.

Respect for human rights

TFL shall appreciate the number one human rights of anyone and shall no longer commit acts of discrimination or harassment that may undermine a person's dignity.

TFL shall fee range, and every and each person, and shall not discriminate in the direction of everybody for any purpose, which includes on the basis of race, ethnicity, nationality, birthplace, age, gender, religion, sexual orientation or incapacity, or every different unlawful reason.

Legal compliance

TFL shall recognize the customs of every place in which TFL behavior organization, look at all applicable legal hints and guidelines and behavior ourselves in a socially relevant way.

TFL shall strictly take a look at nearby regulation & different international legal guidelines if required via the usage of clients.

Work Environment

TFL shall no longer commit a wrongful act or act in horrible faith at work and shall keep safe working surroundings.

TFL shall strictly obey all legal suggestions regarding place of business protection and fitness and be aware of the bodily and mental fitness of each and each person and shall make each effort to set up and preserve some healthy, safe and hygienic artwork surroundings.

TFL shall chorus from sports activities that have a negative impact on the place of work, which includes carrying out immoral, illegal or corrupt activities; together with the ingestion, coping with or being below the have an effect on of unlawful tablets or illegal playing. TFL shall additionally make each try and save you those acts.

Human resource development and fair evaluation

TFL shall expand all employees to permit them to fulfill their capacity and TFL could be meritocratic in our evaluation in their paintings.

TFL shall hire individuals and develop personnel who are able to exhibit leadership abilities, no matter us. Or place of foundation

Exclusion of antisocial groups

TFL shall now not have any affiliation with antisocial forces or corporations that pose a chance to the social order or to public safety.

TFL shall not hire delinquent impacts whether or not for our private income or for the employers.

Protection of company property

TFL shall make the proper use of precise and intangible corporation assets and shield it.

Environmental conservation and contribution to the community

TFL shall typically don't forget our environment and could be devoted to maintaining it in order that the following technology can live a healthful existence.

TFL shall understand the environmental effect of all our business sports from procurement of materials via to provision of products and services to customers and could attempt to lessen it.

TFL shall art work to elevate recognition of environmental troubles and to reduce our environmental impact with the useful resource of saving electricity and herbal resources and with the resource of lowering waste. TFL will try to incorporate environmental sports activities in our regular paintings workouts.

The distinction between professional and personal lives

TFL shall separate our professional life as an employee of Torque fashion restrained from our personal lifestyles and continually draw a line between them.

2.7 Products of Torque Fashion Limited



CAPABILITIES

We Manufacture All Kind of Washed and Non-Washed Casual Bottoms and Jackets.

- Shorts / Bermuda
- Fancy 5 Pocket Jeans
- Basic 5 Pocket Jeans
- Chino Pants / Shorts
- Casual Jackets
- Kids & Baby Woven Bottoms
- Organic Certified Products

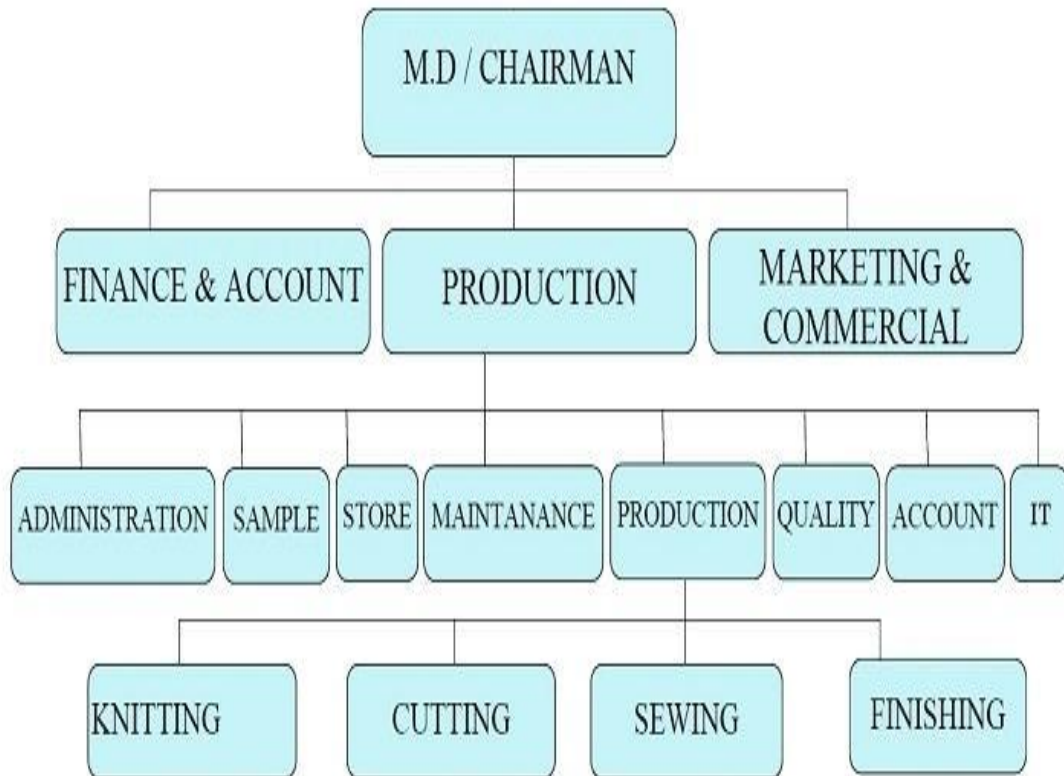
Our Washing Capabilities

- Garment/Enzyme Wash
- Stone Wash
- Garment Dye – Reactive/ Direct/ Pigment/Tie Dye
- Sustainable Ozone Washing

2.8 CUSTOMERS of TFL



2.9 Organizational Structure of TFL



Chapter Three

Literature Review

3.1 Introduction

Every organization works with certain goals and those are to be done. To gain the pre-decided dreams some of sports activities are to be carried out. It isn't critical that one all agencies might perform one form of activities. The sports activities may additionally include manufacturing, advertising, human useful resource, finance, transportation, service, studies, logistics, buying, and garage, shopping for and promoting, assembling, distribution and others. Those sports activities are completed and people are associated with every different in order that the goals can be fulfilled effectively. Similar way the advertising sports are completed in a number of the enterprise the ones are inquisitive about advertising the products or services to be used of clients. Advertising is one of the important sports of a corporation. It is thru advertising and marketing the products or offerings of the organization are carrying out to the customers. The organization receives the cash lower back whilst the products are bought out inside the market. So the commercial employer cycle continues ongoing in addition. It is required to coordinate marketing sports without sports moreover. It's far vital to artwork in near coordination with production. Manufacturing on my own isn't always going to serve the cause. Manufacturing without marketing turns out to be useless for the company and advertising without manufacturing isn't feasible. Similarly, marketing is associated with different sports activities like finance, studies, and human resource activities. So the principle involved here is with advertising and marketing sports activities.

Marketing and marketing is the procedure through which groups create purchaser interest in items or services. It generates the technique that underlies sales strategies, commercial enterprise communication, and enterprise tendencies. It's miles an integrated manner via which agencies assemble robust purchaser relationships and create price for his or her clients and for themselves.

Advertising is used to perceive the customer, to fulfill the client, and to preserve the customer. With the consumer as the focal point of its sports, it is able to be concluded that marketing control is one of the primary additives of industrial business enterprise control. Advertising and marketing advanced to satisfy the stasis in developing new markets because of mature markets and overcapacities inside the remaining centuries. The adoption of marketing strategies calls for groups to shift their awareness from production to the perceived needs and wants of their clients as the method of staying worthwhile.

The time period marketing idea holds that engaging in organizational dreams relies upon information they want and desires of goal markets and turning in the preferred satisfactions. It proposes that that allows you to meet its organizational objectives, an organization ought to anticipate the want and goals of consumers and fulfill these more successfully than the competition.

Marketing and advertising is a totally critical activity for the organization. In marketing and marketing, pretty some sub sports activities are performed. Marketing consists of the sports like identity of name for, research, market segmentation, product improvement, launching of merchandise, amendment of merchandise, deletion of products, product layout, pricing, distinct types of pricing, marketing of services and products, income promoting, personal selling, exposure, public relations, adverting, distribution of products and services, purchaser behavior, internal and worldwide marketplace insurance, branding, packaging, labelling and lots of other sports. It's miles very tough to have a clear idea concerning marketing sports. For smooth information and proper planning of sports, advertising sports are divided into 4 areas for merchandise. The ones are the product, pricing, selling, and site. For services, the organizations consist of product, fee, marketing, placement, humans, process and bodily evidence. Inside the studies study, the topic is associated with the selling of merchandise. The focus is there on promotional sports of the goods inside the FMCG area in India and in particular income advertising strategies of the companies dealing in FMCG products within the markets. Each organization is interested in the marketplace its products or services to earn its earnings. For this advertising, recognition is to be created most of the customers. Without developing attention, the clients may no longer come to understand about the company lifestyles inside the markets, services, and products they produced and features of their services and products. The messages regarding the products, agency, capabilities of their services and products are to be communicated through the use of specific advertising strategies. One of the methods is income advertising and marketing and it covers the scope of the look at.

3.2 Elements of Marketing Mix

The advertising and marketing mix is the aggregate of the factors of advertising and marketing and what roles each element performs in selling services and products and handing over the only's services and products to the clients. The elements of the advertising and marketing combination also are referred to as the 5 PlayStation of advertising. At the begin for years

collectively marketers regular the 4 ps of advertising. The specialists have brought the 5th P these days and that is people. Now, there are five P's of the marketing and advertising blend. Those PlayStation are known as factors of the advertising and marketing combo. These are elaborated in addition inside the next paragraph. The authentic 4 P's of marketing and advertising in conjunction with the fifth P brought to the marketing and advertising blend are:

(a) Product

The product is a combination of actual and intangible factors of the goods supplied by way of using the manufacturer to the customers. It could be described as a package of pride and dissatisfactions furnished by using enterprise business enterprise to the customers at a factor of time. Their physical attributes what they do, how they range from your competition and what blessings they offer. The goods can be categorized as durable and non-durable, clients and industrial items, perishable and nonperishable, finished and semi-finished and plenty of others.

(b) Price

Rate processes the financial fee of the product has been fixed for an alternate motive. The price is the amount a customer can pay for the product. It is regular after considering different factors consisting of market percentage, competition, fabric prices, product identity and the client's perceived price of the product. The organization can also boom or lower the fee of a product if other shops have an identical product. It is through rate the company receives its coins once more in the industrial employer. It must be fixed on this form of the way the organization is capable of getting better the prices and earn income also. If it is fixed very low, then it could be tough to return to the breakeven point and if steady very immoderate then it may have a deterrent impact on the sale. The Prix selection is very touchy and for that special care is to be taken so you can also moreover get the aggressive element due to fee choice. Region (additionally referred to as Distribution) – in which your industrial corporation sells its services or products and the way it receives the only's products or services in your customers.

(c) Promotion

The advertising idea is applied for services or products and to the agency. The promoting consists of all communications a marketer used in the market for his merchandise of services to create focus, persuade the customers to buy and preserve in destiny moreover. For development inside the role of sales or improvement of business enterprise, this approach is

used. The message is given to purpose institution regarding the functions and blessings of the goods or offerings to the intended customers. Without verbal exchange, the talents, benefits, and schemes might not be acknowledged to the clients and dreams of in launching of services or products and growing states might not be finished. While conversation creates consciousness then best the hobby might be created and clients could take the decision for buying. For merchandising exceptional techniques of verbal exchange can be used.

(d) Placement

Place represents the element or area in which the product is made available to buy. It's miles required that the products and client want to be available at an issue then high-quality the sales might be viable. If now not, then the sale does no longer take region. This term is used for the distribution channel. It may encompass any bodily store in addition to virtual stores on the internet. The place isn't always exactly a physical store where it is available vicinity is not anything however how the product takes area or create a photo within the thoughts of customers. It relies upon the notion of customers. The goods or services should reap to the patron that the channel is called the distribution channel of placement. Those above-stated elements of the advertising mix are handiest for products. With the improvement of the provider zone in each financial system, the marketing and advertising and marketing of services is also desired. Due to this, the factors of the marketing blend for service have been extended. The 3 extra elements for carrier had been added. Those are

(e) People

The offerings are being provided with the help of employees and to the clients. There is the direct contact for shipping of the services to the customers. The type of human beings imparting company matters plenty from an employer factor of view. The humans are to be determined on, skilled and encouraged to hold the customers very satisfied. So people are very critical for company marketing. It is to be controlled efficiently.

(f) Process

For availing a company sure sports are to be done. For that reason, method, mechanism and go with the drift of sports activities thru which services are introduced are to be determined. Without, The provider can not be brought nicely with uniformity. That would hold the usual format for availing the offerings. That is known as a device. For example, one wishes saving account facility in a financial organization then he has to apply for establishing an account. After this, the pass ebook, cheque e-book, and ATM card might be issued and the issuer can be availed after this.

(g) Physical Evidence

There are critical situations for offering the service. The ones are types. One is internal and every other is external. Those create an environment wherein the services or products is added. As an example to provide the lodge carrier and out of doors evidence required are building, parking vicinity, gate, and an prolonged driveway. Inner evidence required like counter, telephone, passbooks, reservation centers, cigarettes, and so on. Without this providing motel carrier, a question does no longer get up.

3.2 Promotion or Marketing Communication

Commonly, selling is speaking me with the general public in a try and create cognizance and convince them in the direction of shopping for products and/or services. The phrase promotion is also used in particular to consult a selected hobby this is meant to promote the business, products or services. A store would in all likelihood put it up for sale that it's having a huge promoting on sure devices, as an instance, or a commercial organization man or woman might also discuss with an advert as marketing. Selling manner away is used for getting human beings to create attention among humans about products or services being provided by the business enterprise. Marketing, public contributors of the family, point-of-sale displays, and phrase-of-mouth promotion are all conventional techniques for merchandising. Merchandising is the technique for supplying the hyperlink of information between the seller and the opportunities of the products or offerings. The choice of a promotional technique will be structured upon dreams, the shape of gives, budget, and availability of stated promotional vehicle. The alternative concept used for promotion is referred to as marketing and advertising communication. Even as any conversation is given in the market with the help of any media is called advertising and advertising communication.

Communique is the method of sharing of messages, ideas; facts between or greater events is known as a verbal exchange. The conversation is given with the aid of the corporation regarding the economic agency, products, and services in the markets for customers or clients at once or no longer immediately is called advertising communique. The communication inside the marketplace is given with the help of advertising and marketing and marketing. Folks who use advertising, branding, direct advertising, and advertising, packaging, promoting, exposure, sponsorship, public contributors of the family, income, income selling and online advertising and marketing and advertising are termed advertising communicators or advertising and marketing communication managers.

The advertising messages can be with goals. First one is to speak something regarding their services or products. The aim is to sell their products or services. The point of interest is on the goods, capabilities, advantages, fee, location for buying and a few evaluations with others. It's miles extraordinary from agency conversation. Include communication the focus is at the corporation itself. Advertising communications are in trendy involved with demand generation, product/produce/carrier positioning whilst organization communications deal with difficulty manipulate, mergers and acquisitions, litigation and so forth. The scope of the first type of conversation is constrained wherein as the scope of employer conversation is wider. The target group for which the communications are given differs. Included advertising and marketing Communications is a simple concept. It ensures that everybody kinds of communications and messages are carefully linked together. Included advertising and marketing communications manner integrating all the promotional gear, so they paintings together in Concord.

Merchandising is one of the PS inside the advertising and advertising blend. Promotions have very own blend of communications equipment. All of these communications device work higher in the event that they art work together in TFL rather than in isolation. Their sum is more than their factors - supplying they speak constantly with one voice all of the time, every time. The effectiveness of verbal exchange multiplied even as they're protected horizontal, vertical, internal, outside and data integration. Proper right here is how they help to strengthen incorporated communications. Horizontal integration happens whilst advertising combo is related to different industrial company talents together with production, finance, distribution, and communications and paintings collectively and ensure that their alternatives and moves deliver messages to clients. On the identical time as one-of-a-type departments which includes sales, direct mail and marketing can help every unique through information integration. This calls for an advertising and marketing information system which collects and stocks applicable statistics throughout one of some kind departments. Vertical integration approach marketing and communications targets need to help the better stage organization plan and goals for transferring within the route of the company missions. Meanwhile, internal Integration requires internal advertising and marketing - retaining all employees knowledgeable and stimulated approximately any new traits from new classified ads, to new corporate identities, new provider necessities, new strategic partners and so forth. The outside companies for adverting and public family contributors must be integrated in order that they art work collectively to serve the purposes of communication.

3.5 Definitions of Marketing Communication

Any organization company is a human business enterprise constituted for certain special targets. The success of those objectives in large part depends upon the reality that each one human attempt is properly coordinated and protected. Human beings inside the organization performing unique activities are functionally interrelated. The operating and retaining of this relationship are possible most effective thru communication which gives for an exchange of facts. No industrial employer can art work without conversation community. It is an important human ability. The functionality to speak efficaciously is one of the number one competencies of a supervisor. In accordance to analyze completed thru Paul Pigors and C. Mayers, a government, manager or supervisor spends about 70% of his time in communication. This face-to-face conversation plays an important position in managerial choice-making. As Benjamin Balinsky said, "If there may be any short-lesser of govt effectiveness, it is the mastery of the artwork of face-to-face conversation." *communiqué* is a word derived from the Latin word "communis", literally which means that to make commonplace, to share, to impart, carry or transmit. Communication is the way through which two or greater people come to change ideas and understanding among themselves. The subsequent are the definitions of verbal exchange:

. "The phrase conversation describes the technique of conveying messages (records, ideas, attitudes and evaluations) from one individual to every other in order that they may be understood." (Commin, M.W.) "*communiqué* is an trade of information, ideas opinions or emotion through or greater human beings." (Newman and summer season) conversation is a "technique of significant interaction amongst people. Extra specifically, it is the method via which meanings are perceived and understandings are reached among human beings." (Dr. Mc Farland D.E.) "conversation is described as intercourse by way of words, letters, symbols or messages, and a manner that one organization member stocks meaning and knowledge with another." (Bellows, Gilson and Odiorne)

- ❖ The above definitions suggest the following characteristics:
- ❖ It entails more than one person.
- ❖ It gives with the transmission of both data and emotions.
- ❖ there can be numerous medium of *communiqué*.
- ❖ An agency commercial enterprise employer has continuity. Because of this, the way of *communiqué* is also a non-stop one.

The effectiveness of communicate to a totally large quantity is based upon the favored facts of what's being received and then answered. Because of this, the numerous expressions on communication emphasis the facts of things within the communicate. The sharing of facts is possible handiest whilst the character, for whom the message is supposed knows it within the equal sense wherein the sender of the message needs him to understand. As a result, communicate consists of something greater than the mere transmission of the message and physical receipt thereof. The correct interpretation and information of the message are crucial from the factor of view of organizational common performance. As such, the extra than the diploma of facts gift in the communicate, the greater is the possibility that human motion will keep within the course of sporting out organizational dreams.

3.6 Communication Process

Conversation has been described as a technique. The method is an concept of changing in place of static existence. The relationship sports are seen as dynamic, continuous and flexible and are structured exceptional in a relative sense. Communicate system, as such, needs to be appeared, as an entire, a non-forestall and dynamic interaction of variables each affecting and being tormented by unique variables.

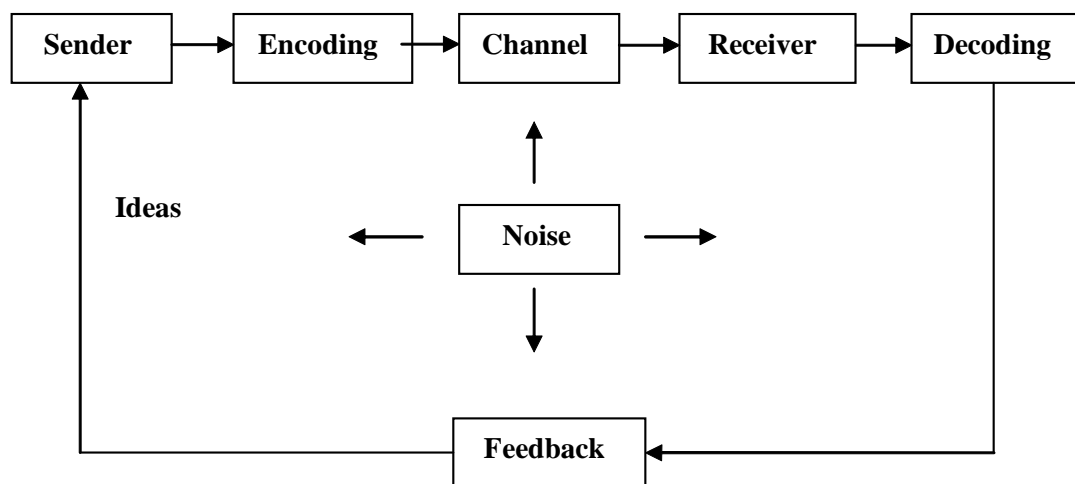


Diagram 3.1.1: Elements of Communication Process

The above figure indicates the following elements:

(a) Sender

The character, who intends to make touch with the motive of passing statistics and thoughts to different individuals, is referred to as the sender. Inside the market, the industrial given through the sponsor is known as the sender.

(b) Ideas

This is the priority remember of communicate. This is probably an opinion, attitude, feelings, views, order or hints, and so on. The presentation of thoughts concerning talents, advantages, and skills of services and products in marketing.

(c) Encoding

For the reason that ideas in communicate are intangible and their transmission requires using certain symbols including phrases, actions or photographs. Conversion of the issue be counted variety into those symbols is referred to as the technique of encoding. The message in a selected language is an example of encoding.

(d) Media or Channel

At the same time as the message is despatched via tv, radio, newspapers, magazines, and so on. Is called media or channel. The message can't be transmitted of it's private so it has to take assist of media. As in line with the requirement of the goal corporation the media is selected.

(e) Receiver

It's miles for the celebration for whom the message is meant. The receiver receives the message transmitted with the useful resource of the sender. Despite the fact that a specific medium the message is acquired at the alternative surrender and it's far called a receiver.

(f) Decoding

After receiving the message in symbols, it's miles converted into the easy language just so it may be understood. Without deciphering the that means won't be conveyed to the sports nicely.

(g) Feedback

Comments are the process of ensuring that the receiver has received the message and has understood additionally, it's for the confirmation of the message understood. While the reply from the party has been received then it's miles called comments. It's far a totally important detail of the communication approach.

(h) Noise

Sooner or later of communicate way whilst there may be a disturbance, it's miles referred to as noise. The noise reduces the effectiveness of the verbal exchange. If the noise may be very

heavy the signal may be misplaced clearly. The noise can be out of doors or at the channel itself. The extraordinary thing is that it should be interior manipulating fine.

3.6.1 Importance of Effective Communication

Communique is the passing of data and information amongst special participants of an corporation and is of fundamental importance to all functions of manipulate because the overall performance of all managerial functions consists of an trade of accurate and full-size data. Furthermore, each act of communique impacts the business enterprise in a single way or a few other. Conversation is the lifeblood of an organization and is important for its survival. In truth, an organization can't exist without powerful verbal exchange. Within the terms of J.M. Black, "sound conversation is a hold close key to an agency's success." A powerful and sound verbal exchange

(a) *It facilitates effective planning:*

Sound planning requires the participation of all those who are worried about the choice-making procedure and includes interplay and trade of ideas, thoughts, critiques, and perspectives among them. Once more, the plan cannot be effective and accurate guidelines cannot be framed until correct records and facts are to be had. Moreover, the choices made and regulations framed via the control need to be protected to the subordinates for his or her compliances. These kinds of sports contain and require powerful verbal exchange; in any other case, they cannot be accomplished correctly and successfully. The framing of a plan and its successful implementation relies upon sound and powerful communication.

(b) *Basis for decision-making:*

Right choice-making depends on the availability of right and reliable records and facts, the identity of real hassle and consideration of specialists and cons of various publications of motion available. This moreover involves interplaying some of the members to the organization. It is through communique that the proper records are to be had and distinct matters can be considered for arriving at appropriate selections. The conversation plays a important characteristic in the choice-making system.

(c) **Basis of coordination:**

In order to accomplish enterprise targets, efforts of all the contributors want to be coordinated and incorporated. It is thru verbal exchange that this reason may be finished. It calls for conversation both downwards and upwards or even horizontally. As a result, effective verbal exchange guarantees coordination amongst different limbs of the business enterprise and is important for the clean functioning of the enterprise.

(d) It improves superior - subordinate relationship:

A powerful communication helps interplay amongst particular members of the business enterprise, effects in clean knowledge of the troubles and troubles involved and permits in locating the quality way to get the paintings executed to satisfy everybody and organizational dreams. Hence communication facilitates in improving advanced-subordinate individuals of the own family by means of the usage of developing well human participants of the family each formally and informally.

(e) Improves motivation and morale:

Incredible verbal exchange is the foundation of high morale. A excellent sound conversation between the contributors of the organization helps in developing better human family members, eliciting inclined cooperation of all to work toward know-how the organization desires and as a result creating surroundings suitable for all to artwork in. Properly verbal exchange has a pleasant effect on personnel' morale.

(f) Helps in performing properly staffing function:

Staffing characteristic includes recruiting, selecting, training and developing the right sort of human beings for severa positions. Most of these sports activities require an trade of numerous data sharing of perspectives and enjoy. It additionally entails schooling and steerage which are not possible with an outright communication.

(g) Creates good industrial relations:

Exact verbal exchange results in mutual information and allows in building better commercial relations between control and people, hence making way for the boom and prosperity of the agency as a whole.

(h) Good communication leads to good public relations:

Building pinnacle organisation image and keeping real and healthful participants of the circle of relatives with severa companies similar to the authorities, alternate unions, clients, network and exclusive organizations are crucial for the success of the organization. It's far simplest through the communique that top public members of the family can be maintained with them

3.6.2 Benefits of Marketing Communication

Marketing verbal exchange is a very essential hobby inside the marketing and advertising and marketing department of the business enterprise. In every business enterprise, nearly 1/2 of-of the time of managers is utilized in conversation most effective it is very essential for coordinating the severa sports activities being completed inside the branch and commercial enterprise organization. While the related sports are coordinated than only the obligations are probably completed in time and additional correctly. It is able to be related to all departments. Particularly, inside the advertising department, sports sports are related to the product, pricing, vending, placement, human beings, bodily proof, and device. To artwork and get the goals fulfilled as per the making plans of the employer the strong want for conversation is felt truly so the effectiveness of the marketing branch can beautify. The benefits of advertising or marketing communication are the subsequent:

Helpful in Creating Awareness

While the verbal exchange is given to the clients, sellers, and salesmen then it creates focus a few of the target corporations. Without communique, the statistics aren't always recognized to them. Without the understanding of something, the paintings or process of any time can't be carried out. Earlier than setting efforts for any pastime the want for facts is a must. This need is fulfilled through marketing verbal exchange.

Gives Reminders

It is through verbal exchange the facts are repeated. It reminds to the customers, sellers, salesmen and different worried person. Over a time, frame if earlier communication is forgotten it is to be repeated to remind. The verbal exchange could be very critical to remind and follow up with the movement of the marketing department.

Persuades Customers

Whilst communicate is given in the market through commercial concerning products or services time and again, it begins growing hobby among them. It'd very hard for the customers to avoid the conversation given again and again. Someday it'd be in a function to persuade the clients to shop for the products. In addition, it might assist in retaining the existing clients additionally.

Boosts Sales and Profits

Through advertising conversation, the all relevant information of products or services or organization is shared with the concerned parties. The numbers of required statistics are given to them and those clarify doubts of them. This contributes to retaining transparency in handling the organization. Ultimately, it results in maintain desirable clients' courting

Develops Good Customers Relationship

Through advertising and marketing communication, the all relevant statistics of products or services or company is shared with the involved parties. The numbers of required facts are given to them and those clarify doubts of them. This contributes to preserving transparency in dealing with the organization. Ultimately, it leads to preserving appropriate clients' courting.

Helpful in Creating Good Image

Via verbal exchange, the customers, shops, wholesalers, distributors, and salesmen are informed regarding their merchandise, their capabilities, blessings, and weaknesses honestly. Each time doubts are there then they touch to the worried managers in the business enterprise. Via facts regarding services or products and suited customers' relationship, the recognition of the organization could decorate absolutely.

Contributes in Improving Overall Effectiveness

Through right and nicely-timed communicate inside the markets, the effectiveness of every employee, manager, crew, branch, and agency as an entire might enhance. The communicate hole could now not be created in any respect. All activities may work very well without any trouble. It'd avoid extra efforts, time, paintings strain and efforts. The running cost might decrease. Eventually, the entire operating charge due to the right communicate may want to cross down.

Company Gets Competitive Edge

With the help of proper advertising verbal exchange, the customers, dealers, salesmen and all worried events are working nicely. This effects within the satisfaction of them all. The company enjoys an exceptional recognition in the marketplace. The market proportion of the corporation improves. The corporation takes lead inside the marketplace. It gives an aggressive region to the commercial enterprise business enterprise over other opposition. Further, of above-stated benefits of advertising and marketing communication, there can be many more blessings. Those blessings may be direct or oblique. Ultimately, the loyalty of customers closer to the organization develops. This benefit may be cashed for a long term without investment similarly. With a bond of loyalty with customers, the enterprise can defend them from the inevitable onslaught of opposition. The capability to maintain a consumer for existence is an effective competitive benefit.

Chapter Four

Findings and Analysis

4.1 SWOT analysis of TFL

Strengths:

- Very skilled management officials
- Utilization of the modern-day-day device
- Sufficient production ability
- No outsourcing for printing, embroidery and washing plant

Weakness:

- Delayed delivery of a sample
- Lack of automated and modern-day-day gadget
- They are no longer getting ready sample designs

Opportunities:

- Now a few foreign nations are certainly inquisitive about Torque fashion constrained
- Competitors aren't that a great deal strong like Torque fashion constrained
- Like this, a compliance manufacturing unit and extremely good management device so there can be a large ability for company boom

Threats:

- The rising marketplace of China and India
- progressed opposition with close by clothes
- lack of power could make trouble for the industrial business enterprise.

4.2 Marketing mix:

We all realize that advertising combination is the set of controllable, tactical advertising and advertising tools that the company blends to provide the response it desires inside the goal market. The advertising and advertising and marketing mix include the whole thing the company can do to steer the call for the product. The numerous opportunities may be gathered into 4 agencies of variables referred to as the “four Ps”: Product, fee, area, promoting.

4.2.1 Product:

Product manner the products and services combination the employer offers to the target market. If we keep in mind Torque style restricted, their primary product is readymade clothes. In line with Torque fashion Limited product part is described under:

- **Variety:** There's a version in product class in Torque fashion restricted. They produce considered one of a type forms of product for women, gents, and youngsters.
- **Exceptional:** This organization constantly attempts to provide the nice best product for its clients.
- **Design:** maximum of the time Torque fashion limited makes the product according to consumer's designs. However, every so often merchandisers proposed a few designs to their client.
- **Functions:** There are uncountable features on their shirts. As an instance: a few shirts are quick sleeved, a few are long sleeved, a few have buttons, and a few don't have buttons.
- **Packaging:** There are three sorts of packaging. One is standard percent; some other one is Flat percent and Hanger %.
- **Services:** every so often merchandisers perform a little improvement sample and some special size pattern for his or her customers.

4.2.2 Price:

Price is the number of cash customers ought to pay to obtain the product.

- **List price:** Merchandisers quoted some feed cost for the shirt which includes slicing making rate, materials, and accessories rate on what price they're prepared to supply their Shirt.
- **Discount:** If there may be a massive extent of order then TFL delivers some cut-price for his or her customer.
- **Credit terms:** clients cannot buy the product on credit. They should want to give cash for getting.

As this is a manufacturing enterprise business enterprise so CM (slicing Making completing) fee is taken into consideration as a fee for them. CM fee of a one-of-a-kind type of shirt is given underneath:

Short sleeve (per dozen)	Long sleeve (per dozen)
Solid- 9 dollar	Solid- 9.50-dollar
Stripe- 9.50 dollar	Stripe- 10-dollar
Check- 10 dollar	Check- 10.50 dollar

4.2.3Place:

The area includes agency activities that make the product available to goal clients.

- ❖ **Channels:** There are several wholesaling and retailing enterprise operating with TFL company. Retailing businesses Are-Celia, group and wholesaling organization are David Howard, TCMS and so on.
- ❖ **Coverage:** TFL has large purchaser insurance. They have got the client in America, United Kingdom, France, Turkey, and South Africa.
- ❖ **Assortments:** This enterprise collects all the fabric and substances together and assembles them within the manufacturing unit.
- ❖ **Stock:** TFL follows the FIFO device on their business corporation.
- ❖ **Logistics:** This commercial enterprise company gives a logistic manual to its patron to a point.

4.2.4 Promotion:

Advertising way sports that communicate the deserves of the product and persuade intention customers to shop for it.

- **Advertising:** Torque fashion Limited does not look at any advertising and marketing strategy for their customers. But every now and then clients like one-of-a-kind order product and supply order to make a product just like that.

4.3 Competitive Analysis of three major competitors with Torque Fashion Limited

Area of difference	M/S. Van Happen Fashion Manufacturing Ltd.	Good day apparels Ltd.	Voyager apparels Ltd.	Torque Fashion Limited
1. Year of establishment	1995	1993	2002	1986
2. Washing plant, embroidery and printing factory	They have their own washing plant but not any printing and embroidery factory	They don't have any washing plant, printing or embroidery factory	They don't have any washing plant, printing or embroidery factory	They have their own washing plant, printing and embroidery factory
3. Production capacity	150000 pieces per month(woven)	200000 pieces of shirt/trousers per month	220000 pieces of shirt per month	240000 pieces of shirt per month
4. Floor space	35900 square feet with emergency stairs	33000 square feet	34000 square feet	90000 square feet
5. Total number of machines	661	372	447	1500
6. Major markets	Netherland, Germany, France, USA	Europe, USA	Europe, USA	UK, France, Sweden, Denmark, Holland, Spain, Germany, USA
7. Number of employees	725(Male & female)employees	Male 240, Female 560 Total 800	Male 230, Female 570 Total 800	4000(Male and Female)

4.4 Ranking

Area of difference	M/S. Van Happen Fashion Manufacturing Ltd.	Good day apparels Ltd.	Voyager apparels Ltd.	Torque Fashion Limited
1. Year of establishment	3	2	4	1
2. Washing plant, embroidery and printing factory	2	3	3	1
3. Production capacity	4	3	2	1
4. Floor space	2	4	3	1
5. Total number of machines	2	4	3	1
6. Major markets	2	3	3	1
7. Number of employees	3	2	2	1

Chapter Five

Recommendations & Conclusion

6.1 Recommendation

- Torque style limited has already got a good emblem call within the industry. So I do no longer have a whole lot to recommend. A few tips are
- They ought to be careful about well-timed delivery of the pattern.
- They can import some important present day and automatic system.
- They are able to require a few designers to make sample designs with the aid of themselves.
- Training centers must be delivered particularly for the brand new employees.

Conclusion

Torque fashion Limited already hooked up an emblem call in clothes enterprise. Now they have masses of overseas clients and demand for his or her clothes is increasing daily. TFL group is providing washing, printing, embroidery facilities and now and again add-ons for TFL restricted which make manufacturing lots simpler. So if it may maintain it's fine and trendy it could have a large commercial enterprise capability.

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