

**A Report  
On  
An Analysis on the marketing strategies of Sadma Fashion Wear  
Limited**

**Submitted to**

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## Letter of Transmittal

23rd April, 2020

Dr. S M Sohel Rana

Associate professor and Associate Head,

BBA program Permanent campus

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

**Subject: Submission of Internship report.**

**Dear Sir,**

This a great pleasure to submit my internship report on "An Analysis on the marketing strategies of Sadma Fashion Wear Ltd.". It was once a golden chance for me understanding and sensible experiences related to the processes and features whilst working at the Sadma Fashion Wear Ltd. So, I firmly agree with that these know-how and experiences will assist me in my expert life.

I have tried tough to fulfill your expectations by way of sharing the important points of every theme and fending off useless amplification of the topics.

Therefore, I will be very satisfied to hear from you for clarification.

Sincerely yours,

-----  
**MD.Osman Gani**

ID: 183-14-087

Program MBA (Marketing)

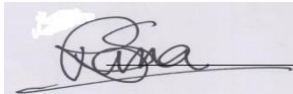
Department of Business Administration

Daffodil International University

## Certificate of the Supervisor

I hereby certify that **Md.Osman Gani**, Bearing **ID NO: 183-14-087**, (Major in Marketing, Department of Business Administration, Daffodil International University has effectively finished his Internship Report entitled “An Analysis on the marketing strategy of Sadma Fashion Wear Limited”. He works is beneath my suggestions and Supervision. His internship placement was once at Sadma Fashion Wear Limited. I am thrilled to the kingdom that Osman Gani labored challenging in getting ready this record and he has been in a position to current the right image of the worried organization.

I wish him each and every success in life

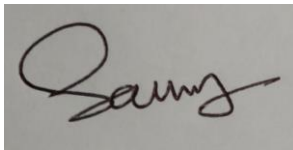


Dr. S M Sohel Rana  
Associate professor and Associate Head,  
BBA program Permanent campus  
Department of Business Administration  
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## Declaration

I am **Osman Gani**, the undersigned and presenter of the report of internship titled “**An Analysis on the marketing strategy of Sadma Fashion Wear Limited**” is prepared by me after the completion of three months’ work in Sadma Fashion Wear Limited. I have incorporated the true information in my report with the highest level of accuracy and enthusiasm. I also believe that the information provided herein my report may not make any jeopardy or any harm to any persons, patrons, referrers or any writers either in individual or institution.

(Signature)

A rectangular box containing a handwritten signature in black ink. The signature appears to be 'Osman Gani' written in a cursive style.

Md.Osman Gani

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## Acknowledgments

At First, I would like to thank almighty Allah for giving me the probability to whole my internship. I additionally want to thank my office colleagues who have given their valuable time to entire my internship record successfully. First of all, I would like to take the chance to thank Dr. S M Sohel Rana, Associate professor, Department of Business Administration, Daffodil International University my internship supervisor for imparting me guidelines, he used to be continuously assisting me with his inspiring personality. I will be constantly grateful for his brilliant reinforcement.

I would like to take the opportunity to thank Md. Al-Amin, General Manager, and SFWL for being my on-site supervisor & presenting me achievable surroundings and recommendation which recommendation was once very beneficial my realistic work system as per my internship topic.

I would additionally like to thanks other officers of Sadma Fashion Wear Ltd. who helped me and gave me their precious time, offering me the most relevant facts on the groundwork of which I have organized this report. I am grateful to all of them for assisting and guiding me and for being a high-quality co-operation to me.

And eventually, I would like to thank Sadma Fashion Wear Ltd. For supplying me the hazard to do my internship in the reputed organization.

## Executive Summary

The marketing department is the most vital section of the export-oriented business. It will increase the chance of entrepreneurship improvement in the garment sector. On the different hand, it helps unemployed humans as properly as the authorities to dispose of unemployment trouble and additionally play a necessary function in the monetary improvement of the country.

In my file, I tried to cowl the brief marketing activities of Sadma Fashion Wear Limited. It additionally consists of obligations of a trainee officer, my pastime and the issues I confronted and some recommendation

Through the report, I have centered on the existing advertising things to do of Sadma Fashion Wear Limited and the magnitude of their position for smooth, environment-friendly, and advantageous advertising techniques of garment products overseas. The realistic expertise of work I have executed from Sadma Fashion Wear Limited has furnished me the base of my investigation. A lot of troubles are scattered all over in the marketing manner of garment merchandise to unique countries. As a trainee of internship in the Sadma Fashion Wear Limited I have located the problems, which it is going through in, it's all over the marketing process. As a clean achiever of expertise, I have tried to look at the troubles of export garment merchandise from its floor to the backside and tried to discover out the feasible solutions.

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# **Chapter One**

## **Introduction**

An internship is required for all MBA students to satisfy his MBA degree, because of the reality it offers a direct encounter with the complexities of practical life. As a final product it focal points the students to relate our got understanding with sensible occupation life. The significant standard of the internship program is to work underneath hierarchical environmental factors so that, we can flip up ourselves as authorities with reasonable travel and can get an opportunity to accommodate the hypothetical data with real ways of life circumstance. For this reason, the internship is a fundamental segment of MBA program. I endeavor to set up this record on the establishment of practical information, which I gather from this association.

### **1.1 Origin of the report:**

As a part of our MBA program, I have to accomplish my Internship from an organization. And in this process, I have finished three months internee in Sadma Fashion Wear Limited. I have to contain all most all things to do associated with marketing. This agency has 4 sections and I'm concerned about the woven cloth section. The report mainly concentrates on the processing system of buyers order on woven cloth in Sadma Fashion Wear Limited.

### **1.2 Objectives of the study:**

The study attempted to explore and examine the present market situation of Sadma Fashion Wear Limited, especially the objective of the study as follows:

- 1) To analysis the marketing mix strategies of Sadma Fashion Wear Limited.
- 2) To provide some suggestions based on the findings of this study.

### **1.3 Methodology of the study:**

I have used both primary and secondary data for making this report. But most of the data are accumulated from the main source. I located a range of things to do of Sadma Fashion

Wear Limited. My sensible experience in Sadma Fashion Wear Limited was a wonderful supply of information.

### **1.3.1 Primary source of Data:**

- Primary data were collected through an unstructured personal interview with officials of Sadma Fashion Wear Limited.
- Day to day desk job (Informal conversation with the clients)

### **1.3.2 Secondary source of Data**

- Annual report on Sadma Fashion Wear Limited.
- Recently published brochure of Sadma Fashion Wear Limited.
- Prospectus of Sadma Fashion Wear Limited.
- Published journals and articles on the textile market in Bangladesh.
- Some of the data are collected from the internet.

### **1.4 Limitation of the study:**

The limitations of the report such as the following:

- ❖ **Time limitation:** One of the most significant constraints of the study was limited time.
- ❖ **Absence of enough data:** I didn't have enough access to use the internal data of the organization.

## **Chapter Two**

### **The Company Profile**

Sadma Fashion is one of the main coordinated articles of clothing producing organization in Bangladesh. It began in 2002, as a little assembling for Knitted Apparels. Following two and half decades, today Sadma Fashion has differentiated their exercises into various material divisions like weaving, coloring, weaving, and articles of clothing. We are working with the most recent, present-day, and modernized hardware of the world, exceptionally proficient operational and creation framework with solid item Research and development capacities.

#### **2.1 Office Staff:**

A large team of specialized faculty is legitimately working, helping the laborers and Planning design, cutting, sewing, quality, and completing the process of pressing. Around 150 individuals are filling in as an Administrator, Line boss, Floor in-control, Department Director.

#### **2.2 Quality Policy:**

Sadma Fashion Wear Ltd. It is completely dedicated to giving quality full items to the that consistently address the issues and desires for clients for unwavering quality, security, and economy and on-time conveyance of shipments. To accomplish this goal, Sadma Fashion Wear Ltd. gives all the fundamental assets to guarantee a well-prepared and enough prepared, and experienced labor to take legitimate consideration of client prerequisites. Sadma Fashion Wear Ltd. Stressed that quality is the mutual obligation of its whole staff. The organization guarantees that all staff know about, and work to the organization's work rehearses too in similarity with the lawful and other compulsory necessities and are resolved to follow the

prerequisites of Purchaser's desire for example set of principles, social consistence and consistently improve its production and Quality Assurance Department. To make quality items and Consumer loyalty is the organization's objective.

## 2.3 Factory Profile in Brief:

<b>Factory</b>	<b>Sadma Fashion Wear Ltd.</b>
<b>Factory Address</b>	Mouchak, Kaliakoir, Gazipur, Bangladesh. Phone: 88-02-9298027-8, 88-02-9298048.
<b>Head Office</b>	Oriental Plaza, house # 3, Flat # B1, Road # 4, Block # F, Banani Dhaka, Bangladesh. Phone : 88-02-8834825, 88-02-9871911, Fax # 88-02-9870502 E-mail: <a href="mailto:commerce@sadmafashion.com">commerce@sadmafashion.com</a> / <a href="mailto:commerce.sf@gmail.com">commerce.sf@gmail.com</a>
<b>Chairman</b>	Md. Lokman Hossain Mobile : 01713-038619,01713-245582
<b>Managing Director</b>	Md. Nasir Uddin Mobile : 01713-245588 E-mail: <a href="mailto:nasir@sadmafashion.com">nasir@sadmafashion.com</a> / <a href="mailto:nasir.sf@gmail.com">nasir.sf@gmail.com</a>
<b>Director</b>	Jahir Uddin Mamun Mobile : 01713-085117 E-mail: <a href="mailto:mamun@sadmafashion.com">mamun@sadmafashion.com</a> / <a href="mailto:mamun.sf@gmail.com">mamun.sf@gmail.com</a>
<b>Contact Persons</b>	Md. Al-Amin, General Manager, Garments, Mobile : 01713-245585, E-mail: <a href="mailto:garments@sadmafashion.com">garments@sadmafashion.com</a> / <a href="mailto:garments.sf@gmail.com">garments.sf@gmail.com</a>  Roushan Zamir Rony, General Manager, Dyeing, Mobile : 01912-201117 , 01713-245593, E-mail: <a href="mailto:dyeing@sadmafashion.com">dyeing@sadmafashion.com</a> , <a href="mailto:dyeing.sf@gmail.com">dyeing.sf@gmail.com</a>  Md. Masudur Rahman, General Manager, Knitting , Mobile : 01711676758 <a href="mailto:knitting@sadmafashion.com">knitting@sadmafashion.com</a>
<b>EPB Registration</b>	4224
<b>Paid Up Capital</b>	40, 000, 00/-
<b>Year of Establishment</b>	07.01.2002
<b>Bank</b>	MERCANTILE BANK LIMITED Gulshan Branch, 54A Gulshan Avenue, Dhaka. Bangladesh. Tel : 8835276-7, 8835615 Fax : 88-02-8835614, Factory A/C No : C/D 012911100001803, Bank swift No : MBLBDDDH019  SOCIAL ISLAMI BANK LIMITED. Foreign Exchange Branch, Motijheel C/A, Dhaka, Bangladesh. TEL: 9571254 FAX: 9571100, Factory A/C NO: 13300009963, Bank Swift No: SOIVBDDHFEX

**Main Product** T-shirt, Polo shirt and different types of Men's, Lady's & Kid's wear in varies kinds of knit fabric.

## **2.4 Welfare Facilities:**

- Induction of worker's welfare committee aimed at enhancing employee's morale, job pride & attendance.
- Canteen amenities with the first-class environment.
- Subsidized lunch for the executive.
- Free tiffin for workers.
- Full time free of scientific provider supplied through an MBBS doctor.
- Provision for daycare middle for people children, annual picnic.
- Arrange a Cultural characteristic after the annual picnic.
- Each flooring has an adequate range of washrooms for workers.
- Each flooring has ample lights to produce a higher first-rate product.
- A massive eating corridor is in our manufacturing unit such as pure ingesting water & nicely sitting system.
- Maternity departs & gain for lady employees are supplied as per labor regulation that makes certain through welfare officer.

## **2.5 Compliance:**

The factory is obeying and keeping up global and neighborhood laws, Human rights, Social consistency, Work law, and different guidelines and guidance by the related division of Government.

## **2.6 Recruitment Policy:**

- No child labor recruits in our factory.
- No gender discrimination in our recruitment procedure male and female are equal.
- There is no forced labor.

## **2.7 Present Buyer's/ Clients & Export Countries:**

C & A (Germany) / Zellers (Canada)

George (U.K) / Sears (Canada)

Sainsbury (U.K) / Diplomat Fashion (U.S.A)

Matalan (U.K) / Artextyl (U.S.A / France)

S F G (Australia)

Xios (U.S.A)/Vayla/Walmart

Emporio Junior (Italy)

Pierre Cardin (Italy)

Carrefour Import Sas (France)

## **2.8 Fully Compliant with environment ETP & other social welfare issues:**

We are very much concerned about the hazard-free environment and have constructed an Effluent Treatment Plant (ETP) that is running and rectifying wastewater. We are also concerned about social welfare issues of our workers. Our social Welfare Officer regularly monitors these on floors.

## **2.9 Member:**

Bangladesh Garments Manufacturers & Exporters Association (BGMEA)

## **2.10 Production Capacity of our factory:**

**Production knitting capacity:** 6000 Kgs per Day.

**Production Capacity Dyeing & Finishing Capacity:** 25000 Kgs per Day.

**Production Capacity Garments Capacity:** 60000 Pcs. per Day.

**Lead time to produce goods:** 45-90 Days.

## **2.11 Sadma's Production Area:**

<b>Knitting space</b>	5000 sq. feet
<b>Dyeing space</b>	34000 sq. feet
<b>Finishing Goods &amp; Store</b>	5500 sq. feet
<b>2nd Floor</b>	5500 sq. feet
<b>3rd Floor</b>	6500 sq. feet
<b>4th Floor</b>	6500 sq. feet
<b>5th Floor</b>	6500 sq. feet
<b>6th Floor</b>	6500 sq. feet
<b>Other space</b>	2000 sq. feet
<b>Total space:</b>	<b>77000 sq. feet</b>



# Chapter Three

## Marketing Activities Analysis

### 3.1 Specific Internship Position & Duties:

I have executed my internship in promoting and salary branch in Sadma Design Wear Ltd. I work underneath the management of chief of publicizing and my basic endeavor was once accepting an assortment of kinds of data information and making database. During my internship length my every day strategic once taking insights from the looking for a home and sends it to the assembling unit to create the material through the Email or boat it to the assembling unit truly.

As more often than not I need to control with more than a couple of uncooked data so time I was once also skilled to help bookkeeping division with the guide of offering several essential information. In preparing databases I have utilized Microsoft Exceed expectations and Microsoft Word. I moreover took get passage to the Web and working environment Web for introducing and taking indispensable data.

In the course of my internship, I furthermore did some extend in the publicizing and showcasing division. A portion of the task at some phase in my internship is alluded to beneath:

- ❖ To investigate step by step Email of the one of a kind Purchasing house. I endeavor to chat with looking for habitation and see our request, which are recipients for this association. A large portion of the occurrences we talk with them on Email and display them our material example, pattern, card, and pieces of clothing. At that point, I set up the archives, which is essential for our association.
- ❖ To inspect their request in the offer base. For this reason, I assemble last month's measurements to assess developing or diminishing costs to the extent base.

- ❖ To sum up there request at the top of the month. At the top of the month, I accumulate insights and endeavor to assess records with going before the month. At that point, I educate it to the mid-level power.
- ❖ To accepting organizations or buyer cell phone names for introducing required data. At some point clients name me and endeavor to get realities about our customers and endeavor to know about our material preparing way then I gracefully them digital book or leaflet and so forth. Our peon in essence speaks with them.
- ❖ To pay request handling. I go to the delivery shop and solicitation them for giving over my benefactor texture.
- ❖ To talk with the yarn producing office to get my yarn which is basic long for my material as the buyer prerequisites. In the period of the middle of I go to the assembling office and I saw how they produce the yarn. I saw there leading they accumulate the cotton from Thailand, India, Pakistan and afterward they handling it in their comber coordinating. What's more, eventually this coordinating produce the yarn.
- ❖ To assemble print out, copy archives, which is extremely fundamental for this association
- ❖ I spoke with the design studio. From the start, the buyer arrived in the studio for checking our structure. I endeavor to display my plan, which is previously created in this factory.
- ❖ I amassed cheek from the bills at the stop of the month. What's more, give it to my difficult gathering.
- ❖ I spoke with the pleasant oversee branch to assemble my texture. Texture fine is careful or awful I endeavor to see it utilizing the utilization of their lovely control office. To whole this test, I go to the assembling office and I saw how they delivered the texture.
- ❖ I went to the arrangement phone for the social occasion of the dispo number. It is the shading number, which is related to the texture. Consistently we need to dispo amount for preparing the texture. More often than not I amass it and give it to the arranging branch for preparing the costing capacity.

- ❖ I went to the yarn put something aside for social occasion the fundamental yarn, which is wanted for texture. For this, I set up the record and give it to the yarn keep supervisor.

### **3.2 Major Learning Points:**

During the time of internship software in the Sadma Fashion Wear Ltd, I gather many getting to know matters which encourage me. The getting to know matters are pointed in the following-

- ❖ In the hour of my internship length, I figured out how to make a record for the client request. I will endeavor to sum up what number of requests accumulate in a month and what number of the material deal in a month.
- ❖ Before turning into an individual from as an internee in the Sadma Fashion Wear Ltd I do now not secure right about the material creation process. Following the multi-month of working length, I have a reasonable idea about the material creation process.
- ❖ Issues happen in the promoting territory in Sadma Fashion Wear Ltd then I endeavor to talk with the stressed birthday festivity for the issue. So my discussion capacity must be quickened for this.
- ❖ Before working in the Sadma Fashion Wear Ltd I have no activity travel and have no idea how an office follows time the board. In the wake of working in the Sadma Fashion Wear Ltd, I have clear thought regarding time organization practices of an association.
- ❖ Appropriation in any situation is not, at this point so natural. Each time I endeavor to talk with the more prominent power and plenty of representatives who are working right here any way they are not, at this point Bangladeshi. Bunches of abroad people work in Sadma Fashion Wear Ltd. I endeavor to converse with them for my imperative data. For this reason, I matter my adjustment quality ought to be increment.

- ❖ Before working in the Sadma Fashion Wear Ltd I used to be every week in the talk in English anyway in the wake of working in the Sadma Fashion Wear Ltd I obtain some excursion to verbal trade within English.
- ❖ Before working in the Sadma Fashion Wear Ltd I have no thought about yarn causing strategy but at this point I have away from about the creation technique for yarn.
- ❖ Beforehand I have no idea about the previews chart anyway at current I can make the graph for texture.
- ❖ Before working in the Sadma Fashion Wear Ltd I have no idea about the computer-aided design, pattern, test, and matter of the yarn yet now it is a familiar expression for me. I see pleasantly about the computer-aided design, test, sample, and tally number of the yarn and these creation procedures.
- ❖ In the hour of my internship, I found out about the comber PC which is well known for creating the yarn and how it accomplished the work.
- ❖ In the hour of my internship, I found out about how a character can improve his calling and keep his subordinate.
- ❖ I found out about the organization culture, which is carefully kept up by utilizing the association.

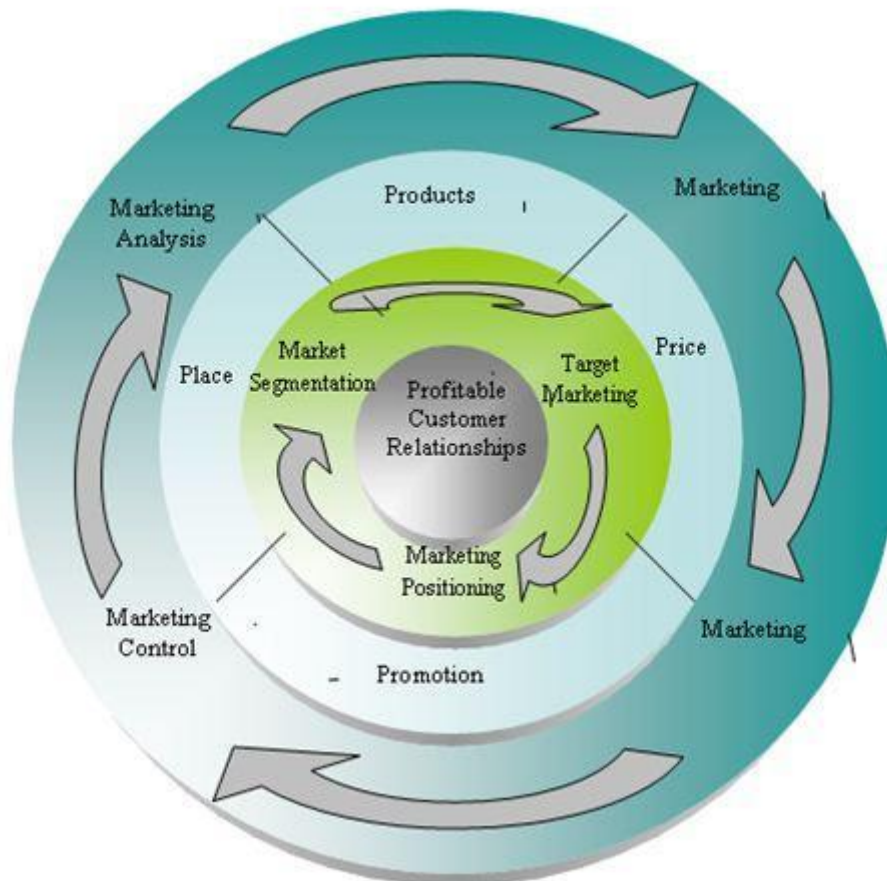
## **Theoretical Aspects**

### **3. 3 Customer-Centered Marketing strategy**

To win in the present serious commercial center, organizations or banks need to be buyer-focused. They should win customer's structure contenders, at that point save and create them through giving over expanded worth, anyway sooner than it satisfies client, a partnership or monetary organization need to initially capture their wants and needs. Therefore, stable promoting and marketing require a wary benefactor investigation. Organizations or banks grasp that they can't productively various all customers in a given business sector at any rate now not all customers in an indistinguishable manner. There is an excessive number of explicit kinds of customers with such a large number of particular kinds of necessities. In addition, most associations or banks are in the capacity to serve a few portions higher than others are. Accordingly, every business venture should split the

total market, pick the phenomenal portions, and graph methods for productively serving picked fragments. This strategy incorporates three stages:

- Market segmentation
- Target marketing
- Market positioning.



**Figure-: Customer-Centered Marketing Strategy & Marketing Mix**

**Market segmentation:**

Isolating a market into superb organizations of customers who have magnificent necessities, attributes, or lead and who might conceivably require separate contributions or publicizing bundles is alluded to as market segmentation. A market stage comprises of customers who answer similarly to given set or publicizing endeavors.

**Target Marketing:**

The arrangement of assessing each market portions tastefulness and choosing one or more noteworthy sections to enter. An association needs to objective portions in which it would profitability be able to create the best supporter cost and keep up it after some time.

**Market positioning:**

Masterminding item or transporter to possess a reasonable, particular, and adequate area comparative with contending product or supplier in the psyches of the objective client. In this manner business, people chart places that recognize their product or contributions structure or contending makers and gracefully them the greatest key increase in their objective markets.

**3. 4 capturing value-form Customers**

The initial 4 stages in the publicizing method contain building buyer relationships by utilizing creating and handing over premier customer esteem. A definitive advance involves shooting cost in kind, in the structure of present-day and future deals, market share, and profits. By growing best buyer esteem, the affiliation makes fabulously calm customers who stay faithful and bye more. This, thus, ability bigger since a long time ago run returns for the firm. Here, we talk about the impacts of creating benefactor esteem: supporter loyalty and retention, the share of customer, and supporter value.

**Creating Customer Loyalty and Retention**

A great buyer relationship organization makes buyer charm. Thus, pleased customers remain faithful and talk about well to others about the money related establishment and its administrations. Studies display monstrous varieties in the loyalty of customers who are significantly less fulfilled, incredibly fulfilled, and completely fulfilled. Indeed, even a moderate drop from entire pleasure can make an incredible drop in loyalty. Organizations are understanding that dropping a buyer potential dropping more prominent than a solitary deal. It potentially dropping the total course of purchase that the customer would make

over a lifetime of support. For instance directly here is an emotional delineation of Customer Lifetime esteem.

### **Growing Share of Customer**

Past genuinely saving top hold onto buyer lifetime esteem, exact customer relationship organization can help business people to make greater their share of customer-The share they get of the customers purchasing in their supplier classes. Numerous business people are presently investing considerably less energy making sense of how to augment the share of the market and more noteworthy time endeavoring to create share the customer.

### **Customer Equity**

- The blended buyer lifetime estimations of all cutting edge and feasible customers.
- Measures a company's exhibition, anyway in a way that appears to what's to come.
- Choosing the "best" customers is critical.

## **3.5 Customer Needs, Behaviors, and Values Clarified**

- Banks increase the higher possibility and customer organization with the guide of joining profitability, conduct segmentation, and examination
- Banks flexibly information to buyer contact variables to influence shopper leisure activity and work process the executives
- Stage Two banks control and influence the work process of their branches and name focuses, and create more prominent incredible shopper securing and organization exercises

## **3.6 Building the Right Relationships with the Right Customer**

Organizations need to control buyer decency cautiously. They have to see customers as the property that needs to be overseen and amplified. By and by, not, at this point, all customers, presently not even all devoted customers are alluring speculations. Shockingly, some steadfast customers can be unprofitable, and some backstabbing benefactors can be profitable. Which customers need to the business venture or monetary establishment

accumulate and hold. The association can characterize customers in understanding their reasonable profitability and control its associations with them as an outcome customer relationship gatherings. This team orders shopper into one of 4 relationship gatherings, in understanding to their profitability and anticipated loyalty. Each group requires an uncommon relationship organization system. Which are referenced follows quickly:

<p><b>Butterflies</b></p> <p>A good fit between companies or banks offerings and customer’s need; high-profit potential.</p>	<p><b>True Friends</b></p> <p>A good fit between companies or banks offerings and customer’s needs; highest profit potential.</p>
<p><b>Strangers</b></p> <p>The little fit between companies or banks offerings and customer’s needs; lowest profit potential.</p>	<p><b>Barnacles</b></p> <p>The limited fit between companies or banks offerings and customer’s need; low-profit potential.</p>
<p>High Profitability</p>	<p>Low Profitability</p>

**Figure-: Different relationship management strategy**

**Butterflies:**

Butterflies are worthwhile however now not loyal. Good in shape between organizations or bank's choices and customer’s needs. However, like actual butterflies, we can revel in for solely a quick whilst and there gone.

**True Friends:**

True Friends are each worthwhile and loyal. It is robust in shape between their wants and the organizations or bank's offerings. The company or financial institution wishes to make non-stop relationship investments to pleasure these clients and nature, hold and develop them. It desires to flip actual buddies into “truly believe” who come again normally and inform others about their exact experiences with the financial institution or company.

**Strangers:**



It suggests low profitability and little projected loyalty. There is a little match between the corporations' or bank's choices and their needs. The relationship administration approach for these clients is simple.

**Barnacles:**

Barnacles are incredibly loyal however no longer very profitable. There is a restricted in shape between corporations or banks offerings. For example- a Uttara financial institution client who is typically, however, does no longer generates adequate returns to cowl the expenses of keeping their accounts. Like barnacles on the hull of a ship, they create drag. Barnacles are possibly the trickiest customers. The financial institution may be capable to enhance their profitability by way of promoting them more, elevating their fees, or lowering carrier to them. However, if they can't be made profitable, they must be “fired”.

The factor right here is a necessary one: That is extraordinary kinds of clients require distinct relationship administration strategies. The aim is to construct the proper relationships with the proper customers.

# Chapter Three

## Findings and Analysis

### 4.1 Present Scenario of the Textile Market in Bangladesh:

Bangladesh is the top-notch region in the region for texture and garments endeavor because of ease work and great exchange notoriety with the EU. There are a huge yarn and material demand and give opening in RMG enterprises, which is existing met by utilizing import. Directly is about 85%-90% of the demand is met by methods for import from universal areas like China, India, Hong Kong, Singapore, Thailand, Korea, Indonesia, Taiwan and so forth material prerequisite is growing at 20% per annum. To invigorate quick money related blast of us of a Bangladesh Government propel abroad financing and set up six-character trade handling part (EPZ). During the July-Walk 2006-07 periods, normal fares of the US of America contacted US \$9036.4 million. Speaks to a flood of over 20%, for the most part on the again of tennis shoes and articles of clothing. Knitwear undertaking neglected to get target fares of \$3485.2 million and earned around \$3335.2 million. Fazlul Haq, President, Bangladesh Knitwear Producers and Exporters Affiliation (BKMEA), clarified, "The disappointment is because of the adverse effect of work distress in the piece of clothing locale in May 2006." (Source: [www.fiber2fashion.com](http://www.fiber2fashion.com)).

At present, the scope of participation of BTMA is 935 under:

- ❖ Weaving (Texture Maker) = 458
- ❖ Dyeing-Printing-Completing (Material Item Processor) = 159

Over 2.50 billion EURO has been put resources into these plants and about 3.50 million people are by and by utilizing.

Work expense brought about in the undertaking is the most reduced rather than its rivals

**Table no-1: Labor cost & its competitors**

Country	Labor cost per hour	Country	Labor cost per hour

Thailand	\$ 1.00/Hour	Indonesia	\$ 0.40/Hour
India	\$ 0.60/Hour	Pakistan	\$ 0.40/Hour
Sri Lanka	\$ 0.45/Hour	China	\$ 0.35/Hour
Vietnam	\$ 0.40/Hour	Bangladesh	\$ 0.25/Hour

(Source: BKMEA websites)

Energy cost in Bangladesh is lower compared to India and Pakistan

Country	Cost/KwH
India	\$ 0.095/KwH
Pakistan	\$ 0.08/KwH
Bangladesh	\$ 0.07/KwH

(Source: BKMEA websites)

### **Competitive Position in the neighborhood enterprise:**

Sadma Fashion Wear Ltd by using nature operates in the weaving and ending phase of the complicated shape of the Textile & Clothing enterprise of Bangladesh. The nearby textiles producers did by no means exert threats to the company. Rather it is the fabric giants in China, India, Indonesia, Pakistan are the important opponents of BTL as the company's perception, due to the fact most of them function in equal markets like Sadma Fashion Wear Ltd.

In the neighborhood enterprise, Sadma Fashion Wear Ltd. is presently grabbing a massive extent in phrases of the share in the export-oriented RMG market.

### **4.2 The Objectives of the Company is given below:**

Sadma Fashion Wear Limited runs its venture with invulnerable increment in expressions of salary for re-speculation to keep up market share and to assortment into new zones. It furthermore adds to the yarn enterprises that produce string garments fabricating and diverse auxiliary unit a few wants of the gatherings are –

1. Provide the best possible trendy merchandise and tightly close consumer satisfaction.

2. Secure strongest aggressive manufacturing via innovative product and operational excellence.
3. To make bigger to company's familiarity.
4. To diversify the business.
5. To make certain boom each in phrases of income and profitability.
6. To keep increase and market share.
7. To create extra employment possibilities for the nation.
8. To furnish the buyers with higher-high-quality products.

### **4.3 Marketing Mix Strategies of Sadma Fashion Wear Ltd:**

Marketing is the motion taken by way of corporations to promote the merchandise or offerings that contribute to their turnover. It is essential for each business, small or big, to recognize and put into effect the proper advertising combine strategy, which can assist them in the income of the objects they make or sell.

There are 4 areas of advertising that make a contribution to the advertising combine and are regarded as the 4 Ps of marketing. They are:

- Product
- Price
- Place
- Promotion

Every one of these components has its factors, and when they are adequately characterized, they give you characterize to promoting your item or administration. The item or transporter that you are elevating wants to be viably characterized. Its highlights, how it is bundled should be clear, and then the points of interest that can collect to customers from their utilization ought to be built on. At this stage, you have to decide on all parts of your marketable item or items, regardless of whether it is style, the quality, the bundling or whether you expect to outfit guarantees

Presently directly here we will examine useful varieties that Sadma Fashion Wear Limited. Might make to their item, advancement, cost, and appropriation as they enter abroad market.

### **4.3.1 Product:**

Weave fabric:

- ❖ Solid dyed – poplin, twills, dories, oxfords, seersuckers, canvas, rib stops in a hundred percent brushed cotton-CVC and CVS/TC stretch sateen.
- ❖ Yarn-Dyed–Ginghams, strips, Fat-a-fills/End-on-closes, chambrays, Seersuckers, Half quart point, Oxford, Dobie's, plaids in a single hundred percent brushed cotton CVC and CVS/TC-stretch-Sateen.
- ❖ Dobby designs–Herringbones, Bedford Cards/Cottles, Waffles, and a lot of structures in a hundred percent brushed cotton. CVC and CVS/TC.

### **4.3.2 Promotion:**

Marketing managers have visited the diverse assembling unit and present the Sadma pattern put on ltd. giving some attractive group to adjust these customers. Consider the buyers squeezing freight and close by market cost.

Move to be made:

In the remote spots market, the partnership advances its item by-

Give Test, Leaflet, Assortment, mailing send, producing office visit, flexibly, Support in open deal over the web, Fashion Show, Email, Fax, Different Diary, Cortex, and so forth.

### **4.3.3 Price:**

The quantity of the organization charged for a product or service, or the sum of the price that patron change for the advantages of having or the use of the product or carrier referred to as price.

Determining Demand:

This enterprise determines demand by inspecting its preceding income volume. The agency market estimates are beneficial in organizing the relationship between its product charge and quality.

### **Pricing Policy:**

As the organization has a goal to remain in the market alongside feasible with this business, it's has adopted the market-based fee policy.

As the stores are both franchise and agents of the mom business, they attempt to observe the pricing approach formulated with the aid of them. In such cases some keep like Reebok, Woodland set fees of their gadgets as their franchiser wants. The different surveyed stores set fees via including their favored earnings margin to the buy price.

#### **4.3.4 Distribution:**

Our goal is this learn about was once to recognize the distribution towards the present advertising system. To fulfill the goal some chosen trouble that is influencing the present advertising machine has been discussed.

##### **Distribution Channel:**

The channel shape used to switch product and provider foreman enterprise to its market. Generally, the employer is issued a direct channel.

H&M provides the order at once to SFWL.

At first, the agencies attempt to fulfill the purchaser demand. If a 5% decrease or over manufacturing from the order then it will be ideal with the aid of the client under to contract schedule. On the different hand when the tile best of tile product is now not as top as there requirement or expectation then they canceled it.

Then the enterprise tries to promote this reject product to clients with the aid of corresponding with each other. Otherwise, the corporation sells this reject product in the neighborhood market. The nearby market distribution channel is as follows. Another distribution channel maintained by using the SFWL for our nearby market. Firstly they produce the material for our neighborhood market then they provide it in their sale middle yellow keep in our U.S. then patron can buy it from the promotion center.

##### **Transportation:**

SFWL keeps its transportation device for handing over the product to intermediaries as nicely as the corporation contract with cargo-Bungle Transport Agency for turning in a product.

#### **4.4 Product Manufacturing Policies of SFWL:**

Sadma Fashion Wear Limited is the most current composite material in the Asia- Pacific region. The Sadma Fashion Wear Limited has a capability of 288 excessive paces air-Jet looms in its weaving part and excessive-tech dyeing and ending part with the capability of 1,00,000 meters of completed material per day. A proper range of technicians and engineers had been overseas for getting to modify with this machine.

But the organization can in a position to make use of 80% of its manufacturing capacity.

SFWL produce excessive satisfactory one hundred percent cotton fabrics, which assist to preserve of cutting-edge civilized life. The enterprise spends giant efforts towards the advertising of fabric products by using attempting to furnish excessive excellent with the lifelike price.

#### **Source of uncooked materials:**

The availability of uncooked substances is vital for the product and its nice as properly as besides production. The cost of the product additionally relies upon the availability of uncooked materials. The fundamental uncooked substances of material merchandise are:

1. Yarn
2. Dyes & Chemical

Yarn: The Company collects their yarn 90% to 95% from Padma Ltd. And 5% to 10% from distant places such as India & Pakistan.

Dyes & Chemical: The Company collects their dyes and chemicals 90% are imported from India, China, Germany, and Europe and 10% are neighborhood insuring satisfactory and consistency in material shading.

Positioning is the act of layout corporations providing and photograph so that they occupy a significant and awesome aggressive function in goal purchaser mind. Comparing with the aggressive product an agency may role its product on the foundation of one or few distinctions such as importance, area of expertise superiority, communicability, affordability, profitability, and so on.

SFWL has placed its complete fabric product at the excessive fine and practical price, with recognition of different company's textile products in the tile market.

**Testing activities:**

\* Abrasion check will solely be carried out on fabric for the usage of in trousers or heavy makes use of finishing.

\*\* Pilling take a look at will solely be carried out on fabrics, which incorporate artificial fibers in staple form.

\*\*\* Test power will solely be carried out on lightweight, one hundred percent cotton fabrics.

In addition to the above checks, all fabric will be examined for the following

Thread per Inch (Warp and Weft)

Fabric's weight (g/m)

Fabrics Width (Overall and useable)

Monitor team of great control:

- (i) BSTI
- (ii) The employer has developed product sensible high-quality manipulate specification.
- (iii) Customers then self's additionally do specify minimal necessities of fabrics.

Checking Activities:

1. On-line first-class control
2. Right from yarn-dyed via weaving up to a completed fabric
3. Offline trying out to preserve the minimal requirement at each and every stage of processing line to attain properly completed products.
4. The on-going scheme we do most advantageous the new product or manner introduce into the manufacturing line.



## **Packaging:**

Sadma Fashion Wear Limited is the use of excessive exceptional Polly for packing and these Polly and cool animated films make our subject manufacturing facility Mahadi International Ltd. It relies upon on merchandiser reserving sheet. The value of packing is typically 8% of manufacturing cost. Packing substances consumption (opening inventory buy – closing stock).

## **4.5 Manufacturing method for Textile Goods:**

There are two kinds of a manufacturing system for material products:

- ◆ The manufacturing method for yard dyed
- ◆ Manufacturing manner for stable dyed

### **4.5.1 Spinning:**

The significant substances utilized in the turning sub-area are uncooked cotton and counterfeit filaments, for example, gooey and polyester staple strands. In this framework, homegrown and fake strands are cleaned and contorted into yarn. The line substances are pass through the blow room the spot all pollutions are disposed of from natural filaments exclusively and these are folded into laps. The laps at that point go through a checking machine, small they are cleaned what's more and formed into silvers, thick and approximately spun yarn. To deliver battle yarn, the strands need to be available procedure what's more preparing in the comber machine, had been the thoughtful stands are evacuated, and the stayed handled into silver. The silver at that point took care of to the draw casing, and pace discarding body the spot they are wound to and drafting takes region and yarn is created. The yarn is then spun cycle a weaving or cone, the use of auto scores or cone winding/reeling machines, stuffed and checked.

### **4.5.2 Weaving and Knitting:**

Preceding weaving the yarn is wrapped around bars and plunged in a size, a glue, which when dries offers the yarn a rigid and uniform structure. This yarn is then stuffed into the

weaving machines alluded to as yard. A track of yarn alluded to as the drift, surpassed between changing ward yarn with the asset of a van, airstream, or swords.

Sewing is also used to make dark. Rather than looms, round weaving PC is furthermore utilized for sewing. Weave texture is bounty softer and more noteworthy bendy than the delivered on looms, and is as often as possible utilized for creating an article of casual wars, for example, Shirts and underneath pieces of clothing.

#### **4.5.3 Dyeing, Printing and Finishing:**

At this stage, the dark go for coloring, assembling, and wrapping up. After the dark is examined, it goes through a framework alluded to as the bunching strategy when it experiences scoring, fading, and coloring. Scouring is the cure of dim in concoction answer to dispose of the size, homegrown fats, waxes, proteins, and various polluting influences, and to make the material hydrophilic the cluster preparing is straightaway. It is basic in giving the material a simple white shading. It is done the use of two uncommon strategies. One is fading with weakening hydrochloride answer at room temperature or through the utilization of hydrogen peroxide answer at expanded temperatures (80 to ninety confirmation Celsius). The latter methodology is extra steeply-valued and for the most part, results in higher and longer enduring whiteness.

The scoured texture is then dyed and then imprinted on. Printing is done the use of punctured rollers that empower sure substance mixes and tones to diffuse through the openings. After that, the printing has been performed and in the end, the material is washed once more.

#### **4.6 Market Controlling Policies of SFWL:**

Control and assessment of promoting and marketing expenses supplement each other. Control is with the test of promoting span to a scope of costing team, for example, regions, customers, and items. Control and assessment are better by-

- (1) Marketing charge consistent by utilizing CFO.
- (2) Establishing down to earth costing value base as necessities and spending plans diagram to a helpful asset in achieving destinations.

Marketing Division of SFWL assessment of publicizing and marketing charge control and profitability, which are presented underneath the accompanying strategies

- (1) Comprising of request procure from customer and publicizing cost.
- (2) Marketing value control.
- (3) Control of down to earth diversion through the bendy funds and standards
- (4) Profitably assessment of promoting dept.
- (5) The commitment edge approach.
- (6) Marketing cost and profitability assessment issue.

Marketing Branch of SFWL oversees and interestingly authentic with accounts underneath the accompanying expense

- Selling
- Warehousing
- Packing and delivery
- Promotional
- Credit and assortment
- General representing (marketing)

At the point when the scopes change is negative then remedial movement and assessment the business undertaking attempts to find out why is to done. In many time the organization can't in a situation to send out their item, which was once desired then the office make ideal move to acquire the objective according to example the diagram bunches nearby with business venture branch group of laborers have been as of now in the USA in September 2001 providing their assortment. They have been getting together the entirety of their present customers while concentrated on various enormous names, which are in any case now not on their buyer list. A portion of these is Wal-Bazaar in Mexico, USA, and Europe, Unified keep of Utilization, Hudson Cove of Canada. For this reason, after September I'll 2001, hit the economies of the world the office going on with effectively.

#### **4.7 Operational Procedure of Sadma Fashion Wear Limited:**

The central test of Sadma Fashion Wear Limited is delivering more than a couple of kinds of textures. For the most part in understanding the customer's demand, the organization delivers these textures. Like distinctive association, Sadma Fashion Wear Limited furthermore has an assortment of divisions these are: – organization, accounts, marketing, assembling, and fine control. For Sadma Fashion Wear Limited planning, financing and organization work is

promptly regulated and overseen by methods for its organization office. Sadma Fashion Wear Limited organization of uncooked material, fabricating activity the board, creation, satisfactory affirmation, putting away finished merchandise, and a piece records' upkeep is performed through the assembling office. Contact working environment functions as a head working environment of Sadma Fashion Wear Limited.

In this division odder assortment, fabricating time and buyer supported incredible executing, record preparing, criminal complicacy handlings, managing LC s' and reimbursements and bookkeepers looking after, shipment, network holding with abroad and countrywide customers are finished. In texture, a large portion of the request originates from association's notoriety, Firma administrations' locale, and contact, and not many originate from the new close by purchasers. The most important feature of the employer might also be divided into two components as:

1. Export from abroad.
2. Import to abroad.

The phases/ Functions in the export system include:

- ◆ Manufacturing readymade clothes and materials as required.
- ◆ Exit-out the garments
- ◆ Shipment clothes which are made for customers.
- ◆ Preparing applicable documents.
- ◆ Receive overseas Currency.

Import/ Procurement of raw substances observe the beneath noted steps:

- ◆ Order placing
- ◆ Receiving Performa Invoices
- ◆ Opening Back to Back L/C
- ◆ Getting uncooked materials

The finance branch the place I have labored performs to manipulate the influx of the company. Inflow administration consists of the following:

- a. Opening back-to-back L/C
- b. Local invoice discounting;
- c. Arrange packing credit
- d. Export invoice purchase.
- e. Receiving price from maturity.
- f. Opening inland L/C.

## **4.8 Different Challenging Segments in SFWL are:**

### **4.8.1 Sadma Fashion Wear Limited Denim:**

Sadma Fashion Wear Limited denim Ltd is an extremely charming composite denim material plant with coloring, weaving, and closure offices. It's also comprising of a current-day specialists washing and coloring plant to permit the completely inherent assembling of denim claims

Indigo colors and distinctive substances are imported from Germany to make certain tent hues and washing results.

The plants produce in extra of 18000 yards of denim texture every day going from 41/4 ounces chambray and light-weight shirting pants to substantial posterior weight pants (6 oz.to15 oz.). Textures are delivered the utilization of open stop/open end, and ring/ring yarns to create outstanding style. Notwithstanding across the board indigo pieces of denim, dark, hued twist dyed, broiler dyed, and bull denim is created. Other pattern pants can be made to work out in a good way for customer prerequisites.

### **4.8.2 SFWL Knitting:**

Sadma Fashion Wear Limited is furnished with round weaving, a gaze of the-workmanship modernized kitchen coloring, and wrapping up. It produces incredible phenomenal cotton and mixed weave texture in a scope of styles. Shirts, ribs, arouses and diverse single sews surfaces care all accessible. Current assembling in cylindrical and open enormous surpasses 14 tons for each day. Texture weight fluctuates from 130gsm to 260gsm in styles, which envelop Jersey, provokes needle out surfaces, footrests mock thermals, popcorns, and texture with Lycra.

The Sadma Fashion Wear Limited ventures park is operational 350 days per year-the enterprise has a distant memory to enormous size to make certain it is spotless strolling through putting resources into its one of a kind in-house quality gracefully, foundation and in-house media transmission hyperlink to the unwinding of the world.

#### **4.9 Marketing Environment:**

Marketing environmental factors of Sadma Fashion Wear Limited are the on-screen characters and powers terrace publicizing that affect promoting chief's ability to build and hold profitable associations with centered customers. Marketing environmental factors are partitioned into two segments microenvironment and large scale environmental factors of the organization.

##### **4.9.1 Micro Environment**

Marketing miniaturized scale environmental factors incorporate providers, publicizing the middle person's customers, rivals, and open. On account of Sadma Fashion Wear Limited the thing "Organization" itself almost works pleasantly with its areas of expertise.

SFWL's providers of uncooked substances inclusion and cost of uncooked substances or swelling immediately affect the full-scale environmental factors of SFWL. Customers of Sadma Fashion Wear Limited are in general our RMG makers. So decent creation sure is a tremendous circumstance here. On account of publicizing mediators; venture distinction, supervisors' solid contact/network with big business customers are the essential methodology of Biswas to advance items.

##### **4.9.2 Macro Environment**

Macro environments' foremost forces of SFWL's are mentioned below.

Demographic factor– South Asian vicinity is appropriate for the material industry. Big working populace and uncooked substances outsourcing facility, helps the industrial boom of Bangladesh.

Economic factor- Low manufacturing cost, electricity availability, employee availability, and appropriate authorities coverage is the financial aspect of Sadma Fashion Wear Limited.

Technological factor-China types of machinery are accessible and value-environment friendly for Sadma Fashion Wear Limited.

Political factors– Unstable political scenario and a range of kinds of strikes performs poor roll on Sadma Fashion Wear Limited.

Natural and cultural factors- Natural and cultural elements don't play a tremendous function in the macro surroundings of Sadma Fashion Wear Limited.

#### **4.10 SWOT Analysis:**

The SWOT evaluation having recognized the company's inner power and weak spot as nicely as exterior possibilities and threats. We want to conceder through preceding advertising and different associated evaluation a general photo has published of SFWL. It can strengthen a new characteristic enterprise of company techniques to confederate these changes. SWOT evaluation has proven in the bellow:

##### **4.10.1 Strength Luminous Textiles Ltd.:**

Quality is the vitality of the association by the method of the utilization of it an undertaking may moreover get the forceful advantage Sadma Fashion Wear Limited. This is an appropriately presumed association in the material businesses of the nation. It is huge resources, sizeable market; fundamental market work has made an image and job in the texture ventures.

Here the current power of the business is noted as cry:

##### **Skilled workforce:**

From its starting Sadma Fashion Wear Limited appears into the mixture of effectiveness and effectivity related to its objectives. As a result inside a few days, it obtained greater regard from its buyers.

##### **Market Reputation:**

Sadma Fashion Wear Limited is one of the important Mills in Bangladesh it is why they have little bit recognition in the overseas market and have had faith from investors.

**Collaboration with suppliers:**

To grant greater cost in their price transport method Sadma Fashion Wear Limited has constructed a long-term relationship with some ready suppliers. This collaboration makes this corporation sincere to its dedication to fantastic and scheduled transport to its buyers.

**Permanent Buyers:**

For its reputation' of dedicated agency, it has constructed an advertising community with some distinguished buyers. These consumers are now not without difficulty susceptible to different factories, as they are cozy with Sadma Fashion Wear Limited for its effectivity and effectiveness.

**Collaboration with the backward linkage industry:**

To be ever profitable in their dedication to their shoppers they continually guarantee the on-time transport of the add-ons wanted in the manufacturing process. Merchandizing dept. has taken the accountability of imparting these add-ons to the manufacturing method for its certain supply. For the comfort of this duty, they have constructed lengthy-time relationships with the suppliers of add-ons that they do not manufacture and finished critical paperwork with a robust period and prerequisites with these accent suppliers.

**Long-term relationship with buyers:**

Sadma Fashion Wear Limited honors the long-term relationship with their buyers. So the shoppers stay loyal to the company. This is the cause long-term relationship with their consumers is the power of the company.

**4.10.2 Weaknesses of Sadma Fashion Wear Limited:**

Many elements assist in growing or reducing the earnings of the company. When the earnings decrease, it is dealt with as the weak spot of the company.

**Fail to appeal to huge Buyers:**

Despite the effectiveness and effectivity one of the weaknesses of Sadma Fashion Wear Limited is its brief capacity. For its low degree capability Sadma Fashion Wear Limited it is



disadvantaged from plausible boom ensuing from its current reputation, which ought to be done otherwise.

**Not International well-known certified:**

Sadma Fashion Wear Limited is now not ISO licensed organization. Not to say that being a proof of quality, ISO certificates is very a good deal necessary for the spreading of its market.

**Lack of warehousing:**

There is no applicable putting for remaining merchandise to vicinity them safely and at the time of their dispatch, there is an opportunity of mistake.

**Communication Gap:**

There are a few gaps in the conversation between the departments. Maybe these affirm every issue from every different however nevertheless they make errors and blame each other's to protected them.

**HR Department:**

HR Department is nearly vain and solely performing two activities. These things to do are making salaries and attendance of the personnel and workers. They are now not working to desirable educate the personnel and making value determinations to consider them.

**4.10.3 Opportunities for Sadma Fashion Wear Limited:**

Many elements assist in growing or reducing the income and rate of the company. When the income will increase and the price decrease, it is dealt with as the possibility of the company.

**Cheap labor:**

The labor value in Bangladesh is very cheap. So it is a probability for Sadma Fashion Wear Limited.

**Motivating the employees:**

HR branch can show and exhibit them they are right here for personnel by way of motivating the personnel performing their best. They can locate the motivation degree of their personnel and provide them incentives to inspire them.

### **Advertising:**

Sadma Fashion Wear Limited can promote their selves to promote their material products. They can promote in global magazines about their selves. Can be marketed over the net (electronic Marketing)

### **Sadma Fashion Wear Limited's very own Shops:**

Sadma Fashion Wear Limited can open its retail outlets in the overseas market the place they can show their garments merchandise and apparel as properly as curtains. The massive gain would be that advertising and marketing would be accomplished robotically and your cloth merchandise would additionally be offered to the neighborhood market.

### **Online Shopping Store:**

Sadma Fashion Wear Limited can open its on-line save the place they can exhibit their clothes range and apparel. The benefit of this step would be

- Online Marketing
- Capturing the market over web internationally
- Capturing the market over web domestically
- The fabric can be bought out at an online shop.

### **Technology:**

The science has been expanded for the cloth enterprise and these applied sciences are being obtained through the global opponents as nicely as with the aid of nearby rivals so they are producing proper exceptional clothes merchandise and growing the effectivity as nicely as lowering the value of manufacturing Sadma Fashion Wear Limited has the probability to make investments for the new technology. By obtaining the trendy technology, they can expand the manufacturing quality, effectivity and can minimize the price of production.

#### **4.10.4 Threats of Sadma Fashion Wear Limited:**

Many elements are damaging for the corporation and may additionally reason conceivable minimizing the income and maximizing the charges of the company. This is acknowledged as threats.

##### **Shortage of electricity:**

The authorities of Bangladesh are nevertheless unable to supply the required volume of electricity, the utilization of electrical energy has been increased. The groups who have their personal electrical energy plant life are retailers however these who do not have been dealing with a primary hassle of a scarcity of electricity.

##### **The hazard of new entrants:**

As the shopping for enterprise in our USA is in the movement of increase the enterprise offers a desirable feed to new entrants. So in this enterprise, as a Sadma Fashion Wear Limited wishes excessive strategic stakes to survive.

##### **The bargaining strength of the firm's suppliers:**

In this enterprise as garment producers are several and their ahead integration structures are no longer sturdy for their illiteracy or lack of ability to persuade the overseas buyers. Therefore Sadma Fashion Wear Limited enjoys little bargaining tendency of garment manufacturers.

##### **The bargaining strength of the firm's customers:**

In our U.S.A. Sadma Fashion Wear Limited enterprise faces a little good buy over the negotiation as a boon of the quota system. As a result, the bargaining strength of Sadma Fashion Wear Limited is very little.

##### **The risk of alternative products:**

In this enterprise, this element is now not viewed due to the fact there is no ideal replacement for their supplied service.

**Local competitors:**

Bangladesh is a beneficial area for overseas customers of garment products. As a result, the garment enterprise itself is very beneficial to nearby entrepreneurs.

**Political unrest:**

In our united states of America political instability frequently hampers the effectiveness and effectivity of enterprise organizations. Thereby political unrest is an exquisite hazard to the clean characteristic of Sadma Fashion Wear Limited.

## **Chapter Five**

### **Findings, Recommendations and Conclusion**

#### **5.1 Findings**

Based on the practical experience of the internship period, the findings are the followings:

**a) Lack of effective new product development policy.**

Lack of effective new product development policy and technological integration. Sadma Fashion Wear Limited's products need to be modified.

**b) Lack of standard pricing strategy**

Product pricing is higher than another company. The product pricing policy is not very much friendly for customers. So customers are feeling hesitant to buy Sadma Fashion Wear Limited's product.

c) **Limited Promotional Activities**

Sadma Fashion Wear Limited does limited international and local TV ads, print media, electronic media, and many types of advertising offers. Sadma Fashion Wear Limited hasn't done different types of promotional activities such as; Seasonal offer, Mega offer, Occasional offer.

d) **Lack of smooth distribution channel**

Lacks of product distribution are not the proper time, in many times.

e) **Lack of skilled manpower**

Sadma Fashion Wear Limited appoints their employee just educational qualification based. So, Limited employees have skilled because they don't provide training to their employees after recruit.

## **5.2 Recommendations**

Sadma Fashion Wear Limited is a new textile industry in Bangladesh. It has high-quality recognition in the world market. Based on my understanding, the following recommendations are made;

a) To formulate an effective new product development policy

High-quality product use and technological management are strong, and location must be increased to ensure customer service

b) To formulate a standard pricing strategy

Sadma Fashion Wear Limited product price is very high, so product prices some consider to better in this business. This price range will be competitive to the market and they should not change randomly to their target customers.

c) To formulate an effective advertising policy

International and local TV ads, billboard many types of offers, promotional activities, and social work provided.

d) To select an effective distribution channel

Product distribution in proper time and all conditions clear and specific.

e) To recruit sufficient skilled manpower

Sadma Fashion Wear Limited can fulfill its vacancy through marketing based and educational people in a specific area. And also to find out skilled manpower they can arrange training sessions once or twice a year.

### **5.3 Conclusions**

Bangladesh is a developing country. In this, we of unemployment trouble is barely overcoming through our clothes or garb sector. A lot of human beings are working in this area from the preliminary stage. Initially, the state of affairs of this quarter is no longer so true however now a day this region is incomes a lot of overseas currency, round 75%-80% of our whole financial boom which is making our monetary zone very robust and assists to our GDP. And merchandisers are these human beings who are working right here day to night time to improve this sector. Merchandisers intend to gather order, implement, enhance, and cargo on client required time.

It used to be a brilliant pleasure for me to work in the advertising and marketing quarter of Sadma Fashion Wear Limited which gives me a vast vary of scope to study the special characteristic of shopping for the residence industry thru the cordial help of the personnel and seniors. All the personnel of Sadma Fashion Wear Limited tried to provide pleasant service.

Now a day the RMG industries are dealing with a lot of challenges due to the fact of altering demand of world monetary and political problems. Besides this many rivals are additionally a major component that makes this quarter challenge. So, Sadma Fashion Wear Limited must take appropriate steps to continue to exist correct in this region by eliminating their

weaknesses. They must provide authority to take unbiased choice at excessive degree executive. If that, the organization can be benefited due to the fact of taking the choice of the work some time delay. They have to justify aggressive key elements in the administration practices like cost, product quality, photograph & reputation, distribution & make use of resources, skills, etc.

From the getting to know factor of view I can say that I genuinely loved my internship length at Sadma Fashion Wear Limited from the first day. I am assured that these three months of internship application at this manufacturing facility will sincerely assist me in my future service in the job sector.

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