

Internship Report
On
Role of Buying Houses In Marketing Garment
Products of KappAhl

KappAhl®



Daffodil
International
University

Internship Report
On
“Role of Buying Houses In Marketing Garment
Products: A Case Study on KappAhl”

Supervised by:

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Date of Submission: 9th January, 2020



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Letter of Transmittal

9thJan, 2020

Prof. Dr.Ahmed Fakhurul Alam
Department of Business Administration
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Subject: Submission of the Internship Report

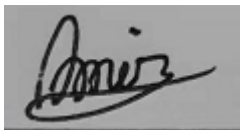
Dear Sir,

With great pleasure I submit this Internship Report titled “Role of Buying Houses In Marketing Garment Product: A case study on KappaAhl” This report is prepared by performing 3 months internship in KappaAhl Buying House to fulfill the requirement of MBA Program at Daffodil International University Bangladesh.

I earnestly believe & hope that this internship would help me in the long run and also enrich my managerial capabilities. I am indebted for your valuable suggestions and humble cooperation. I have tried of my best to go deep into the matters and make full use of my capabilities in making the study meaningful, although there may be some mistakes and shortcomings.

I also want to thank you for your support and patience with me and I appreciate the opportunity provided by Daffodil International University and KappaAhl Buying House to work on this wonderful project. Now I have placed this report before you for your kind approval. For Any kind of queries, I would be available at your convenience.

Yours Sincerely,

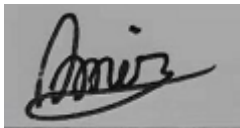


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STUDENT'S DECLARATION

I am Md. Mizanur Rahman Id number: 171-14-732, MBA program (major in marketing), Department of business administration, Faculty of business & entrepreneurship, Daffodil international university, Uttara campus, declare that this Internship report on Silk Route Sourcing titled “**Role of Buying Houses In Marketing Garment Product: A case study on KappAhl**” is completely of my own work.

This is an original work and I have not submitted it earlier elsewhere.

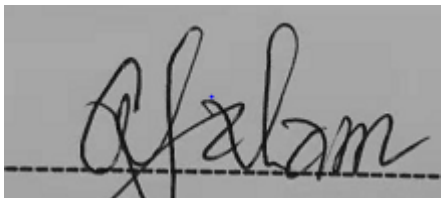


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CERTIFICATE OF SUPERVISOR

This is to certify that the report titled **“Role of Buying Houses In Marketing Garment Product: A case study on KappAhl”** is an academic work done by Md. Mizanur Rahman, Id number: 171-14-732 submitted as partial fulfillment of the requirement for the award of the degree of Master’s of Business Administration (MBA) from the Department of Business Administration major in “Marketing” from Daffodil International University under my guidance and direction.

To the best of my knowledge and belief the data and information presented by him in the report has not been submitted earlier elsewhere.

A rectangular box containing a handwritten signature in black ink. The signature appears to be 'A. F. Alam' written in a cursive style. Below the signature is a dashed horizontal line.

Professor Dr. Admed Fakhru Alam
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University.

ACKNOWLEDGEMENT

Completion of anything requires supports from various sources and it also an immense pleasure for me to thank a large number of individuals for their precious help and encouragement, which contributed directly and indirectly to prepare this report.

First of all I want to convey my sincere gratitude to my advisor Professor Dr. Ahmed Fakhrol Alam, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University for his wholehearted supervision. His suggestion and comments to make the report a good one was really a great source of spirit for me.

I take the opportunity to express my gratitude and thanks to KappaAhl Buying House staff for providing me opportunity to utilize their resources for the completion of the project. I am also thankful to my family, friends and colleagues for constantly motivating and supporting me to complete the internship program and providing me an environment, which enhanced my knowledge.

EXECUTIVE SUMMARY

The main objective of the study is to find out the Role of Buying Houses in Marketing Garment product. Buying Houses play a vital role to marketing Garment product. I conducted discussion with employee of KappAhl to know their Role in Garment Buying that is discussed in the Chapter 2. Increasing Demand, Globalization, Cheap Labor, Quota Facility, GSP facility & export incentive create great opportunity for Marketing Garment Product in wide Range. Here the main problem arises due to communication & information Gap. The retailer is sourcing Garment product for specific region & country, which is unknown to the supplier at initial stage. So it will be very difficult to understand the trend, fashion requirement of those countries.it is not possible to develop the Garment sample as like the picture always that Retailer want due to Raw material Problem, safety issue & testing issue. However, if Retailer makes their supplier aware about the trend of those countries & trained them as what they want then it will be easy for them to source garment as per their requirement with affordable cost. I did not discuss in this study about the Buyer trend, fashion requirement with the change of time, which is very vital for marketing Garment Product. A buying house provides various types of facilities to both foreign buyers and local manufacturers. They do marketing for order collection from the buyer,develop samples for the buyer. They also do price negotiation to come to an agreement with both the buyer and supplier. They help the supplier to execute the order properly by providing approval, comments and technical support necessary.

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Chapter 1

1.1 Introduction:

KappAhl is one of most well known buying houses in all over the world. In the retail industry, a buyer is an individual who selects what items will be stocked. Buyers usually work closely with designers and their designated sales representatives and attend trade fairs, wholesale showrooms and fashion shows to observe trends. They may work for large department stores, chain stores or smaller boutiques. For smaller independent stores, a buyer may participate in sales as well as promotion, whereas in a major fashion store there may be different levels of seniority such as trainee buyers, assistant buyers, senior buyers and buying managers, and buying directors. Decisions about what to stock can greatly affect fashion businesses.

For buyers at department stores like Harrods or Saks, responsibilities may include ensuring that the store is properly stocked with a wide variety of designer clothing. However, if we support a fashion brand such as KappAhl, we may be responsible for directing the entire product development process and then managing the delivery of the products. Our role is also heavily influenced by the structure of the organization; for example, KappAhl buyer in the Paris office may supervise the entire development process of the collection. However, in the New York office, the buyer may only source completed product that is suitable for the American market

1.2 Scope of the study:

The scope of this study is mainly confined to Bangladesh. The Garment industry has evolved to its present state during the last 4 decades; however, from the early 90s it started gaining importance. The industry is mostly export oriented. It is necessary to understand the factors that affect the industry to increase and sustain the growth of the sector. There are several factors that directly or indirectly affect the Garment industry of Bangladesh. The identified factors are: sourcing of raw material, low-wage labor force, industry clusters, government incentives, access to market and environmental issues. These factors were identified by the authors of different studies in the same industry around the world. I have analyzed the Garment industry from different point of view and found the important factors that affect the

Garment industry. The studies that are used to identify the factors are discussed in the literature review in detail. Competitive analysis of Bangladesh with other countries includes the factors of wage rate, export performance, production of Garment , specialized industrial and economic zone and other different issues.

1.3 Objective of the study:

The objective of the report is to fulfill the requirement of BBA program. For this I had to be attach with an organization and I chose Kappa Ahl Buying House. For this I have some Practical job related experience with my academic knowledge.

The objectives of the study may be viewed as:

- Main objective
- Specific objective

Main Objective:

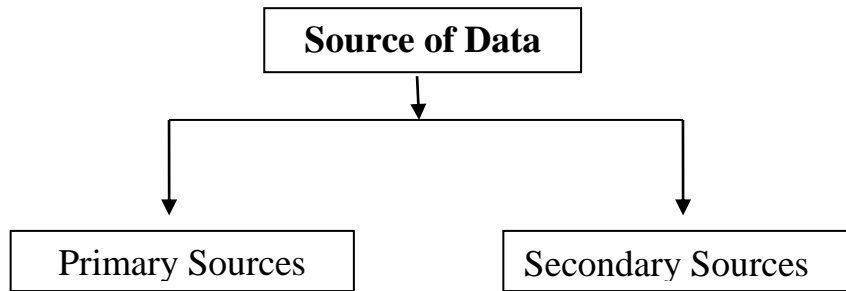
The main objective of this study was to ascertain the degree of Role of Buying Houses In Marketing Garment Products.

Specific Objectives:

- To find out the Role of Buying Houses in Marketing Garment Product.
- To analyze and observe working procedure of buying houses in Bangladesh, specifically KappaAhl.

1.4 Methodology:

To make the report more meaningful and presentable, both primary & secondary sources of data and information were used widely.



Primary Sources: The primary sources of data are

1. Primary data for this report had been collected through conversation & discussion with different officers.
2. Informal conversation with the clients.
3. Study of the relevant files as instructed as instructed by the officers concerned.

Secondary Sources: The secondary sources of data are:

1. Uses data from the database of different government and nongovernment organizations.
2. Industry related agency and associations and international trade database.
3. Apart from these sources, this study is also based on different articles collected from different journals published online.

1.5 Limitations of the study:

Not many industry experts are available for consultation. Skill level is very low in the industry compared to other countries who are already ahead in the race. Finding industry related data is not easy. KappAhl also did not share all of information's available about their company as those are confidential. There is no centralized database for the sector as a lot of industry does not report their data on time. Also, there was not enough study done in this topic to refer from.

1.6 Literature review:

KhapaHl is one of the leading retailers all over the world who have liaison office in Bangladesh. They manage their Garment supply through their Bangladesh office. Their main aim is to deliver sustainable product at affordable cost to the customer. From the study I know their 38 percent of the product is sustainable fashion. Sustainability is an integral part of KappaHl. "Everything we do, every day, we do with care and respect for people and our environment" is the slogan of KappaHl. "Style is not a size, it's an attitude. And we love you for who you are" is another theme of KappaHl. They, therefore, work closely with their suppliers, including helping to ensure that human rights are respected for everyone working in their production chain. Their goal is a continual improvement for employees, and for the environment.

They set their code of conduct to their supplier & they believe "The basis for this work is our Code of Conduct. Here we have stated our values and the demands we make on our suppliers and their subcontractors."

In Bangladesh, the textile and garment industry has become both a significant supporter of improvement since its beginnings in the mid-1980s and a steady update that globalization has a clouded side too. The business has developed immensely and now represents around 20 percent of Gross domestic product, 80 percent of all out fare income, and more than 4 million direct employments. Respondents to our online overview overwhelmingly envision this positive pattern in development to proceed throughout the following 18 two years, with 52.94 percent expecting their business volume in Bangladesh to in any event "stay stable," and 41.18 percent foreseeing an "increment." Bangladesh's instant article of clothing (RMG) sends out came to USD 21.5 billion for the 2012/2013 Bangladeshi July-June budgetary year. Clothing is the principle driver of Gross domestic product development in Bangladesh and has been instrumental in decreasing neediness by a third since the 1990s.

Bangladesh has likewise developed as the biggest generation bunch in South Asia, except for China. With more than 5,600 RMG plants and a normal of 1,500-2,000 specialists for every plant, Bangladesh is a long ways in front of its primary local rivals, to be specific Indonesia with around 2,450 RMG production lines, Vietnam with around 2,000, and Cambodia with 260. The Bangladesh showcase bunch stretches out over a topographically little region

accordingly encouraging transportation, subcontracting and furthermore advantaging Bangladesh versus other volume makers, for example, India and Pakistan. While the development record and projections for the business in Bangladesh are noteworthy, with turnover estimate to significantly increase from 2010 levels by 2020, it is hard to imagine how this could function in fact if wellbeing and security issues are not tended to and the quantity of future mishaps basically tracks the development way. Truth be told, sees on Bangladesh's latent capacity fluctuate generally. A few, for example, previous Goldman Sachs boss financial specialist Jim O'Neill, accept the thickly populated and energetic nation can possibly get one of the world's most lively economies. He remembers Bangladesh for his "Next Eleven" gathering of nations that he hopes to lead the following flood of high-development economies. Others consider Bangladesh to be a nation whose formative potential is obstructed by political infighting and overstretched foundation, with business ruined by formality, defilement, vitality deficiencies and the ever-present danger of social turmoil.

The hole between the real world and aspiration should be spanned with the end goal for Bangladesh to turn into a high-development economy that advantages the populace on the loose. Well-put measures are required that take the business' social and ecological exhibition to the following level in manners that don't undermine its aggressiveness. As one respondent to our review commented,

“If international help is provided to Bangladesh in the form of Generalized System of Preferences (GSP), the country can retain the same growth rate, and the export rate would cross USD 30 billion within the next 5 years.” Also, attire generation in Bangladesh is situated aggressively in the area. The nation has the ability to expand the nature of merchandise delivered (especially as Japan and Thailand progressively seaward generation), while as yet staying aggressive with developing creation groups, for example, Myanmar. This should make Bangladesh convincing for speculators, especially those concentrated on quick style and that try to climb advertise.

In our online overview, we asked whether respondents are thinking about moving their exercises to another area (for example away from Bangladesh) in the following 18 two years, 91.18 percent said "no." This is promising for the nation however the allure of the market (and its capacity to fill in as a center for firms heading up-advertise) will progressively be raised doubt about the more development and improvement tests the breaking points of effectively extreme framework deficiencies. Economical inventory chains with comparing

overhauling of physical framework and human capital will be vital to beating these confinements and keeping away from the possibility of Rana Square type occurrences duplicating in number. Most apparel companies obtain or manufacture products through global sourcing. Global sourcing is defined as the process of identifying, evaluating, negotiating and configuring supply across multiple geographies in order to reduce costs, maximize performance, and mitigate risks. Most large-sized apparel companies that operate their own foreign buying offices, located in foreign markets to facilitate producing and importing in that region for the company.

For this situation study, top to bottom meeting with merchandisers or directors of purchasing workplaces and merchants in Bangladesh was led to investigate the job of purchasing office in Bangladesh under the focused worldwide attire sourcing industry. Likewise, purchasing workplaces' methodologies to have upper hand in a worldwide sourcing industry were analyzed.

Work orders from outside retailer purchasers are dealt with by the merchandiser group of purchasing office that liaises with merchants. Inside the purchasing office, merchandisers durably work with specialized plan group, quality control group, and colorists to finish attire generation with sellers for the purchaser. Among the few divisions inside the purchasing office, merchandisers assume a focal job as a correspondence center point among purchasers and merchants and among the inner groups.

The working connection between retailer purchasers and purchasing workplaces can be isolated into three kinds including colorists, merchandisers, R&Ds. The colorists, merchandisers, and Research and development groups of purchasing workplaces work with their comparing partners in retailer purchasers. To start with, colorists get regular shading palettes comprising of 8-10 hues for principle textures before the formative phase of the period and continue with lab-plunges created by significant texture factories.

Besides, merchandisers work with sellers in the interest of retailer purchasers. Inside the purchasing office, merchandisers for the most part manage purchasers and specialized plan group and quality control group manage sellers. Thirdly, the Research and development groups work with creators, sourcing groups, and item advancement group in the retailers. Purchasing office's working procedure can be separated in two phases of pre-creation stage and mass generation organize.

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1.7 Overview of the Garment industries in Bangladesh

The economy of Bangladesh is to a great extent reliant on horticulture. In any case, the Instant Articles of clothing (RMG) area has developed as the greatest worker of remote money. In 1972, the World Bank approximated the total national output (Gross domestic product) of Bangladesh at USD 6.29 billion, in 2014, the Gross domestic product remained at USD 173.82 billion, developing by right around multiple times in merely four Decades. Bangladesh's fares industry alone involved USD 31.2 billion in FY 2014-15, 81.69% of which was comprised of instant pieces of clothing. All alone, the knitwear segment envelops 39.83% of complete fares—an amazing USD 12.43 billion. The RMG segment has encountered an exponential development since the 1980s. The segment contributes fundamentally to the Gross domestic product. It likewise gives work to around 4.2 million Bangladeshis, primarily ladies from low-salary families.

1950 was the start of RMG in the Western world. So as to control the degree of imported RMG items from forming nations into created nations, the Multi-Fiber Understanding (MFA) was made in 1974. The MFA forced a fare rate 6 percent expansion consistently from a creating nation to a created nation. In the mid 1980s, Bangladesh began accepting interest in the RMG area. A few Bangladeshis got free preparing from the Korean Organization Daewoo. After these laborers returned to Bangladesh, a considerable lot of them broke ties with the production line they were working for and began their own.

During the 1980s, there were just 50 manufacturing plants utilizing just two or three thousand individuals. At present, there are 4296 assembling units. Attributable to the rise of solid in reverse linkages inside the nation, the Knitwear Business is signifying 75% worth, which opens up gigantic potential for outside and local financial specialists to spend in the territories of turning, weaving, sewing, bundling, and frill fabricating. In the last five back to back monetary years, knitwear comprised 7.2% of the national Gross domestic product by and large, exhibiting that RMG keeps on filling in as a vital and financially helpful part to the nation, which has needed to conquer obstacles to contend in the changing worldwide atmosphere over and over. This segment additionally contributes around 13 percent to the Gross domestic product, which was uniquely around 3 percent in 1991. Of the assessed 4 million individuals utilized in this part, around 50 percent of them are ladies from rustic regions. In 2000, the industry comprising of about 3000 production lines utilized straightforwardly more than 1.5 million specialists of whom practically 80% were female. USA is the biggest shipper of Bangladeshi RMG items, trailed by Germany, UK, France and other E.U nations.

The piece of clothing area is the biggest business of ladies in Bangladesh. The piece of clothing division has given business chances to ladies from the country zones that recently didn't have any chance to be a piece of the proper workforce. This has allowed ladies to be monetarily autonomous and have a voice in the family since now they contribute monetarily.

Nonetheless, ladies laborers face issues. Most ladies originate from low-salary families. The low compensation of ladies laborers and their consistence have empowered the business to contend with the world market. Ladies are paid far not as much as men mostly because of their absence of training. Ladies are hesitant to unionize in light of the fact that plant proprietors take steps to fire them. Even however exchange unionization is restricted inside the Fare Preparing Zones (EPZ), the workplace is superior to that of most of article of clothing processing plants that work outside the EPZs. Be that as it may, pressure from purchasers to comply with work codes has empowered manufacturing plants to keep up palatable working conditions.

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line proprietors take steps to fire them. Even however exchange unionization is restricted inside the Export Processing Zones (EPZ), the workplace is superior to that of most of piece of clothing industrial facilities that work outside the EPZs. Be that as it may, pressure from purchasers to comply with work codes has empowered industrial facilities to keep up good working conditions.

Garment workers have challenged their low wages. The primary's fights destitute out in 2006, and from that point forward, there have been occasional fights by the workers. This has constrained the legislature to expand least wages of laborers.

Bangladesh stays a top creating exporter of articles of clothing because of its upper hand in low wages. Since the nation's work wage is modest, purchasers are keen on the pieces of clothing division of Bangladesh. A examination by Foundation for Worldwide Work and Human Rights shows that the work cost to make a Denim Shirt is \$1.30 in Bangladesh while it is \$7.47 in the USA.

However, this wage advantage can have negative effects on efficiency. In comparison to other competitors in the market, Bangladesh faces significant supply constraints in poor infrastructure, weak backward linkages, organizational corruption, and high levels of non-performing loans. This devalues employees and reduces productivity. The annual value-added per employee in Bangladesh was \$2,500 in 2003 while an average worker in China was worth nearly triple at \$7,000. These supply constraints forces the industry to remain competitive by providing buyers low prices accomplished through low wages.

The RMG segment is required to develop in spite of the worldwide budgetary emergency of 2009. As China is thinking that its difficult to make material and footwear things at a modest cost, because of rising work costs, numerous remote financial specialists, are coming to Bangladesh to exploit the low work cost. Nearby embellishments are being made including zippers, catches, names, snares, holders, flexible groups, string, backboards, butterfly pins, cuts, neckline stays, collarbones and containers.

The frill showcase is commanded by global organizations working in Bangladesh in light of the fact that in most of cases, article of clothing purchasers lean toward adornments from them over the locally accessible things.

Five dangerous episodes from November 2012 through May 2013 brought specialist wellbeing and work infringement in Bangladesh to world consideration putting pressure on enormous worldwide apparel brands, for example, Primark, Loblaw, Joe Crisp, Hole, Walmart, Nike, Tchibo, Calvin Klein and Tommy Hilfiger, and retailers to react by utilizing their financial load to make change. No processing plant proprietor has ever been indicted over the passings of laborers. Other significant flames 1990 and 2012, brought about several unplanned passings, incorporate those at that is It Sportswear Restricted and the fire at Tazreen Designs Ltd. Range Sweater Enterprises, Phoenix Pieces of clothing, Savvy Fare Articles of clothing, Garib and Garib, Lattice Sweater, KTS Composite Material Plants and Sun Weaving. Outside purchasers searching for redistributing requested consistence related standards and benchmarks with respect to a sheltered and sound workplace which incorporates putting out fires hardware and departure conventions. RMG insiders in Bangladesh gripe about the strain to go along and contend that RMG production line proprietors are hampered by a lack of room in their rental units. Despite this, the industry trades totaled \$19 billion out of 2011-2012. They expected fare income to increment to \$23 billion out of 2012-2013.

Scott Nova of the Laborer Rights Consortium, a rights promotion gathering, guaranteed that inspectors, some of whom were paid by the plants they examine, some of the time researched laborers right issues, for example, hours or youngster work however didn't appropriately assess industrial facilities' auxiliary adequacy or fire security infringement. Nova contended that the expense of consistence to wellbeing guidelines in each of the 5,000 dress processing plants in Bangladesh is about \$3 billion (2013).

In the year 2000 a book said that piece of clothing business people had gained notoriety for evading custom obligations, dodging corporate duties, staying missing in capital markets, maintaining a strategic distance from social ventures, for example, training, medicinal services, and debacle alleviation in any case, contended writers Quddus and Salim, these business visionaries went out on a limb expected to construct the business. Bangladesh effectively contends in the assembling business by keeping up "most reduced work costs on the planet." Article of clothing laborers' lowest pay permitted by law was set at generally \$37 every month in 2012 however since 2010 Bangladesh's twofold digit swelling with no comparing ascend in the lowest pay permitted by law and work rights, has prompted fights.

A fire broke out on 24 November 2012, at the Tazreen Style production line in Dhaka slaughtering 117 individuals and harming 200. It was the deadliest processing plant fire throughout the entire existence of Bangladesh. As indicated by the New York Times, Walmart assumed a huge job in blocking changes to have retailers pay more for attire so as to help Bangladesh processing plants improve wellbeing norms. Walmart chief of moral sourcing, Sridevi Kalavakolanu, stated that the organization would not consent to pay the greater expense, all things considered upgrades in electrical and fire wellbeing in the 4,500 industrial facilities would be an "exceptionally broad and exorbitant alteration" and that "it isn't monetarily doable for the brands to make such ventures.

On April 24, 1137 material specialists making garments for Western brands, were executed when an article of clothing plant fallen. The Savar building breakdown was in the Rana Square unpredictable, in Savar, a modern corner 20 miles northwest of Dhaka, the capital of Bangladesh. It was the "world's deadliest mechanical mishap since the Bhopal catastrophe in India in 1984. While about 2,500 were safeguarded from the rubble including numerous who were harmed, the complete number of those missing stayed obscure weeks later. The eight-story building, claimed by Sohel Rana, related with the decision Awami Group, was developed on a "lake loaded up with sand". It just had arranging endorsement for five stories. Proprietors utilized "disgraceful structure materials, including unsatisfactory bars, blocks and concrete, and didn't acquire the important clearances." An architect raised security worries in the wake of seeing splits in the Rana Square complex the day preceding its breakdown. Disregarding this plants remained open to take care of past due requests. At the point when generators were restarted after a power outage the structure collapsed. Six article of clothing plants likewise in Rana Square were cleared to re-open on May 9, 2013 after overseers supposedly gave security endorsements. Nine individuals were captured including four processing plant proprietors, the proprietor of the complex and the designer who cautioned of the split in the structure.

Quickly following the April 24 dangerous modern mishap, Mahbub Ahmed, the top government worker in Bangladesh's Business Service, dreading the loss of agreements that speak to 60 percent of their material industry sends out, begged the EU to not take intense, corrective measures or "force any cruel exchange conditions" on Bangladesh to "improve specialist security gauges" that would hurt the "financially urgent material industry" and lead to the loss of a great many occupations.

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On August 31, 2015 Bangladesh government has proposed another law - the Material Enterprises Foundation Act-2015 to take action against illicit units and streamline the instant article of clothing (RMG) division. The law means to make the Directorate of Material a powerful 'supporting expert' for the RMG segment. As indicated by the draft proposition, none would build up and run materials and articles of clothing processing plants without enlistment under the material ventures foundation act.

Chapter 2

2.1 Role of Buying Houses in all over the world & Bangladesh

The main roles that a Buying house plays all over the world and also in Bangladesh are:

- Cost saving:
- Intensive care:
- Intend support:
- Maintain strong communication:
- Quality assurance:
- Quick development support:
- Minimize the local export law complicacy:
- Risk minimization:
- General activities of a buying house

- **Cost saving:**

Generation cost decrease is one of the prime destinations of a retailer. On the off chance that a purchaser gets the item with aggressive cost and best quality, it'll help to get the mass level buyer advertise. Bangladesh is 100% fare situated assembling nation. Many purchasers and retailers are creating their brands from Bangladesh yet the most extreme organization has no any contact or possess operational office here. So for the proper execution of a request, there has no choice to rely upon a decent dependable purchasing accomplice aside from develop a claim working office. Setting up possess office is exorbitant and tedious factor. One of the well known Brand nation director Carin Kjellgren stated, "Half million USD we are contributing just for keeping up 30 representatives for every year". Though a purchaser can without much of a stretch get all administrations from a Buying house just to share some rate Coxcomb or administration charge or now and then both.

- **Intensive care:**

Another Item like another conceived infant, without legitimate consideration it'll expedite a large number of dollar misfortunes the two sides. A major misfortune for a purchaser is notoriety just as money. The Merchandiser, pioneer of the items constantly occupied to deal with the item's quality according to purchaser prerequisite. He is the specialist of any

kinds of serious circumstance in the advancement to shipment organize. What's more, that isn't workable for purchasers from the distant. Purchasing houses are playing out this sort of administrations with full purchaser and provider fulfillment.

- **Intend support:**

The provider regularly accomplished 90 days for a solitary request execution lead time. In the ongoing year, it's diminishing fundamentally, however not over 60 days that mean inside this anything can occur. A proceeds with third eye support is required in this perplexing inventory network process; it is severely required on the provider side particularly in the generation time. In the generation, time merchandiser needs to take some significant choice for smooth creation, so that before taking the choice he needs to watch the genuine situation, what happened the generation floor after wide-running perception, he can settle on a choice spare quality and creation both in stipulated time. What's more, it's unrealistic for an outside purchaser without a Buying house support.

- **Maintain strong communication:**

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- **Quality assurance:**

Real quality confirmation is one of the key undertakings of a Buying house since piece of clothing industry keeps up an unpredictable store network where seller sources various materials from better places, fasten articles of clothing through to various gifted laborers and offer merchandise to retailers. Buying house constantly enlisted extravagant quality master to guarantee the item quality. No closure buyer will purchase a piece of clothing with low quality and noticeable deformities. So purchasers and retailers purposely don't buy an item that doesn't fulfill the universal quality guideline.

Quality conscious buyers have a strong quality inspection system in place to avoid purchasing of defective goods. So without a buying team support it's quite difficult to produce right quality product from factories.

- **Quick development support:**

New plan advancement is significant for each retailer. Consistently purchaser builds up various new items, which is brimming with experimentation. Speed to advertise is basic to the retail business that requires snappy help from the provider. Yet, the provider consistently in a surge that is the reason many purchasing houses made their own example improvement offices to give snappy advancement backing to the purchaser.

As of late, some celebrated Buying house like Li and Fung, T&M sourcing utilizing virtual inspecting as it essentially decreases the measure of time required to configuration, produce, handle and look for endorsements for item tests. Item fashioners make assortments of virtual attire tests for clients to survey in a computerized showroom. Past the advantages of time and productivity, virtual examining offers a progressively economical way to deal with customary plan and inspecting strategies.

- **Minimize the local export law complicity:**

For working together the out siders needs to know insights concerning business laws, rules guidelines and most fundamental licenses data required to work together in Bangladesh. Significant Laws-Duty, Customs and Income Laws, Speculation Related Laws, Venture Related Strategies and BIDA Act, 2016 are critical to know. In the event that the purchaser makes an organization with a Buying house the purchaser will be loose from the above issues effectively.

- **Risk minimization:**

capably deals with the natural, social and administration execution. BH works with their clients, providers and industry accomplices to assist the supportability of supply chains and networks over the system. Entrenched BH has evaluated the advancement against manageability objectives, set optimistic focuses against best practice benchmarks and make a move to meet those objectives. Because of the nearby perception, BH can give moment data to the purchaser where purchasers can accept preventive measure as quickly as time permits

2.2 General activities of a buying house



Figure 1: General activities of a KappAhl.

Below activity is done by KappAhl :

- Marketing for order collection from the buyer.
- Making product development samples for buyers
- Price Negotiation.
- Select good suppliers to place the order.
- Order execution process follow up to shipment.
- Contacting with buyers for necessary approvals.
- Forwarding all the comments and approvals to the factories.
- Follow-up order processing according to buyer's demand.
- Ensuring quality of Garment & accessories used in Garments.

- Maintain desired product quality from sample to production.
- Providing Technical Support to the supplier
- Should follow inspection terms and conditions according to buyer's demand.
- Shipping the goods and collect sales feedback
- Ensure Social Compliance.

Some of these major activities are described in brief in following pages.

- **Marketing for order collection from the buyer.**

Most buyers visit different trade shows and events. They do this to connect with other players, including suppliers, but also to stay in touch with trends, such as the next season's Colors, trimmings, techniques and fabrics. buying houses also attends trade fairs to meet buyers and to get a better understanding of market developments. They also build new collection around this important promotional event; invite new and existing buyers to booth at the fair, and set clear marketing objectives for the event. Another way of getting in touch with buyers and purchasers of fashion and apparel is to get involved with the trade associations and bodies they are affiliated with. Most brands and fashion retailers are registered with chambers of commerce and industry in their nations, or members of branch associations or institutes. In Europe, every country has its own fashion trade and textile association. These social media platforms for business have numerous groups related to apparel sourcing, apparel production, the latest fashion and other keywords you can use to look for connections and communities. These too can be used as a source for marketing and meet new prospective buyers for a buying house.

A good business practice for exporters is not to limit themselves to just one – or even two- buyers. If the exporter loses that buyer then business to the US virtually stops until new buyer can be found. they Try to have as many customers as you can realistically supply. If one buyer stops buying the buying house can reply on the others until a new replacement buyer is found. on the other hand Having too many customers could mean giving them poor service and delivering their goods late. Those two mistakes are sure to cost the firm customers.

- **Making product development samples for buyers**

The reason for the item advancement process is to confirm that the provider comprehends and clings to the details built up for a particular item. Normally, a retailer's goal is to give their clients the most elevated level of value and administration at the most focused cost. Garments stores can meet this goal most effectively when their provider completely comprehends the item improvement process.

The improvement procedure is basic to guaranteeing Clients fulfillment and limiting client returns. Most retailers way to deal with item advancement comprises of a multi-step process that must be finished before completed merchandise are created. Here are a couple of regular strides in the item advancement process.

Product Review Meeting

Submission of Trimming & Components

Fit Testing

Photo Samples

Performance Testing

Product Review Meeting: Clothing purchasers, stock chiefs, quality affirmation work force, or different individuals from the retailers' staff can plan an item survey meeting with the provider. This gathering ought to be led legitimately after the product administrator favors the idea for improvement. The motivation behind the gathering is to survey the primer item and bundle particulars and to guarantee that the provider knows about the Organizations quality and item improvement methods. The gathering ought to be of a specialized sort. In this manner, the provider ought to bring to the gathering the fitting portrayal from their staff. Hope to talk about the assembling procedure in detail and address any potential assembling concerns or constraints with respect to assembling the specific thing being examined. In this gathering, the provider ought to be furnished a fundamental spec document with subtleties of the piece of clothing that will be produced. The provider ought to be mentioned inside a brief timeframe to officially recognize their comprehension of the necessities. It is a smart thought to acquire this recorded as a hard copy.

Submission of Trimming: before attire creation starts, it is important that the purchaser supports all segments that will include the completed item. A few purchasers will require survey of all cutting and others will require the endorsement of significant trim segments as it were. For instance, a few purchasers will need to see instances of the genuine sewing string. Be that as it may, others may not require to View the string. It is critical to comprehend what the purchasing organization wishes to audit preceding creation. Experienced design traders will necessitate that you submit trim entries on a fitting structure. This permits both the provider and the buyer to keep up efficient records. Here are a couple of instances of things that may should be submitted for audit.

Lab dips, strike offs (screen printed swatches), reeling of yarn in all colors.

Production fabric, knit downs, handlooms, etc. Most often required in a large enough size to contain full pattern repeat.

Care labels & main labels

Clothing Components: Buttons, lace, zippers, interlinings, shoulder pads, elastics, hangers, hang tags, price tickets, etc.

Packaging: ASN labels, chipboard, jet clips, tissue paper, polybags, etc.

In addition to trimming, you will most likely be required to submit Fit Samples, pre-production garment samples, testing samples, TOP Samples (Top of Production Samples), etc. You may also be required to submit documents during this phase such as flammability documents etc.

Fit Testing: some design organizations will require fit testing as a component of the item advancement process. So as to guarantee legitimate fit, steps must be taken to assess the pieces of clothing solace. This procedure is to both screen the maker, yet additionally to ensure the first size spec created was appropriate. Regardless of whether the producer pursues the spec document splendidly, during the fit procedure the fit expert may find that alterations might be required. A few organizations will lead the fit testing on live fit models and others will do the testing in fit structures (mannequins). The merchandisers ought to prompt the provider with respect to which size pieces of clothing they wish to survey for fit. A few organizations will audit just one size, and others like to survey the littlest and biggest size. For instance, if creation will be requested in a scale including little through twofold XL, they may require one example in size little and one in XXL for

the fit survey. Once more, the retailer (or organization buying your item), ought to prompt you with respect to the sizes they require for audit.

Note: There are many different How to Measure Guides in existence. Make certain to receive a copy of the how to measure guide that your buyer utilizes. This is the only way to ensure that you provide accurate garments.

After the Fit testing is complete, the final spec file should be issued in writing.

Photo Samples: a few retailers will require photograph tests. These examples are used for creating indexes or publicizing. Photograph tests ordinarily don't require all last cutting, for example, brand marks, yet the outside appearance of the article of clothing must be in right outline and shading. The photographs must speak to precisely what the completed item will resemble when dispatched (the outside visual appearance; needn't bother with value tickets, holders, and so on.). Lamentably, retailers can't sit tight for mass generation tests since list photographs and promoting photographs are required far before the completed articles of clothing are prepared to send from the production line. Once more, not all retailers need photography tests. Coincidentally, a few organizations utilize advanced texture printing to make tests all the more rapidly in the event that they have an earnest photograph shoot pending.

Performance Testing: This is a significant part of the item improvement process. All items created must pass execution testing prerequisites. It is the provider's obligation to guarantee that all items created meet or surpass the purchaser's presentation guidelines. Prior to going into a consent to produce attire, be sure to completely comprehend the quality standard necessities mentioned by your purchasers. It is ordinary practice to have both texture and pieces of clothing tried before the item is conveyed. Commonly, the testing is done at an outsider testing office, for example, CTL, MTL, and so on. Periodically the purchaser is the one to allot the testing lab. At times the retailer (purchaser) will present the articles of clothing for testing. In any case, frequently the purchaser will necessitate that the provider presents the texture and pieces of clothing straightforwardly to the testing research facility and afterward give them duplicates of the test outcomes. Testing will be done before creation and after definite generation is finished. Numerous retailers will likewise shock testing on pieces of clothing after they land into the stores. This procedure is utilized to dishearten providers from submitting pieces of clothing for testing that are not really a similar quality as conclusive generation.

A few pieces of attire will require more testing than different things. For instance, things that guarantee to fire resistant, water safe, Hostile to bacterial, and so on., may require extra testing. Likewise, a few youngsters' clothing may require extra security assessment. **Price Negotiation:** The higher the information their very own purchaser has and the clothing merchandiser's prerequisites, the better capable they are to develop a worthy arrangement. The purchaser must be clear about both the office markup to be set on the item cost and the planned retail selling cost with the goal that he can pass judgment on the feasibility of the article of clothing merchandiser's items. He ought to likewise have adequate item development information to see how changes can be made to accomplish better an incentive in the item.

Much of the time the article of clothing merchandiser will cause proposals to attempt to carry the cost value nearer to the purchaser's objective. In any case, an accomplished purchaser can accelerate the procedure by making recommendations which will be worthy to her. Lead time is another switch for purchaser exchange with varying operational issues for the two gatherings. In the event that the purchaser begins the sourcing procedure early enough he may have enough time close by to utilize expanded lead time as a haggling apparatus.

- **Select good suppliers to place the order.**

should be exceptionally cautious in choosing its providers where it will put in the purchasers' request. The future connection among purchaser and Buying house is particularly subject to this in such a case that the provider neglects to make the item as purchaser detail or according to plan, Buying house will free this purchaser in future. Typically the select the provider based on specific Things. Right off the bat, they inspect if the provider has enough machine limit and machine speed to take the necessary steps and to complete the work on schedule. Besides, they likewise observe whether the provider has satisfactory managerial arrangement to set up all the essential records for fare, for example, shipping report, archive of CO (nation of root) gave by EPB to trade the products and others.

Another most significant thing in choosing provider is its financial status. Presently a day this is given the most elevated need. Provider for the most part needs to open consecutive LC (BB LC) so as to import vital crude material to make the item. The limit of opening BB LC implies that the provider has an advance limit. In any case, at some point bank doesn't enable the provider to open LC because of its awful obligation or past terrible notoriety. In such case Buying house needs to change the provider and discover another provider who has great financial status. Choosing another provider is tedious and costly which result late conveyance and low quality of items.

So in order to avoid this kind of situation Buying House needs to be very careful in selecting suppliers.

Chapter 3

3.1 Problem Arise without Buying House:

3.1.1. Finding & qualifying reliable supplier.

Time and time again, many retailers find themselves hitting a brick wall and losing momentum when it comes time to actually source products. Whether it be manufacturing their own product or finding suppliers to purchase wholesale from, they aren't always easy to find. a buying house makes retailers life easy by searching, finding and qualifying reliable supplier in a certain country or industry. Selecting the right suppliers for your business needs is vital to ensure that you are able to deliver your products and services on time, at the right price, and in compliance with your quality standards. with the help of buying house as their agent, a retailer can easily achieve that objective. Buying house can pre-qualify new suppliers by obtaining financial information, references, and samples if appropriate.

3.1.2. Slipping Profit Margins.

Manufacturing costs are getting higher every year due to various reasons. a retailer who relies on a manufacturing facility in its own or neighboring country is Losing in competition with other retailers who source same goods from developing countries like Bangladesh. So, low sales volume is affecting Their profit margin. if they had their own liaison office or sourcing company in any developing nation that specializes in manufacturing the goods could see an increase in profit margin due to cost cutting. Buying house can bridge the gap for said retailer by acting as an agent to source the goods on behalf of the retailer.

3.1.3. Operational insufficiency

Buying House maintains the Operational work as per Their requirement. Some time supplier fails to meet the delivery date due to not having strong follow up with factory.

3.1.4. Quality & Regulatory Compliance.

a retailer can directly source from the manufacturing company without setting up a buying office. but they will have a hard time to get quality products from the manufacturer, as there is no overseer to make sure that the supplier is maintaining all the guidelines of manufacturing. a buying house can keep the supplier in check on the quality issue be regularly conducting visits and inspections in the supplier premise.

another issue is laws and various regulation of suppliers country that a buyer has to face. if they are to source directly the buyer, who is not familiar with the Bureaucratic process, can face various trouble importing the goods. the buying house can take care of these issues much more easily as they are closer to the issue and they are mostly local and familiar with the system.

3.1.5. Complex Logistics.

Fast fashion companies are facing greater pressures and more complex supply chains in developing products and getting them to stores quickly. established fast fashion companies have efficient and well-organized logistics operations, their challenges can be intensified by import rules differing among target countries. The fashion industry is fast-paced and highly Globalized, with clothing designed in one country, raw materials sourced from another, manufactured in yet another, and dispatched to customers in any number of other countries. Emerging markets are particularly challenging for smaller companies to organize. On top of this, the sales environment is more complex than before. One common challenge is how to manage distribution within a complex and rapidly evolving multi-sales channel environment, it says, noting flexibility and the ability to respond quickly are key to a brand's success. A buying house can be extremely helpful in this situation. It can simultaneously communicate with the supplier, shipping company, forwarder and final buyer. This makes the process lot smoother for the buyer.

Chapter 4

4.1 Alternatives of Buying Houses:

Actually Garment Business without Buying Houses is totally unbelievable but There is very little scope to do business without buying Houses. In this case, supplier/Buyer can directly communicate with each other that is located in Europe or America or anywhere else. That is so costly & time lengthy to get proper support from them.

Chapter 5

5.1 SWOT Analysis of RMG Industry:

5.1.1 Strength of the Industry:

- **Quota facility**
- **GSP facility**
- **Cheap Labor**
- **Export Incentive**

Quota facility:

- As a developing country, Bangladesh got the quota facility in garment export. Quota facility means allowing a certain portion or percentage of total garment export to a certain country. This is a blessing for the country like Bangladesh. For this quota system buying house can easily get orders from buyers and our country export 250/0 of the total exported garment products of USA. This quota reduces the competition between the international and local buying houses. For this facility now the buyer has less scope to switch to different country.

GSP facility:

- This is a new facility very recently given by European countries to Bangladesh. Under this facility, Bangladeshi exporter will get a special discount if they import fabric from any of the SAARC countries. Previously this facility was restricted to only home country that is Bangladesh. will get GSP facility only if it buys fabric from its local market.

Cheap Labor:

- Our country is a member. of so-called third world. It suffers from huge unemployment. So here any entrepreneurs are blessed by cheap labor. Again today our country is suffering from speedy urbanization. People are migrating to city areas from villages. As result in the city areas wages are getting down. Our garment industry can take the advantage of cheap labor and become the most lucrative for the foreign buyers for their low priced garment products as a result of the cheap labor.

NoL to says that this low priced garment products help buying houses to attract and negotiate with foreign buyers.

Export Incentive:

- As buying house is involved in the channel of garment export, new export. the incentive provided by the government of Bangladesh is a blessing for them. .In the light of the objectives and strategies of the Export Policy 1997-2002, several new incentives and facilities have been made available to the garment exporters. Besides, some existing incentives Have been modified and improved to make them more workable. GOB is very much cordial to the genuine garment exporters and thus providing too many incentives. However, a few of these are as follows:
 - • Income Tax Rebate: Previously, 500/0 rebate on taxable income generated from export earning was admissible under the Finance Act every year. From now on 50% of the income tax on any income on export will be exempted through incorporation of a new provision in the Income Tax Ordinance itself rather than as a temporary relief hitherto granted under the Finance Acts on a yearly basis. Buying house industry benefit by these rebate facilities under the Finance Act as producer (garment industry) .is able to supply the garment products at lower cost.
 - • Limit of Export Credit: Exporters may obtain export credit from commercial banks up to 900/0 of the value of their irrevocable letter of credit / confirmed order. This advantage gains buying house industry by providing the financial initiative to its suppliers.
 - • Utilization of Foreign Exchange: So long exporters were allowed to retain 200/0 of their FOB earnings in their respective foreign currency accounts in US dollar or Pound Sterling. From now on they will be entitled to retain either 400/0 of such earning or at a rate fixed by the government from time to time, after proper review. However, in cases of export items where import components are relatively high and in the case of export of services, the exporters will be entitled to retain only 7.50/0. Exporters may utilize such foreign exchange for bona fide business purposes. This advantage also encourages garment industry to be involved at ease in the. production which in turn benefits buying houses.
 - • Tax Holiday: To encourage a rapid growth of exports and in order to attract entrepreneurs to export -printed industries tax holiday places a great initiative to the

exporters and the existing tax holiday incentive in the garment initiative is ten years. The industrial enterprises enjoying the benefit of tax holiday shall be exempted from deduction of tax at source. As a result, they are able to produce the low priced garment products. This phenomenon helps buying industry to be on a strong platform of survival.

5.1.2 Weaknesses of this industry:

- **Unskilled workers**
- **This problem can be seen from two aspects**
- **Political crisis**
- **Load shedding**
- **Bureaucracy**
- **Law and order problem**

Unskilled workers:

This problem can be seen from two aspects:

- A) Lack of communication skill: In our country, the employees of buying houses possess lack of communication skills. The reason for this gap may be the slow introduction of foreign languages in our country. Not to say that one of the most important skills is the communication skill because it is the first step of attracting buyers. As a result, often we become deprived of the good contract with profitable foreign buyers.
- B) Lack of technical skill: In the industry, the two most important functions are: quality control & determining CM (Cost of making). But in our country workers provide less technical skills than the requirement because no organized training facilities are provided in our country, even no university or any other organizations, provide any kind of courses relating to these types of skills.

Political crisis:

- As a part of third world countries, our country is vulnerable to political unrest. This political unrest hampers the effectiveness and efficiency of its business sectors. The success of buying houses depends on the on-time delivery of quality garment products.

But often the buying house shall back upon their commitment to buyers as their suppliers (garment factories) fail to manufacture garment products within the scheduled time as a result of any political consequence (i.e., hartal).

Load shedding:

- We have previously said that the success of buying houses depends on timely delivery of qualitative garment products. In our country power failure (Le., while load shedding) doesn't allow garment factories to manufacture their products on time. As a result buying houses also fail in shipment within scheduled time.

Bureaucracy:

- In order to perform its primary activities buying houses need to go through some supporting procedures (i.e., the establishment of power' & water connection, banking procedures, shipping procedures). Successful performance of any buying house depends on the smooth accomplishment of these procedures. But in our country bureaucracy acts as constraints against the smooth accomplishment of these supporting procedures.

Law and order problem:

- For any secured deal the existence of supporting laws and their enforcement is a must. Our country has laws but their enforcement. is very poor. As a result, foreign buyers often feel insecure to deal with Bangladeshi buying houses as they don't get enough protection by laws.

5.1.3 Opportunities of this industry:

- **Increasing demand**
- **Globalization**

Increasing demand:

The population all over the world is increasing very fast with the intense increase of fashion trend among people. As a result, the demand for garment products is increasing at a high rate. This represents a great opportunity before the buying house industry as intermediaries.

Globalization:

- The entire world is facing the wave of globalization. Now the world business comes out of the boundary of its own country or nation. Business people all over the worlds are seeking intuitively the low cost, quality, effectiveness, and efficiency all over the world. The fashion industry in its generic form is mainly based on cost versus quality. Our country is a red apple for foreign buyers for its lower manufacturing costs. As a result of this globalization, buying house industry can be benefited as it is a part of garment product marketing organizations by attracting more foreign buyers by convincing them on these, advantages provided by our country.
- Besides increasing demand and globalization, Buying House can have a bright future opportunity to survive by the following opportunity given to garment investors and foreign buyers by GOB.
- • Exporters enjoy tax holiday for the period from 5 to 10 years depending on the location of the project, and for 15 years for power generation. As a result garment exporters easily can export low priced garment products toward foreign buyers.
- • 80% – 100% accelerated deprecation of the actual cost of machinery and plant in lieu of tax holiday. Which again helps exporters to keep their garment product low priced.
- • Avoiding of double taxation on the basis of bilateral agreements. Tax avoidance is the means of avoidance cost.
- • Import duty at the rate of 7.50/0 ad-valuation is playable on capital machinery and spare imported for initial in station or- for BMG/BMRE of the existing industry. Which are another maps of avoiding higher production cost.
- • No duty on imported capital machinery and raw materials by 100% export oriented in industries. It infects a hot news for the garment industry of such nature.

- • Tax exemption on the interest of foreign loans and on capital gain, from the transfer of share. the exemption also makes a supplier to be lucrative to the eyes of foreign buyers for his lower-priced garment products.
- • Tax exemption of royalties, technical know-how and technical assistance fees. This helps garment export not to incur introducing costs. As R result they are able to supply low priced garment products from their inception.
- • Exemption from income tax up to three years for foreign technicians employed under registered industries. This helps garment industry to take help of foreign technician for its increase efficiency.
- • Easy availability of work permits to foreign nationals. Foreign buyers are very much invited thereby cordially.
- • Six-month multiple visa for the investors.' Investors are welcomed again by this rule.
- • 330/0 of IPO reserved for foreign investors.

5.1.4 Threats of this industry:

- **Political Unrest**
- **Child labor aspects**
- **Cultural ethnocentrism**

Political Unrest:

- Now a day foreign buyers are getting frightened to deal in our country with the recent increase of political unrest in an alarming rate. Today our country can't assure any foreign buyer a smooth, secure and punctual transaction. So foreign buyers are falling back from their will to place an order in our country.

Child labor aspects:

- Recent movements in consumerism against the utilization of child labor all over the world possess great threat against this industry as the consumerism restricts foreign buyers to involve will us for this matter.

Gender inequality aspects:

- In our country we have some scale of gender inequality originated from our culture. Normally in our country, especially in garment sectors, female workers are discriminated in their workplaces: they get less salary than male workers, they don't get any salary in their pregnancy period. Consumerism in the developed countries virulently opposes this and foreign buyers feel the reluctance to place order in our country where such injustice takes place. As a result, it gets difficult for buying houses to convince foreign buyers to place order in our country.

Cultural ethnocentrism:

- Our country is categorized as a third world country. Any third world country is seen in the eyes of business people of developed countries as the black skin people defaulter of commitment. So it becomes hard for our buying houses to convince the foreign buyers having the cultural ethnocentrism to place orders in our country.

Chapter 6

6.1 Research Findings:

- Increasing demand of increases the marketing scope of Garment Product.as we know garment is a basic requirement for each & every Human. We never think a moment without cloth in the society So it must requirement to wear a cloth. It not only to fulfill basic demand of human but also go through the global trend & fashion
- Globalization makes the world as a global village so there is a lot of scopes to do marketing Garment product. Globalization makes the world as a global village so that distance between the countries to a country is reduced. All country in all over the world are closer so that it is very easy to know about the other country trend, fashion & also the available raw materials
- Cheap labor reduces the total cost of making a garment so it is very easy to grab the order as business is now very competitive. Retailers are looking for good quality garment product at the cheapest price so it is very difficult to grab order when cost is high. Raw material cost is similar because all of the competitors need to purchased raw materials from similar source with similar price. In this circumstance, cheap labor can play a vital role to grab an order. This cheap labor reduce the cost of making so that it has a great influence.
- Quota facility for the European & American Market gives us opportunities to do more business in that market. These facilities give us more preference to enter into those market.
- GSP facility gives us more opportunities to more business with foreign Market. These facilities give us more preference to enter into those market.
- Export incentive gives us better opportunities to do more business with foreign Retailer like KappAhl. For this incentive, Garment industries can import raw material from other countries in low tax which causes low-cost overall the Garment Making.

6.2 Recommendations:

After researching about KappAhl I found some barrier to do Marketing Garment Product for the KappAhl such as human resource problem which can be improved

Solution of human resource problem

- After recruitment of employee, KappaAhl should provide them three to six-month training to learn the technical work to perform the technical job such as the job of merchandiser, quality controller, quality inspector, sample maker etc.
- KappAhl should provide money to its employee to develop' communication skill in particular language in order to communicate with a particular buyer for the buying house.
- Instead of full autocracy or democracy, the employers of KappAhl should show lenient view in all aspects so that they get motivated to work.
- Employee pay structure should be consistent with the employee. work pressure, in order to stop their tendency to switch job.
- KappAhl should introduce service bonus or service benefit in order to encourage and motivate their employee.

6.3 Conclusion:

Bangladesh is 100% export oriented manufacturing country. Hundreds of buyers and retailers are producing their brands from Bangladesh but the maximum company has no any liaison or own operational office here. they are sourcing their products through different buying houses. Buying house receives proper information from the buyer and makes it understandable for the supplier who directly executes the order. Actual quality assurance is one of the key tasks of a buying house because garment industry maintains a complex supply chain where vendor sources different materials from different places, stitch garments through to different skilled workers and sell goods to retailers. Buying house always hires very expensive quality expert to ensure the product quality.

a buying house provides various types of facilities to both foreign buyers and local manufacturers. they do marketing for order collection from the buyer, develop samples for the buyer. they also do price negotiation to come to an agreement with both the buyer and supplier. they help the supplier to execute the order properly by providing approval, comments and technical support necessary.

without a buying house, many problems arise .Selecting the right suppliers for your business needs is vital to ensure that you are able to deliver your products and services on time, at the right price, and in compliance with your quality standards and without the help of a buying house, it becomes quite impossible .they also help with today's complex logistics to get the goods in the right time and in the right place. they make sure the social compliance are met by the supplier. a retailer can directly source from the manufacturing company without setting up a buying office. but they will have a hard time to get quality products from the manufacturer, as there is no overseer to make sure that the supplier is maintaining all the guidelines of manufacturing. a buying house can keep the supplier in check on the quality issue be regularly conducting visits and inspections in the supplier premise.

being one of the top buying houses in Bangladesh, kappAhl has a strong presence in our country's garment industry. they provide their home office with all the support necessary from Dhaka office. they have merchandising, logistics and QC team to make sure the orders are executed as original buyer requested. they also have an excellent working environment. but there is still room for improvement. KappaAhl should provide them three to six month training to learn the technical work to perform the technical job such as the job of merchandiser, quality controller, quality inspector, sample maker etc.

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