

Internship Report

On

“Merchandising Procedure of Pretty Sweater Limited”



Date of submission: 09th February, 2020

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Letter of Transmittal

9th February, 2020

Professor Dr. Ahmed Fakhru Alam

Department of Business Administration

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Daffodil International University

Subject: Submission of Internship Report on merchandising procedure of Pretty Sweater Limited.

Dear Sir,

With great pleasure, here I submit my internship report on “**Merchandising procedure of Pretty Sweater Limited**” under your kind supervision to complete the degree of MBA program. I have attempted my best level to bring out the original scenario of **Pretty Sweater Limited** with full of effectiveness & efficiency and prepare the report in consistence with the optimal standard under your valuable direction.

I hope that, this report paper will meet to your expectation; it's my pleasure to have you my supervision.

Sincerely yours



Shahida Akter

ID No: 181-14-797

Major in Marketing

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Certificate of Supervisor

This is to certify that the report entitle “Merchandising procedure of Pretty Sweater Limited” is an original work by Shahida Akter, ID: 181-14-797, Major in Marketing, Department of Business Administration, Daffodil International University, Uttara Campus. She performed her internship under my supervision and submitted for the fulfillment of the requirement for award of Master of Business Administration (MBA) from Daffodil International University.



.....

Professor Dr. Ahmed Fakhru Alam

Department of Business Administration

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Student's Declaration

I, Shahida Akter, ID:1818-14-797 student of Department of Business Administration of Daffodil International University hereby declare that the presented report of internship entitle “Merchandising procedure of Pretty Sweater Limited” is uniquely prepared by me and has not been previously submitted to any other University or College for an academic certificate.

I also confirm that, the report is prepared for only my academic requirement not for any other purpose and the information submitted is true and original to the best of my knowledge.



.....

Shahida Akter

ID: 181-14-797

Major in Marketing

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Acknowledgment

At first, I would like to thank Almighty Allah for giving me the chance to finish my internship. I would also like to thank all the people who gave their support and help and to thank them all for the successful completion of the study. I received tremendous support and guidance from Daffodil International University and Pretty Sweaters Ltd. for my internship.

I want to thank Mr. Md. Rashed Sharif, Director of Pretty Sweaters Ltd. and my reporting boss throughout the internship for his valuable time and consistent support and motivation. I would also like to thank my Honorable Boss, Professor Dr. Ahmed Fakhrul Alam, Business Administration Department, Faculty of Business and Economics, Daffodil International University, for his service.

I also want to share my heartfelt thanks to Md. Shajedul Alam Shaju, Senior Merchandiser of other Pretty Sweaters Ltd. officials who helped me and gave me their valuable time, giving me the most relevant information on the basis of which I prepared this report. I am grateful to them all for supporting me and guiding me, and for being kind and kind to me.

And finally I'd like to thank Pretty Sweaters Ltd. for giving me the chance to do my internship in the reputed organization community.

Executive Summary

The department of merchandising is the most important part of the export-oriented sector. It enhances the potential for the growth of entrepreneurship in the garment industry. It allows both the unemployed and the government to eliminate the problem of poverty and also to play an important role in the country's economic growth.

I serve as an assistant merchandiser in the Department of Merchandiser and Advertising and also planned the internship process of the MBA program at Daffodil International University. My subject is Pretty Sweater Limited's merchandising system as an example. The source of this study is a partial prerequisite of the MBA program.

To order to achieve a perfect merchandising process, one must be mindful of all activities including the procurement of materials, stitching, packaging, transportation, overheads, etc., as well as their costs, processes, advantages and risk factors.

The apparel industry in Bangladesh is very large and diverse, employing 6 million people and contributing 87% of the country's exports. The apparel industry plays a pivotal role as a key driver of the national economy and over nearly three decades of its life has grown to be the most significant contributor to the economy of the country. Nonetheless, the performance of the industry over the past 10 years

As the MFA quota system came to an end, Bangladesh offered many incentives for consumers, manufacturers and stakeholders to cooperate and benefit from the relationship with its textile industry. While the industry has experienced remarkable growth in a protected market environment, it is facing a number of challenges that have emerged in the post-quota situation, particularly in areas such as:

- Price competitiveness.
- Faster lead times.
- High raw material base.
- Full service offering

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PART ONE

Introduction

1.0 Introduction of the Report

For Bangladesh's economy, RMG (Ready Made Garment) is very important and helpful. In Ready Made Garment, Bangladesh has emerged as a key player since 1978. Textiles and apparel for about 85 percent of Bangladesh's export revenue, 75 percent of which comes from the clothing industry, which covers the main product knit and woven shirts, blouses, trousers, skirts, shorts, jackets, sweater sportswear, and many more casual and fashionable outfit.

Pretty Sweater Ltd. (PSL) is the Bangladesh chief of RMG. PSL is a member of the Pretty party that is an export-oriented company of 100 percent. His main business is the sweater for export. Pretty small sweater has only about 42 buyers from abroad. PSL faces very serious competition in Bangladesh's RMG market. Because it is one of Bangladesh's largest sweater export industry around the top 5 sweater clothing

1.1 Background of the study

I'm a Pretty Sweater Ltd junior trader. Which is 100 percent export-oriented sweater garment industry and prepared my Pretty Sweater Ltd internship study. In order to continue my internship research in Pretty Sweater Limited, I almost went through the whole section to grasp the entire working cycle and to try to find out the tasks, scheduling and many other items that are focused on my internship.

1.2 Objective of the study

Broad Objective:

- The main objective of this study was to obtain an overview of Pretty Sweater Ltd's merchandising process.

Specific Objectives:

- To evaluate the entire operational cycle Production on the basis of Pretty Sweater Ltd.
- To identify the merchandising role of Pretty Sweater Ltd.
- To identify the value of merchandising
- To identify the regular activities and obligations of merchandising

1.3 Methodology

Methodology determines how we got through all of the analysis processes and how I moved on.

Primary Sources:

- By practical work and discussion with the executives of various departments such as Merchandising, Planning, HR, Manufacturing, etc.
- Analyze the overall factory procedures.
- Discussion to my colleagues, senior officers and management.

Secondary sources:

- Collecting information on what I saw in my career at Pretty Sweater Ltd.
- Annual report on PSL.
- Searching on Pretty Group website.

1.4 Limitations

Nonetheless, I have had full-hearted cooperation and support from all my Pretty Sweater Ltd. colleagues and workers in the internship program that I have faced several difficulties in completing the study. In reality, going into all departments to collect information for me is hard as each department has its own confidential policy and working procedure. Therefore, my PSL is one hundred percent.

- Lack of time could not reach all of PSL's required information — In PSL,
- All workers are very busy,
- Getting information to interrupt their busy schedule is difficult.

PART TWO

Overview of Pretty Sweater Ltd.

2.0 Introduction

Sweater is a knitted fabric sort. In cold weather nation, this form of fabric has enormous demand. As a result, its international market in Bangladesh is growing day by day. Famous fashion buyers disproportionately import such kind of knitted fabric. His future is bright in Bangladesh. By forming Pretty Group, a radiant chapter of performance and competition has been added to the ready-made garment scenario.

The service of Pretty Group began in 2001. Performance and distribution on time are the hallmark of progress. Full customer satisfaction is only an objective and is not compromised under any circumstances. Pretty team ensure timely shipment and delivery from their valued customers to build faith and trust.

We make all kinds of Bottoms and Tops (Sweaters, Dress Coat, Blazer, Style Trousers, Jackets, Ladies Pants, Overall Shorts, Romper, Shirts and more) due to their excellent household facilities and high standard, washing plant and Grinding Capability. We are highly specialized in the manufacture of sweaters. Nonetheless, they can accommodate all types of cotton, twill, canvas, corduroy, poplin, and any stretch

Pretty group is the largest corporate group and the top sweater export industry in Bangladesh. Pretty Sweater Ltd (PSL) is Pretty Group's sister company and was founded in 2005. It is in Plot #222, Gacha, Bangladesh, ChayadanaGazipur. PSL has a 24-hour power supply through a gas generator and the plant is entirely tiled, glassed windows surrounding it, ample cross-air ventilation. PSL has a 24-hour gas generator power supply and the factory is completely tiled, surrounding glazed windows, adequate cross-air ventilation, conference & showroom, inspection facilities in each level, alternative emergency stairs, full-time medical & first aid to all operators, appropriate hygienic toilets, modern fire detection, alarm & rescue system, cargo lift option, child care. All together planned set-up provides an excellent working environment, child labor is strictly prohibited in all departments of our factory PSL is fully compliant with Bangladesh's current labor law, as required by our buyers. It's a green plant that is Gold Certified.

2.1 Mission

To Customers:

Full satisfaction by establishing long-term partnerships; maintaining consistency of delivery; brand conformity; secure workplace and stability of prices without compromising quality.

For people:

An employer with equal opportunities by maintaining a highly ethical and secure working environment that complies with all national and international regulations.

To Society:

Transform as a Green factory with the goal of releasing no waste to land; reduce carbon footprint, use recycled products, and employ people who are partially disabled.

2.2 Vision

Benchmark creation through the advancement of technology; service excellence and sustainability.

2.3 Objectives

Pretty team aim is to "Go Green all the way" including performance and the first corner stone of our success is on time delivery. The secret to their establishment is customer satisfaction. They also ensure prompt shipment and distribution to win their respected customers ' faith and trust and it will not be breached under any circumstances.

2.4 Business Ethics

As a manufacturer of socially responsible sweaters, Pretty Group has taken every precautionary measure to create a highly ethical, professional, clean & hygienic work environment,

complaining in all respects. They do NOT hire any labor of children. Therefore, their typical distance between machines makes the production floor very comfortable and attractive.

We have clearly marked evacuation areas & emergency exit routes; this factory has also been ornamented with electrical & fire safety equipment such as: UL-certified fire hydrant, sprinkler system, automatic & integrated fire detection & control system, fire gate, etc.

For safe drinking water, they have reverse osmosis built and have adequate hygienic toilets for all staff.

Over the past 16 years, Pretty Group has been operating with a marginal benefit orientation and concentrating strongly on social responsibility to workers for their comfortable living, skills and moral development.

2.5 Products of PSL

- Pullover
- Cardigan
- Poncho
- Bolero
- Tank Top
- Cape ladies dress
- Jumpers
- Hats
- Scarves
- Mufflers
- Bags
- Trouser
- Night dress
- Leggings
- Round bands
- Shawl sweater
- Jacquard, etc.

2.6 Supplier

- Bros
- Excellent
- Gths (Jiangsu GuotalHuasheng Industrial Co. Ltd.)
- Gtig-Esen (Jiangsu GuofalEsen Co. Ltd.)
- Huafu
- Eastar (Jiangsu GtigEastar Co. Ltd.)
- Loyal Light (Loyal Light Jiangxi HQ)
- Lugang Wool
- Orient Hongda (Zhejiang Orient Enterprises Company Limited)
- Ruyi
- Solpol (Jiangsu solpol co. ltd.), etc.

2.7 Production Capacity

Pretty Sweater Ltd has a good capacity in all gauges as an evolving sweater-manufacturing process. PSL's current production capacity is around 1,000,000 PCS / month. Gauge wise production capacity breakdown is as follows:

Production Site	Gauge	Knitting Machine	Capacity	Remarks
Unit 1	Multi Gauge (3, 5 & 7) Jacquard	154	154,000	Shima Seiki
	Multi Gauge (10, 12 & 14) Jacquard	231	231,000	
	Multi Gauge (10, 12 & 14) Intarsia	25	25,000	
Sub Total		410	410,000	
Unit 2	Multi Gauge (3, 5 & 7) Jacquard	231	231,000	
	Multi Gauge (10, 12 & 14) Jacquard	69	69,000	
	Multi Gauge (10, 12 & 14) Intarsia	25	25,000	
Sub Total		325	325,000	
Unit 3	Multi Gauge (3, 5 & 7) Jacquard	215	215,000	
	Multi Gauge (10, 12 & 14) Intarsia	50	50,000	
Sub Total		265	265,000	
Grand Total			1,000,000	

Linking Machine	Gauge	No. of Machine	Capacity	Remarks
Haoyunlai, China	5	90	100K	We can station up to 350 machines in each gauges depending on orders/styles
	6	100	100K	
	8	350	400K	
	14	350	300K	
	16	110	110K	
	18	300	300K	
Sub Total		1200		

2.8 Laboratory System

S/N	Test area	Equipment Name	Manufacturer & country of Origin
1	Physical Lab	1)conditioning Unit I) Thermo hydrometer II) Whringling hydrometer	STULZ-Germany
2	Physical Lab	Conditioning Rack	Made in China
3	Physical Lab	Bursting Strength PNEUMATIC BURSTING STRENGTH TESTER	Tru Brust3-James Heal-England duel controller
4	Physical Lab	Pilling-ICI Pilling Resistance	4 head pilling with pilloscope& photograph-James Heal-England
5	Physical Lab	Pilling-Random Tumble Pilling Resistance	Impulse pilling-James Heal-England
6	Physical Lab	Pilling-Martindale Pilling Resistance	Nu Martindale & abrasion pilling-James Heal-England
7	Physical Lab	M&S pilling P17 & P18B	Orbiter-James Heal-England
8	Physical Lab	Titan5-Load Cell-120N/600N/3000N	James Heal-England
9	Physical Lab	1) GSM cutter and PAD & 2) Balance upto 220gm (0.0001 Precision).	1) GSM cutter and PAD-James Heal-England &2) Balance up to 220gm (0.0001 Precision).-Kern-Germany
10	Physical Lab	Digital Crockmeter	James Heal-England
11	Washing Lab	Wascator FOM71CLS	James Heal-England
12	Washing Lab	Whirlpool washing m/c	Whirlpool-USA

13	Washing Lab	Miele washing m/c	Miele- Germany
14	Washing Lab	Accudry2 dryer	James Heal-England
15	Washing Lab	Whirlpool Dryer	Whirlpool-USA
16	Washing Lab	Fastness m/C	Gyrowash-James Heal-England
17	Washing Lab	Durability	Dynawash -James Heal-England
18	Washing Lab	Balance upto 220gm (0.0001 Precision) Blanceupto 5 kg	Kern-Germany Kern-Germany
19	Chemical Lab	pH	Medler-pH meter-USA/Germany
20	Chemical Lab	Hardness Chemical	Merk-Germany
21	Chemical Lab	DO meter TDS meter BOD test Kit COD reactor COD Spectrometer	Lovibond-Germany
22	Chemical Lab	Incubator/Oven with ISO & AATCC weight	James Heal-England
23	Chemical Lab	Perspiratin Chemical	Merk-Germany
24	Chemical Lab	saliva Chemical	Merk-Germany
25	Chemical Lab	UV-spectrameter for formaldehyde test	perkinelmaer-USA
26	Dark Room	Verivide 2.5 ft light box	Verivide-USA
27	Dark Room	Macbeth spectralight box III	Gretegmabeth-USA
28	Dark Room	verivideappearnce viewing board	Verivide-USA
29	Dark Room	AATCC Viewing Board	Verivide-USA
30	Dark Room	Pantone color std set 2.5"x2.5"	Pantone color
33	Dark Room	spectraphotometer with color matching tools	Datacolor/X-Rite-USD
36	Yarn lab dip	Hot water bath	06 hole Hot water bath-China
38	Lightfastness	Lightfastness	SDL-ATLAS-BETA-USA
39	Softner Plant	Grade 3 water plant for lab test purpose	Purite- USA/

2.9 Customers & Partners



DEBENHAMS



TESCO

s.Oliver

meijer

RIVER ISLAND

SPRINGFIELD
Man & Woman

Peek & Cloppenburg



next

obaïbi-okaïdi
The babies of 0-14 years old



KOHL'S

OVS
ITALIAN FASHION

carter's | OSHKOSH
babies and kids

OVS
ITALIAN FASHION

George.

JULES

H&M



Sears

BESTSELLER

Cia.Hering

MALWEE

RIACHUELO

KOHL'S

COTTON:ON



GU

BIGW



COUNTRY ROAD



Walmart

2.10 London Design Studio

- Build your own designs in line with the latest trends in the world.
- Development of new yarns in collaboration with yarn suppliers
- Use of modern simulator model and fitting technologies
- 60 new styles each month



2.11 Different Departments of PSL

- HRD & Administration
- IT Department
- Planning Department
- IE Department
- Accounts Department
- Merchandising & Marketing Department
- Sampling Department
- Production Department
- Maintenance Department

2.12 USP

- Fully Functional Laboratory
- Effluent Treatment Plant (Bio-Chem)

- Installed RFID/ETS for Visual Work Studio
- Automated & Computerized Shima Seiki Machine from Japan
- Most Advanced Production Management: LEAN Manufacturing System
- London R&D Studio: lead by EU Fashion Designer, creating over 100 designs/month
- Safety & Security Equipment: All are UL certified & installed as per ACCORD/ALLIANCE
- Strong Mid-Level Management; Dedicated Industrial Engineering and Planning Team
- Highly Experienced Production Team from India, Sri Lanka and Technical Advisor from Europe.

2.13 Energy Savings Initiative

- LED Lighting
- Absorption Chiller
- Roof Top Gardening
- Rain Water Harvesting
- Effluent Treatment Plant
- Reverse Osmosis for Drinking
- Condensate Heat Recovery System
- Frequency Inverters for Winding Machines
- Servo Type Motor Mechanism for Linking Machine

2.14 Compliance Issues

- Child labor
- Forced labor
- Freedom of Association
- Discrimination
- Working hours
- Health & safety
- Collective bargaining
- Disciplinary Practices
- Compensation

- Management System
- Harassment or abuse
- Wages & benefits

2.15 Certifications



2.16 Achievement



2.17 Memberships

- Bangladesh Garments Manufacturing Exporters Association [BGMEA]
- Export Promotion Bureau [EPB]
- Dhaka Chamber of Commerce & Industry [DCCI]



PART THREE

**Merchandising Procedure of Pretty
sweater limited**

3.0 Merchandising Procedures

3.1 Yarn Section

Pretty group's main business is Sweater, Bangladesh's largest sweater firm. It has the ability to produce any form of fashionable sweaters that are most requested. Pretty sweater Ltd. Pretty group's sister business is manufactured 36 million pcs a year. Yarn is the main raw material for producing sweater. Pretty Sweater Ltd. is using many imported yarns as well as local yarns

At the initial stage, they need to develop lab-dip at Pretty Sweater Ltd. first as per the requirement of the buyer that a merchandiser gets from their buyers. Buyer may provide Merchandiser with swatch or pantone number for order items. Then various types of yarn were brought from local and international yarn manufacturers and the accessories were obtained from the backyard industry. In the next step, the raw yarn package is rolled up to give the correct spinning shape and sent to the Yarn Distribution (YD) department, where each spin of yarn has been properly weighed and the specific amount of spindled yarn has been allocated to the Knitting division, as in Pretty Sweater Ltd. the imported yarn comes in hanks and then distributes it to all the designers as their requirement.

Yarn Winding:

Yarn transfer is called yarn winding from hanks to cone. Winding of yarn in Pretty Sweater Ltd. is performed according to the material or system model.

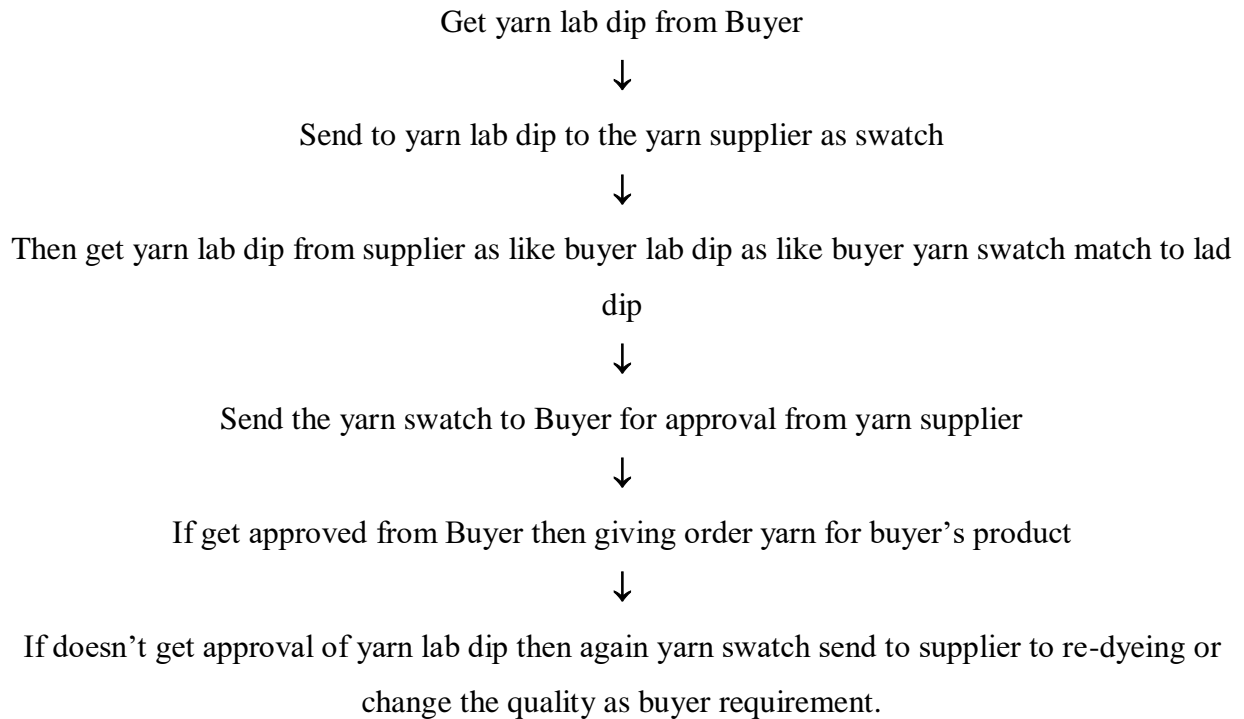
Yarn Trimming or Rewinding:

In Pretty Sweater Ltd., if any yarn is unusable for dirt, dyeing of low quality, etc., then the yarn is re-winding to allow candle use.

Damage Yarn uses:

If any cause is damage that can no longer be used to manufacture some type of product, the damage yarn will be sent to the trim section or PQC section.

Flow Chart of Yarn



3.2 Design Section

Actually in PSL, first a merchandiser clarifies most fashion items to their designers when they get order in a format. Here models play important roles in sweater production and order fulfillment. Below, I provided some of the most important tasks a developer has to perform.

- To consider all the types of the products to be manufactured
- To analyze the GG m / c will be ideal for which product
- To analyze how many yarns the product needs to be produced
- To make knitting map of the product
- To make yarn use
- To make swatch for both buyers and suppliers

We also make knitting technology for knitting segment in the creation section when designers make knitting chart. There are about 15 programmers in the Development Section to make any kind of knitting system items.

3.3 Knitting Section

After using a pen drive to knit the material, Designer gives it to the knitting team. Then set the knitting program first in the knitting section by m / c operator in the computer. We first knit the front part of a product and then knit the back part after knitting the collar, sleeve, etc. In addition, knitting can be done on the basis of consumer design. They've got different knitting machi from Gauge

- Broken Rib Stitch
- Butterfly Stitch
- Basketweave stitch
- Cable Stitch
- Pointelle stitch
- Fishermen stitch
- Diamond stitch
- Dropped stitch
- Jacquard stitch
- Half Milano stitch
- Full Milano stitch
- Plain jersey
- Honey comb stitch

- Embossed Knitting
- Garter Stitch
- Hearts Lace Stitch
- Mesh Pattern Stitch
- Moss Stitch
- Lining stitch
- Pineapple Stitch
- Rice Stitch
- Shaker Stitch
- Tuck stitch
- Waffle Stitch
- Ripple Stitch
- Seed stitch
- Rib stitch (2*2, 1*1,2*1,1*2,4*4 3*3) etc.



3.4 First Inspection Section

In the knitting section, each part of the sweater is knitted and passed off First Inspection to get those checked if each part is knitted correctly or not, and to be verified if any yarn is wasted. If

any error has been detected, the operator must automatically fix it. Using inspection operators, light plate, light test m / c and plastic iron, they check knitting.



3.5 Linking Section

Every part of the knitting sweater is connected in the Linking Section by linking m / c. Next, the linking operator links front and back, then sleeve after collar, and then tie a sweater to that arm.



3.6 Trimming

Both pieces of sweater checks and loss yarn are carefully trimmed by trimmer after connecting here.



3.7 Mending

If any knitting flaws are found in the jumper, the needle is used to patch it here.



3.8 Washing and Drying Section

Buyers ask for garment washing according to fashion trend and customer demand. Several chemicals are used by PSL to clean garment. When consumers don't suggest clothes washing than they usually use—regular washing, softener washing, and acid washing. Then, as a buyer's requirement, they can wash any kind of washing. And after washing clothes, the dryer would dry as the clothes requested. In this piece



3.9 First Steam Iron

Return the first steam to the steam portion after washing the sweater. Here sweater is given steam to keep in mind the measurement and the fabric yarn.



3.10 Labeling Section

Here, the appropriate labels are applied to the sweater using the sewing machine and all parts of the garment are given to Bartech.



3.11 Trims and Accessories Section

Here all the trimmings and accessories like zippers, eyelet, drosting, button etc. are attached to the garment.



3.12 PQC Section

Operators are inspecting the garment in here. Everything about knitting, connecting, zipper, pin, bartech, etc. It is extracted here if any dust is detected..



3.13 Final Steam Iron

By using steam iron, according to buyers given measurement sheet and yarn sweater garment composition are ironed here. It should be noted here that sweaters are kept open after ironing to

dry the heat. Steam segment of PSL is named the sweater garment's Beauty Parlor. That gives the garment the right and impressive outlook.



3.14 Inspection by the Quality Section

After all the above procedures have been completed, the factory quality team inspects the apparel according to the demand of the customers. They check—style, measure, color, size, accessories, knitting, linking, GG, ply, weight, feeling of the hand, etc. Here the quality team of the factory inspects the quality of the garments and is guided by the advice trainer of the buyer



3.15 Folding and packing Section

All the sweater clothes are folded and packed and prepared as a buyer's condition for shipping. Here buyer also lists the kinds of fabric folding, poly, blister and cardboard they like.



3.16 Final inspection

Finally, the quality team nominated by buyers inspects the sweater garments here as instructed by the buyer. We give the sweater garment pass and fail to load. If the quality of the fabric fails, it will rectify.



3.17 Shipment

After receiving the quality pass from the quality team, all the goods are sent to the shipping port. Here buyer also needs to know how they like shipping by air or plane.

PART FOUR

Project Part

4.0 Merchandising Department

Merchandising comes from the word merchandise. Merchandise means to buy and sell commodities or goods. Merchandising is the division that mediates divisions of sales and development in the clothing and apparel industries. It is the processes, procedures and activities used to encourage and maintain those company categories. Merchandising means arranging all the raw materials needed

4.1 Merchandising Objectives

Merchandising has 2 major objectives-

1. Buy and store the people's planned stock or product.
2. Achieve the business goal, i.e. growth, income, etc., and that can be accomplished when stock is sold. It means buying or storing the selling products or stocks is the simple merchandising strategy that helps both consumers and businessmen.

4.2 Qualities of Merchandiser

- Good English control and ample technical knowledge to ensure correct and effective interaction.
- Ability to reassure customers
- Ability to work with team members
- Good knowledge of fiber, yarn, fabric, dyeing, printing, painting, dyes, color fastness, manufacturing of clothing, etc.
- Effective development of the normal potential quality issues in the manufacture of clothing.
- Great knowledge

4.3 Major Responsibilities of Merchandiser

- Nternal& International Communications
- Preparation of internal order sheets
- Preparation of purchase orders
- Calculation of yarn usage
- Advising and supporting production and quality department
- Calculation of costs
- Responsibility for audits
- Provision of delivery directions and subsequent shipment.

4.4 Job of Merchandising at a Glance-

Task-1

1. Collecting and clarifying the buyer's goals / sample for new developments.
2. Discuss the new development goal with the sample section to proceed with and arrange the proper raw materials.
3. Until submitting to the buyer, study the software sample clearly.
4. Making proper costing for all new developments and negotiating with suppliers to get both the best price and the orders.

Task-2

1. Update the reservation space once the order has been authenticated.
2. Render TNA & BUDGET for the order confirmed and conduct the order on this basis.
3. Confirm the reservation to the manufacturer of Greige Yarn.
4. Make the list of material checks and regularly check for order processing.
5. Yarn and accessories reservation timely for confirmed orders.
6. Follow up with the commercial department to execute all document clearance
7. After in-house the goods
 - a) Check inventory
 - b) If the supplier needs to be informed of any shortage.
 - c) EOLBREAK-Check dye lot for yarn & submit to purchaser for approval (if necessary)-Check acc Color
 - d) Quality & submit to purchaser for approval the bulk quality (if necessary)
8. Before starting production
 - a) Secure the authorization of the trim card from the purchaser.
 - b) Render the file of output.
 - c) Review all final confirmation approval & stock.
9. Production follow up
 - a) Prepare the development schedule and notify the purchaser.
 - b) I don't ask. Arrange for meeting PP & explain the condition of the purchaser.
 - c) Check the daily report of the production and notify the buyer.

- d) Arrange for in-line review and consult with the production floor, whether or not the buyer's comments are being enforced.
 - e) Final inspection arrangements.
10. Shipment follow-up
- a) Review the dox delivery with the export office.
 - b) Search the distribution document of the products with the export department
 - c) Check after the shipment for payment.
11. That's right. Consult with buyer for any type repeat order & collect sales reports for any style if necessary.

4.5 Functions of Merchandiser

- Coordination with other departments
- Generation, Implementation and Market Management
- Understanding the value of working in a team
- Helping company to achieve its goals
- Helping to fulfill customers ' expectations
- Representing buyers and transmitting messages to and from

4.6 Challenges of Merchandiser

- Decision support systems
- Real time Merchandising
- Responsive manufacturing
- Functional integration
- Partnership relationship
- Earing and economic perspective
- Relationship both in internal and external in organizations

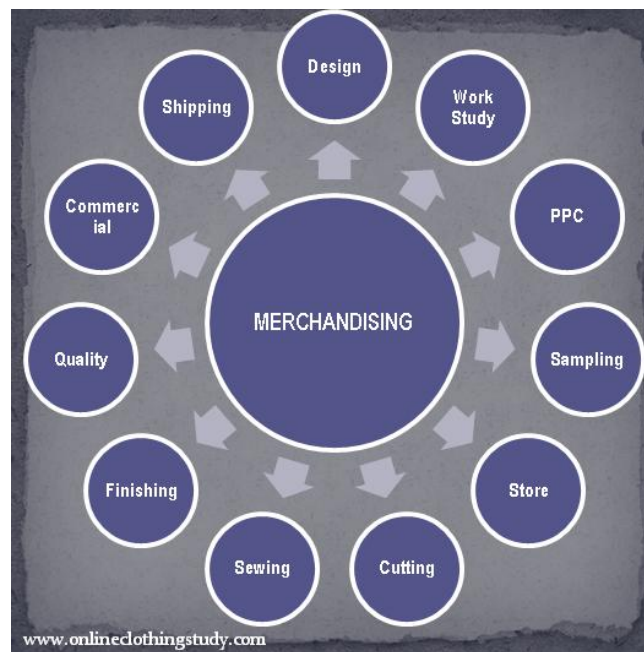
4.7 Merchandising Management

Merchandising management is the mechanism through which which retailer determines which items to carry, how much to have on hand to satisfy customers ' needs, where to show them in the store to maximize sales, and how to price them to sell the best and maximize profits.

Merchandising management's aim is not just to ensure that what they bring suits their customers' needs. They must also be able to organize and monitor their inventory, and they must be able to track their inventories from the time they are purchased from manufacturers to the time a customer purchases a product. We must ensure that all product is properly handled and stored, that it is arranged in the store so that customers can easily find what they want, and that it is easy to determine when the time is right.

4.8 Merchandising and interdepartmental relations

A merchant plays a major role in the execution of a manufacturing system for export house or garments. Merchandiser has to work in a factory with all departments like the laws for blood operating in a human body. The following diagram shows the main divisions in the factory with which the merchant works closely.



4.9 Marketing & Merchandising

- Marketing operates at a group or marketing level with the company Merchandising works at retail level with the products.
- Marketing is how a company markets itself Merchandising is how the retail market shows a brand .
- Marketing creates a sense of a business and a brand that makes a customer want to buy the products of the company.

4.10 Communication is the backbone of Merchandising

At the beginning of any production of export orders, information, queries and export details are exchanged by communication process only between buyer and merchandiser. Through presenting generic manuals and design specific documents such as Specification Paper, Bill of Materials, etc., consumers communicate their requirements / expectations with merchandisers.

Merchandiser has to deal with various levels of people—current customers for the follow-up of orders in hand, new buyers for potential future companies, departments concerned such as production, price, inventory, accounts, delivery, etc., for order execution, suppliers for the procurement of fabrics and accessories, and subordinates for proper instructions and guidance.
Merch

4.11 Modes of communication

There are several communication modes that are commonly used in fashion merchandising to communicate with purchasers and suppliers

1. E-mail
2. Telephonic conversation
3. Formal meetings
4. Video conference
5. Courier
6. Virtual prototyping
7. Electronic data interchange (EDI)

4.12 Negotiation with Buyers

The most critical work is to receive the order for the export of clothes. Export orders for fabric are usually found from potential garment importers called garment buyers. Anyone who wants to collect export orders for garments should be able to persuade the buyer. When the buyer is persuaded of the manufacture of the wardrobe, the value of the wardrobe, the price of the wardrobe and the ability to ship a wardrobe exporter

Without strong trust from both sides between buyer and exporter, it can be a risky business contract. If an exporter of garment can deal with 2, 3 buyers with buyer satisfaction on a regular

basis, it will be sufficient to run the production of garment and export business smoothly throughout the year.

A successful outcome of the negotiation usually does not occur through chance, but through a simple process. The method represents different levels of knowledge about the subject of the garment sector negotiation. Each party attempts to persuade the other party to comply with its point of view in a negotiation. In participants, they learn as much about the other groups and, of course, the strength

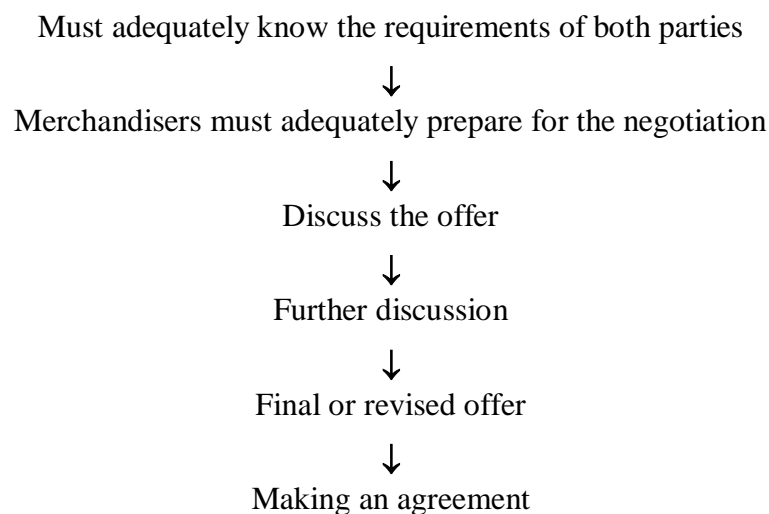
The reasons of Merchandising Negotiation:

- If required to lower the cost or increase the price of the product
- If you want to secure a purchaser order or place an order to a supplier
- If you need to fix production and shipping plan
- If you need to make a cost sheet or want to get the product selling price for mutual benefit
- If payment terms and conditions have to be mutually profitable and acceptable etc

The Basic Principle of Negotiation:

The basic principle of negotiation is to "trade what is of low value to one party but of greater value to the other party, thereby reducing the ' cost ' of successful tone party." But it should be understood that negotiation is successful if the outcome of the talks benefits both parties.

Negotiation Process At a Glance-



4.13 Processing of Order

Merchandiser is important to prepare a schedule for the jobs to be done for the safe execution of the export order after obtaining the fabric export order, without wasting any time.

- Details analysis of Export L/C
- Preparation of a Time Schedule for the Export L/C
- Collection of fabric & accessories for the garment to be exported (source, quantity of the items, cost of the items, receiving data of the items, quality & quantity, inspection of the items, etc.).
- Distribution of responsibilities for the duties
- Production Plan
- Inspection of the produced garments for quality, quantity, packing & other requirements of the buyer.
- Preparation of banking & shipment formalities
- Continuous follow-up progress
- Others

4.14 Costing Calculation

Costing is the primary component of all operations in the merchandising of garments. If garments merchandiser can reach a healthy order price then it will be easy to complete all remaining processes. Since it is important to merchandise clothes here, I share a cost of sweater clothes

Costing Calculation Method of Sweater Garments-

Before costing of sweater garments, a sweater garments merchandiser should confirm the following items:

- Yarn Cost per lbs.
- Embroidery Cost per dozen
- Printing Cost per dozen
- Cost of Making (CM) per dozen
- Washing Cost per dozen
- Accessories Cost (Zipper, button etc.)
- Commercial Cost per dozen

- Others Cost per dozen
- A sweater garment merchant's next task is to assess the use and price of the yarn.
- The value of yarn can be measured using the following formula:={ (Garments weight in lbs. per dozen)+ wastage percentage }[Yarn price per lbs.]
- Generally we add 10-20 percent wastage depending on style.
- After the price of the yarn, all other required costs should be added to the total cost of the yarn.

4.15 Merchandising Development Based on Buyer's Objectives

Offer sample:

Offer samples are the manufacturer's sold designs or concepts. It is possible to change the performance, fitting and details. Of example, property rights should not be messed with.

1st sample:

The first sample is the first sample made in compliance with the sample order and drawing criteria or the commentary on the sample provided.

2nd sample:

If the first sample was too far from what was needed, it may be necessary.

Sales sample:

Sales samples are made from the first or second test. As ordered, quality and suit. It is necessary to make all information correctly. It is important to have appropriate tags, trim and accessories. All sample strikers must have an EAN code version.

Approval sample:

We may need some changes after the sales meetings. We will also re-evaluate the design, fitting and details and may request an approval test before we can place the order and begin the planning of the production.

Size set sample:

Size set samples are specimens of multiple sizes, ensuring that the style fit is made in accordance with the measurement chart of the product design department. Size sets can be produced for production in available fabric close to the accepted quality as they are mainly used to fit different sizes.

PP sample:

Pre-production is a test that guarantees a common understanding of the manufacturing design. Depending on the design, style, layout, labels and trims should be 100% accurate.

Shipment sample:

Check taken from the production of bulk and not manufactured in the check room to ensure that the production was made according to our specifications. At this point, there can be no changes to the theme. If applicable, we would like to obtain samples of the various combinations / sizes of colors listed in the order.

Photo sample:

Before the order is sent, our main accounts and online selling companies need photo samples. It is necessary to take the image sample from the first lot of output and transfer it with a courier.

4.16 Buyer liking factor of Merchandiser

- Must be respectful, good behaviour, smart and direct speech
- Must be truthful and time-conscious
- Good Knowledge Of The RMG Sector And Industry
- Good Interaction And Good Group Leaders In Community Wise Tasks.
- Good presentation of sales

4.17 Buyer disliking factor of Merchandiser

- Unacceptable manner rollover of time
- poor awareness of the RMG sector and industry
- poor communication skills and poor performance as a member of the group

4.18 Documents to be maintained by the Merchandiser

Letter of Credit (L/C):

A credit letter (LC), also known as the commercial credit of a documentary loan or banker. It is a method of payment used in international trade to provide an exporter of goods with an economic guarantee from a creditworthy bank. Letters of credit are commonly used in international trade finance, where contracting parties' quality can not be readily and accurately calculated. The economic effect is to set up a bank as an underwriter, assuming the buyer's credit risk paying the seller for products.

Back to Back L/C:

Back-to-back credit letters consist of two credit letters (LCs) used to make a payment together. A back-to-back credit letter is typically used in a transaction involving an intermediary between the buyer and the seller, such as a broker, or when a vendor has to buy the goods they would sell to their buyer as part of the sale.

Production order (PO):

A production order contains all the details needed to generate a line loading plan by the PPC department and should be appropriate for each buyer's style. The order of production consists of the definition of the number of styles and models, dimensions, order amount, quantity for each type, fabric use, interlining and trim specifications, instructions for packaging, tag specifications, etc.

Bill of materials (BOM):

The required quantity of fabrics and trims could be calculated from the PO for a single product, multiplied by the number of shirts made. For different trims such as sewing threads, buttons, zippers and cuff links, the necessary quantities are provided as a bill of materials. To get the correct quantity of trims, the BOM is given to the store.

Specification sheet/Tech pack:

This form is crucial to any order being followed. It consists of all the technical information about the specific style of the garment, such as fabric, tolerances, interlining details, etc. for the style processing it provides the necessary information required for different departments. For example, for documents from the cutting department such as marker preparation, marker use, etc.

Order status report:

Both models and their varied activities are reviewed in an Excel worksheet in this order status report and are maintained by senior merchandisers. Therefore, he or she could easily track a specific style's current progress.

4.19 FOB (Free on Board)

This term means "On Board Free." The manufacturer is liable for all fees (including export licensees, export taxes, etc.) and liabilities until the products have passed through the ship's rail at the shipping port; the goods must be cleared for export. The buyer contracts and pays for the goods and carries all risks of loss or damage to the goods as soon as the goods pass the railway of the ship

4.20 FOB Airport (FOA)

This is similar to the FOB definition except that an air carrier is the mode of transportation. Upon delivering the goods to the air carrier, the manufacturer fulfills his obligations. The supplier has to clear the goods for export.

PART FIVE

Findings

5.0 Findings

The findings are based on observation and my practical experience as a junior merchant in PSL

5.1 Strengths

- Strong leadership at mid-level
- Expatriate & Experienced Manufacturing Team
- Uncompromising attitudes towards the quality, safety and compliance of goods
- Crystal Clear Critical Path Control on-time delivery;
- Clear control of capability & strategic evaluation

5.2 Weaknesses

- In the big jobs, the subordinates make no decisions. The decision comes from top management at all times.
- Like other businesses in our region, the company is struggling in the RMG market, which is why the salary term is not as good as it was.
- As the company faces tough times like other companies in our country, the number of employees to run the company is very limited

5.3 opportunities

- For Pretty Sweater Ltd. like-Bestseller (Europe), Shanghai world style, etc., several foreign buyers have recently shown interest in business. There are 4 Bestseller brands (Vero Moda, Villa, Name it, Wool) that have joined PSL for business purposes in the last 3 months.
- PSL has recently dealt with two international designer studios to design their clothing.
- The good team is increasing its b

5.4 Threats

- Competitors firms are constantly offering a substitute for a product that poses a major threat to PSL.
- For the tough situation, all employee facilities have closed down, so many employees are not happy to work in PSL and many good employers have resigned from PSL.
- Because most buyers in the RMG sector are reducing product prices, the cost of all goods is dropping

PART SIX

Recommendations & Conclusion

6.0 Recommendations

Basically, the world of merchandising is a large area where many forms of doing business work. The most important thing is that we had to choose the way to do our job better and easier. The most important thing is the use of cotton. During the time of measurement, it is necessary to take the highest part of the clothing which is the neck, the length of the leg, etc.

Another thing is that during the manufacturing & inspection phase, merchandiser will take over all views on fabric faults and samples. Because it seems to me that for their business, a merchant can do everything. That's why at the time of final inspection, merchant will take better inspection process.

I want to share some suggestions which I am experience as a junior merchandiser in PSL (Pretty Sweater Ltd.)-

- Reduce the cost in appeals by establishing a strict system of management and control. Pretty Sweaters Ltd. will immediately take the necessary decisions. A internal communication should be more versatile in order to enable top management to make quick decisions and to handle the satisfaction of more customers.
- In Pretty Sweaters Ltd., the Department of Operational and Internal Control and Employee Innovation Development should be set up to increase production efficiency in the shortest lead time and to reduce production costs.
- Pretty Sweaters Ltd. will set up a new marketing department and set up a marketing plan. Each organization needs a marketing plan. In Lovely Sweaters Ltd. Different department of marketing needed to improve their business plan according to their ability and resource.
- The payment of wages is very low and very negatively affects the profits of businesses. I agree that if the company also pays salaries in a precise time, then all workers will work actively in the business and will be happy to work in Pretty Sweater Ltd.

6.1 Conclusion

Bangladesh is a community in the developing world. Our clothing or apparel sector is slightly overcoming the problem of unemployment in this region. A huge number of people in this field are employed. Originally, this sector's situation is not so good, but now, one day, this sector earns a lot of foreign currency, about 75 percent -80 percent of our overall economic growth, making our economic sector quite powerful. And that's right.

It was a great pleasure for me to work in the merchandising sector of Pretty Sweaters Ltd., which gives me a wide range of scope through the cordial assistance of employees and seniors to observe different functions of the garment industry. Both Pretty Sweaters Ltd's workers sought to provide optimum service.

The study revealed that for the organization's growth, merchandisers are the most valuable human capital. There are many factors involved in the development of these valuable resources. Efficient merchandising management is necessary in order to efficiently increase an organization's profitability.

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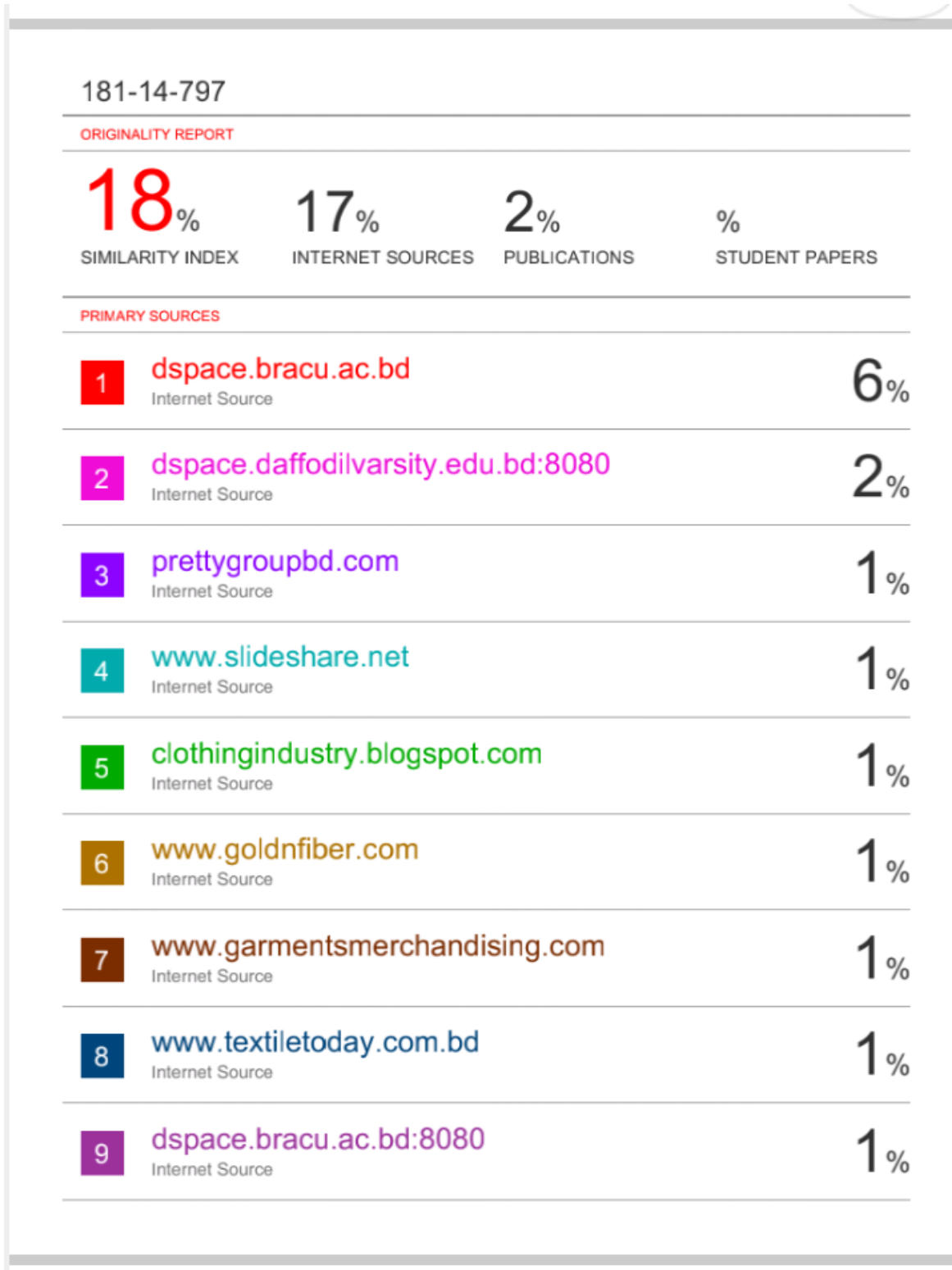
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PART SEVEN
Plagiarism Result

7.0 Plagiarism Test



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