



Daffodil
International
University

Internship Report

on

A study of Operational System of M/S Rayhan Trading

Date of Submission:

24-09-2020

Internship Report
on
A study of Operational System of M/S Rayhan Trading
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Letter of Transmittal

24th September, 2020

Prof. Dr. Md. Abul Hossain

Coordinator (MBA Program)

Uttara Campus

Department of Business Administration

Subject: Submission of Internship Report on Operational system of M/S Rayhan Trading

Dear Sir,

It is my great pleasure to submit my internship report on operational system of M/S Rayhan Trading after completing my internship. It was my best consideration to follow all of point of this M/S Rayhan Trading how far I can. It was my blessings to follow your instruction and time schedule. All of those areas have covered which was mention to me in the meantime of discussion.

All of topics are visualize which relate to this internship paper. I would like to devote my heartiest gratitude to you; for supporting me your best. This helps me a lot to prepare this report properly.

Thanks for your consideration.

Sincerely yours,

Iffat Jahan

(Iffat Jahan Pinky)

(ID: 191-14-879)

Program: MBA

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A landmark to create the Future

Certificate of Supervisor

This is my pleasure to mention that the report entitled “Operational system of M/S Rayhan Trading” have completed by Iffat Jahan Pinky ID: 191-14-879, Department of Business Administration, Daffodil International University.

She was placed in M/S Rayhan Trading which is one of the glorious organizations. I have gone through the report and found it a well-written report. She has completed the report by herself.

I wish her every success in life.

.....
(Prof. Dr. Md. Abul Hossain)

Coordinator (MBA Program)

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Acknowledgement

Thanks to Almighty Allah for giving the capability of completing this internship report. I am also grateful to my family for supporting me during the making period of this report.

Then I would like to thanks my supervisor **Prof. Dr. Md. Abul Hossain** Department of Business Administration for his valuable guideline which assists me to complete easily my report. It may concern to say that without his cooperation it was impossible to complete.

Moreover, I also thank to Enamur Rashid CEO of M/S Rayhan Trading who helps me a lot to learn about organization activities. Not only has that I also thanked to all employees of the organization who collaborates with me to learn about how they actually work.

It is my gladness to thank all of my senior brothers and sisters who advise me to complete my paper on an appropriate way.

Paying my heartiest appreciation to all of these remarkable people for their tremendous cooperation, this will always be remembered by me in my entire life.

Student's Declaration

I, the undersigned, hereby declare that the Internship Report “Operational system of M/S Rayhan Trading has been prepared by me as a requirement for the accomplishment of MBA degree from the Head of Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. It is also declared that, this report has been prepared for academic purpose only and has not been/will not be submitted elsewhere for any other purpose.

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ABSTRACT

M/S Rayhan Trading has established since in 1963. This company worked as a third party in an early time. In primary stage the company bought stationary from various companies and sold to others companies. During they started their production in their own factory, as they started to manufacture different kinds of stationary products.

Basically this report focused on activities of operational system. How they export and import their product, what's their business procedure. The annual export income of garments sector is driven from two sources one is Export and Import. Rayhan trading basically import Oriented Industry. The company makes all types off stationary like pencil, pen, color pencil, eraser etc. They utilize cutting edge hardware to deliver quality item. They have a vision and the vision is profit maximization. The merchandising philosophy of Rayhan Trading is to keep good relation with their buyers. Our company maintains a good relationship with every buyer. Dedicated and responsibility support is their fundamental technique. They generally endeavor to fulfill their purchasers. In this point of view the merchandiser dependably endeavor to do their marketing exercises in due time. The merchandiser of our organization is encountering individual. The organization ought to enhance their item quality, pressing framework, inside condition, and other marketing exercises to fulfill their remote purchasers. The report helps the reader to know about the merchandising activities, practiced in Rayhan trading and the buyer satisfaction level towards the merchandiser.

Now a day's whole of the economic sector in Bangladesh going through insufficient funds. For this M/S Rayhan Trading also has some problem to face. And it is trying to overcome these situations by taking new initiatives. It's my belief that M/S Rayhan Trading will keep a crucial role in developing Bangladesh economy to build up in Digital Bangladesh project in near future as like before.

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Chapter 1

Introduction

1.1 Background of the Study

Stationary industries are emerging sector of Bangladesh & Good Marketing strategy will help to sustain us in emerging Market. Businesses all over the world have set good & unique marketing strategy for profit making actions & getting bigger and bigger also mentionable that someone getting looser when their strategy does not work out. The thought is that, the business has social commitments or more and past making a benefit is corporate social obligation. The article of industry of Bangladesh has been the key fare division and a fundamental wellspring of outside trade throughout the previous years. The entire strategy is firmly related with the pattern of movement of creation. It has been uncovers that the propensity of low work charges is the key explanation behind the exchange of piece of manufacture materials in Bangladesh. Bangladesh Garment Sector and Global Chain The reason for this exchange can be cleared up by the compensation structure in the industry, everywhere throughout the world. Today the momentum in Bangladesh's export import trade has been single-handed dominated by the readymade garment industry at present. The industry has become as sensitive as to drawn the whole country's attention as it has a bearing of economic and social importance. Bangladesh has become one of the most destinations of foreign buyers.

1.2 Objective of the Study

The objective of the study is to develop the concept about the various aspects of the success & marketing process of the industry. This study will help me to analyze the various concepts of marketing, standardized export and import policies of the production process which will enrich my experience for my future career.

1. To identify the overall activities of M/S Rayhan Trading.
2. To attain the knowledge about activities of M/S Rayhan Trading.
3. To find out the major problems relating in all activities of M/S Rayhan Trading.
4. To acquire in depth knowledge about the activities of M/S Rayhan Trading.
5. To give recommendation to solve the identify problem

1.3 Scope of the Study

This report will give a clear idea about the activities of M/S Rayhan Trading. During my internee period I have got the chance to visit M/S Rayhan Trading. I have contacted with many workers, subordinates and executives and gathered practical experience. They have cordially helped and supported me.

1.4 Limitation of the Study

From the intention to make the report appropriate, I gave my best effort. However, many problems appeared during conducting the study. The study considers following limitations:

- Lack of structured and current information as the Organization's policy does not permit to disclose various data related to my study and this is the major problem among all the problems.
- This report only focuses on Activities of M/s Rayhan trading. But it does not cover other major activities like Investment, Production and Operations etc.
- Data from M/S Rayhan trading is highly confidential for the outside people and I had no authority to use the core Data.
- M/S Rayhan trading employees are very busy with their work; sometimes I had to wait more than one week for a piece of information.
- Time is additionally a major imperative for my exploration. I need to present a more extensive arrangement in a shorter type of result.
- It was hard to speak with the clients, the same number of them were not able give me much time for meeting.
- I needed to go under my everyday activity duty that I should do as such. So I could motivate couple of more opportunity to spend in gathering information for setting up my temporary position report.

CHAPTER 2

INDUSTRY & COMPANY

OVERVIEW

2.1 Industry Overview

The industry in Bangladesh consists of many little to medium piece of manufacturing plants, both enlisted and unregistered, that deliver articles of taking into account remote purchasing houses. The fare pay from this industry alone is one of the main three wellsprings of financial development in Bangladesh. The moderately modest expense of work in Bangladesh is the explanation behind its near preference universally since products can be created at a lower cost in Bangladesh than in numerous different nations. This modest expense of work is thusly an aftereffect of national strategies, enormous joblessness and the ability of ladies to work for low wages Ready-made article is an example of overcoming adversity for Bangladesh. The business began in the late 1970s, extended intensely during the 1980s and blasted during the 1990s. The speedy development of the business was conceivable in view of the accompanying novel nature of the business.

- The innovation is less convoluted (simple to exchange),
- Machineries are shoddy and simple to work,
- A substantial female work constrain that is anything but difficult to prepare is promptly accessible.

2.1.1 Weakness & strong position in Companies

The manufacture industry of Bangladesh has expanded significantly in the course of the most recent three decades. The business has risen as an imperative player in the economy of the nation and has step by step supplanted the business. This enormous immerge was conceivable because of loads of organizations of this industry. The vital thing is some organizations are huge in size and some are little. As we have just referenced, there are bunches of organizations in this industry. Some are in extremely solid position and some are in frail position in the territory of making benefit and furthermore in some different territories. There are more than 4,000 business firms in Bangladesh. In excess of 95 percent of those organizations are privately claimed except

for a couple of outside firms situated in fare handling zones. Some of them are likewise extremely effective in this division.

2.1.2 Current Strategies of Competitors

Presently multi day's the company are continually thinking to give specific standard items to their clients. Their present system is to give clients a top notch product with reasonable cost. It is difficult to perceive what mark is ideal. At present no readymade pieces has the upper hand of offering new highlights however there have someone of a kind highlights among every one of these brands. So their primary target is to give the clients that trust that their item is the best quality among the majority of the contenders. They utilize their altruism for taking control of the market. Some instant pieces of products make furnish all around made standard with reasonable value which is for the upper, center or lower class individuals.

2.1.3 Future Actions of Competitors

On the off chance that any of the contender increment his income pay, alternate business may face to diminish in his income salary. The future condition is constantly questionable. The industry should recognize what contenders are doing and what will occur on the off chance that they actualize their methodology. In the event that the contenders can attempt another procedure does not really express that they will. What they do with their qualities and shortcomings will rely upon the identity of the association's key chiefs and the inalienable organization culture. The product can be intended to serve the dubious future needs of clients by organizing it around center skills. Instant industry need to screen the activities of the adversaries so as to prevail in business. Along these lines, through observing they could even make another or alter their old techniques. They have to comprehend the procedures and foresee the following moves of the adversaries. The fruitful strategists need to gather countless and must be attentive so as to increase focused knowledge. This incorporates contender's methodologies, checking their activities, examining their qualities and shortcomings. At that point they will figure out how to foresee and what moves rivals are probably going to make straightaway. Subsequently, there is dependably an aggressive weight for the maker to keep in track in this marker. More often than not, how security a readymade pieces of clothing industry holds its present piece of the overall

industry is a component of its powerlessness to main thrusts and completeive weights, regardless of whether it has a completeive favorable position or hindrance, and whether it is the probable focus of hostile assault from other industry members.

2.2 M/S Rayhan Trading at a Glance

M/s Rayhan Trading a 100% Export & Import oriented manufacturing unit. M/S Rayhan Trading owns and operates a factory. The company is based in Dhaka, Bangladesh. It does not have any Key Executives recorded. Today has a workforce of over 1000. Equipped in doing all kinds of products for both EU market & USA for last 6 years, Rayhan Trading is proud of its contribution in being amongst the key player in Bangladesh Apparel industry. M/s Rayhan Trading in not only producing on-time quality apparels, but also producing then under fully socially/legally compliant unites.

Payment mode : By Irrevocable & Transferable Letter of credit.

Terms of payment: L/C at sight.

Freight terms : FCA, FOB, CFR, CIF

Factory Product: Men's, Ladies, Boys & Girls Garments

Production Capacity: 150,000 PCS per Meth

Production Lead Time: 60 Days.

2.3 Vision:

M/s Rayhan Trading has the vision become leading sustainable Company in Bangladesh by producing quality products and observing highest social, economic and environmental standards. Our point is to convey the most elevated quality items and incite administrations to our clients.

Our goal is to give great incentive through a focused air of characterized frameworks and procedures not bargaining on quality. Our vision is three overlap:

- Lead the business in Bangladesh.
- Observe most noteworthy social, financial and natural benchmarks.
- Maintain a submitted and fulfilled demographic.

2.4 Mission

Our main goal is the polestar of our vision for expansion of generation of value items and administrations entirely on moral and good benchmarks at least expenses to the general public guaranteeing ideal beets to the customers, the investors and different partners.

2.5 Objective

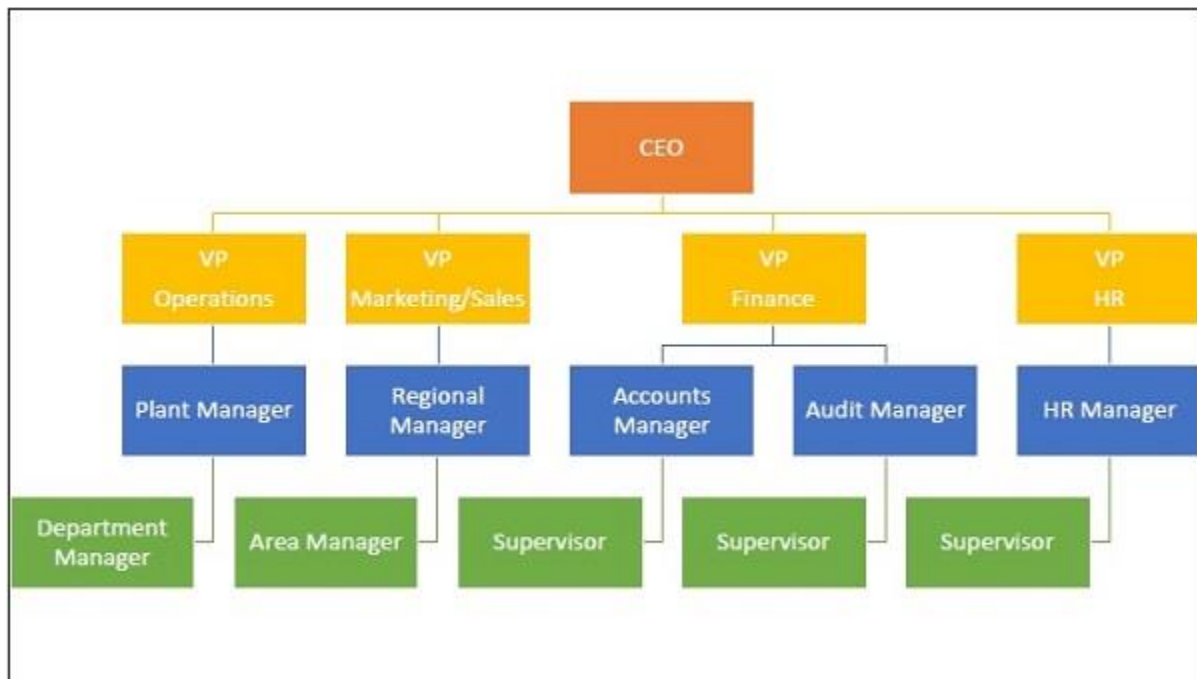
- To endeavor hard to enhance benefit through conduction of straightforward business activities inside the lawful and Social system with vindictiveness to none and equity for all in particular of sex dissimilarity, station, statement of faith or religion or district.
- To Increase efficiency.
- To make more employments with least ventures.
- To be aggressive in the inner just as outer markets.
- To amplify send out acquiring with least imported in-puts.
- To diminish the salary hole between best and base classifications of workers.
- To advance corporate social responsibilities (CSR) amongst all.

2.6 Organization

- M/S Rayhan trading has an advanced corporate administration structure for powerful working.
- Our essential center is Total Quality Management and this reflects in our association structure also.

- All the board work force is given normal preparing and preparation on the most proficient method to make the entire administrative structure increasingly effective.
- Organizational duty is planted in the foundation of his administration framework.

2.8 Organizational Structure of M/S Rayhan Trading



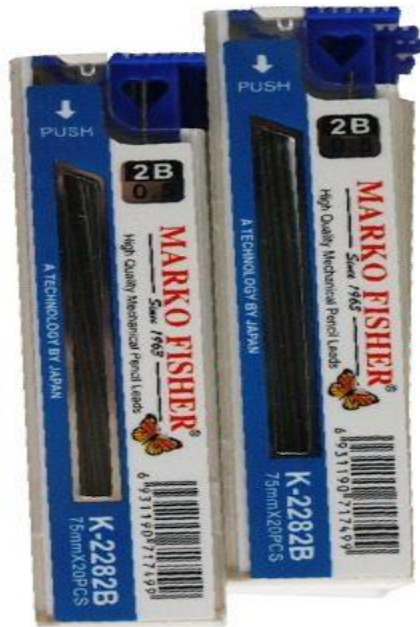
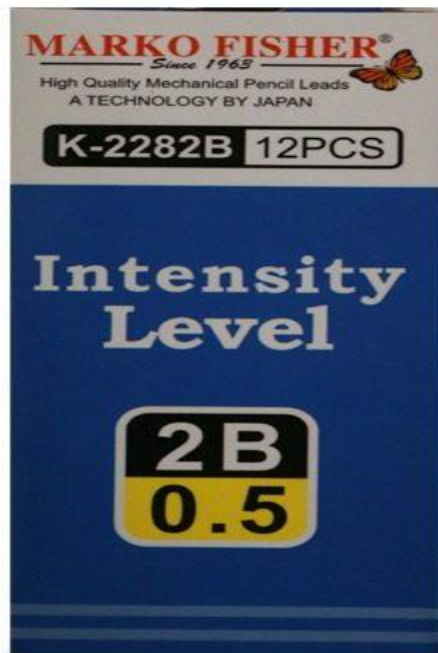
2.9 Quality Assurance

M/S Rayhan Trading is committed to ensure all activities through documented quality management system (QMS) complying the requirement of ISO 9001 in every phase of manufacturing and Quality assurance. M/s Rayhan Trading undertakes appropriate review, evaluations and performance measurement of its operation to ensure compliance with quality policy and continual improvement of the Quality Management System. M/S Rayhan Trading

stands for ceaseless efforts. The philosophy of never standing still, never slowing down, never stops thinking and never compromising with quality has made M/s Rayhan Trading the most progressive and dynamic business leader in the country. They believes in using advanced technology to cope with the changing world. Innovation and diversification are its major strengths.

2.10Product





Product



2.11 Sustainability

M/s Rayhan Trading believes in sustainable development and gives highest priority to preservation of nature and ecological balance. The entire industry sites are harmoniously integrated with the surrounding landscape and the native ecosystem of the area has been delicately preserved. M/S Rayhan Trading is an organization with equal prominence on leadership, technology, quality and passion. M/S Rayhan Trading looks at the future with increasing confidence. In due course of time M/S Rayhan Trading intends not only to strengthen

its strong local footing but also extend its international presence. M/S Rayhan Trading is all set to repeat its local success in the global market. Our worth's:

- Pursuit for excellence
- Cope up with modern technology
- Customer satisfaction
- Committed to save our environment
- Produce world class human resource

CHAPTER 3

JOB RESPONSIBILITY

3.1 Job Responsibility

I was selected for the accounts officer of M/S Rayhan Trading. My main work was all about documentation; on the other hand I was done some extra works.

I received purchase and selling bills copy which comes from the factories. Then I recorded on my computer daily basis. I have to maintain a excel purchase sheet which I am prepared for the further tracking. I also managed company accounts payable and receivable then sending bills and invoices to clients.

In last but not the least I prepared suppliers bill copy to give them their Bill. In bill copy I have to check that all the papers are attached or not. In bill copy there must have to attach Mail approval, and 3quotations are available or not.

CHAPTER 4

Operational system of M/S Rayhan Trading

4.1 Marketing Activities Of Rayhan Trading

There are two kind of marketing activities Of Rayhan Trading

4.1.1 Commercial:

They deal with the fare related archive and guarantee that the purchaser LC is precise. After generation they likewise deal with the report of shipment

4.1.2 Official:

They deal with the creation procedure and see whether the item is created in regards to the prerequisite of the purchaser and conveyance the delivered great inside the shipment date.

Export system:

- To try to get order inquiry from buyer through various sources.
- To endeavor to get pieces of stationary request from purchaser through different sources.
- To contemplate the request legitimately and to choose in the event that it is useful for plant.
- To discover the utilization of innovative products.
- To gather the cost of the products and extras this will be required for the request arranges.
- To evaluate the profitability of the thing for the production line and additionally to Asses the cm charge according to advertise rate.
- To think about alternate focuses if there is any .
- To quote cost to the purchaser on the request.
- To finish the cost of the garments& to affirm the request with purchaser through haggling.
- To check the ace L/C, articles of clothing request sheet and the other important archives got from purchaser.

4.2.1 Getting orders

The primary undertaking of articles of raw material processing plant is to gather arrange from remote purchaser. Processing plants can gather arrange by the immediate correspondence with the outside purchaser or by the purchasing house or specialist. A few articles of plant proprietors himself play out this assignment. In others advertising administrators play out a similar errand. Advertising administrators express their enthusiasm to get arrange by direct correspondence with the purchaser and purchasing house or by telephone/fax/email and so forth. At first articles of product production line get request of the request. After that pieces of manufacturing plant doing costing on that request and present the value statement to the purchasers or purchasing house. Finally request affirmed by the value dealing with the purchasers based on that value citation.

Costing

For costing of piece of clothing we have consider such a significant number of things, for example, following:

- Utilization cost
- Accessories cost
- Colour
- Washing, printing, weaving cost
- CM (cutting and making) charge
- Commercial and extra costs
- Buying house or specialist commission
- Freight cost.

Order

On the off chance that costing is unacceptable dimension than the purchaser will send the request sheet to the processing plant and will demand to send test of the arranged articles of stationary for endorsement.

4.2.1 Acquiring raw material

At the point when the request are affirmed with the purchaser the product processing plant begin to gather crude material rapidly. Vital strides for gathering crude material are the accompanying:

- To make the rundown of important merchandise for performing request.
- To illuminate about the crude materials from more than one qualified providers.
- Supplier's value, test, conveyance time are legitimately analyzed and settle a definitive provider by expecting providing different crude material.
- To give the exact booking rundown to the providers and give the important data for taking perform receipt.
- Suppliers give perform receipt against booking.
- To give provider receipt to the business division and demand to open a L/C against this.
- When the provider sent the crude material to the manufacturing plant goal then the production line look at the crude material whether it is correct amount or any imperfection.

4.2.2 Production of M/S Rayhan Trading

At the point when the crude material is accessible in industrial facility then the likely date is resolved for the creation. Hence following topic are considered:

- Factory space will keep prepared for begin articles of products generation auspicious.
- Production is finished before the shipment of least 3 days.
- To fix day by day generation focus based on essential machine and work.

- To make test before the beginning of generation the purchaser favors that.
- Merchandiser will make 5 documents with related fundamental papers and data of the request of creation.
- To must have inline investigation on the essential created item.
- Production division is going along the proposal from first line examination.
- 2nd line examination are performed by the purchasers agent in mid time of creation.
- To give earlier notice to the purchasers agent for definite investigation on which date.

4.2.3 Consignment of M/S Rayhan Trading

At the point when the items are delivered then the marketing division plan to shipment the items with convey the creation division. Following topic are considered for the shipment:

- To decide the method of shipment-air/ocean.
- To fix the transportation operator whether it is named by purchasers or the decision of manufacturing plant.
- To must have known from the L/C whether the item is sent based on FOB or CNF.
- To must give booking the delivery line and to take likely vessel plan knowing the full explanation of items and plausible date.
- Necessary send out records are set up against this exportable item.
- To must give the duplicate of fare archive identified with conveyance date and other fundamental data to the CNF Agent.
- CNF operator plays out his obligation till the items hoist to the vessel.
- Merchandising division illuminate the purchasers by fax/email of the business receipt, whole pressing rundown and left the vessel time of the shipment items.

4.2.4 Receiving of Payment M/s Rayhan Trading

After the fare of items business division set up every single vital paper and sent unique duplicate to the bank. A duplicate of bank report must send the purchasers address by dispatch. On the off chance that there is no complaint, the purchaser's bank sent the Bangladesh bank provides fundamental guidance for the matter of installment. After that production line are educated installment gotten by the related bank.

4.3 Business activities in M/s Rayhan Trading

Every one of the elements of M/s Rayhan Trading is worked under seven noteworthy divisions.

4.3.1 Merchandising Department

This branch of M/s Rayhan Trading is in charge of the accompanying exercises:

- **Searching purchasers:** The undertaking of this division began with the quests of purchasers, who need to import items from our nation, to get the request of the item producing.
- **Introduce letter:** After finding reasonable purchasers this dept. issues an acquainting letter with the individual purchasers which portrays M/s Rayhan Trading 's encounters, its parameter of complete exercises, productivity and adequacy and association with existing purchasers.
- **CM:** CM is another imperative action that represents Cost of Making. Here the merchandiser of this dept. figures out what are the things are required to make a unit or dozen of a request. At that point he makes figuring' of per unit cost based on frill utilization, texture utilization, work cost and other important expense.
- **Price arrangement:** When this office has the unmistakable thought regarding the cost associated with the ideal exchange they begin value transaction to decide a last value that the purchaser consents to pay.
- **Select provider:** Merchandising division perceives the adequacy, of their promise to purchasers. The bases of productivity incorporate provider's sufficient managerial setup

to set up every single important record for fares, provider's money related status and satisfactory limits and so forth.

4.3.2 Sampling Department

It begins its exercises in the wake of getting the first example or portray test from the purchaser with a goal to affirm the capacity of M/s Rayhan Trading to meet the ideal standard of the items. Two individuals contribute toward the proficiency of examining dept. They are examining man and example ace of M/s Rayhan Trading.

4.3.3 Commercial Department

The business bureau of M/s Rayhan Trading plans ace forma receipt for the individual purchaser. The receipt incorporates the amount of the purchaser's organization, its unit cost and complete cost. The business office likewise exchange ace L/C on the name of chosen provider. This office likewise keeps up every administrative movement, for example, keeping up the records of day by day exchange, looking after finance, keeping the records of day by day uses and so forth.

4.3.4 Accessory Supply Department

For a smooth assembling, the confirmation of on time conveyance of texture and adornments is must. The obligation of providing assistants to the providers arrived on the ground of this division.

4.4.5 Production Department

In spite of the fact that named as creation division, this administration office rather follows up generation partitioning its exercises into following segments of duties:

- Quality screen and control: This dept. manages the assembling procedure to keep up the quality and booked advancement of the assembling for benefit of M/s Rayhan Trading.

- Final Inspection: For its notoriety, purchasers ordinarily delegate the duty of conclusive investigation on the shoulder of value to the investigator of M/s Rayhan Trading . The productive investigation is the duty of the quality examiner of M/s Rayhan Trading.

4.3.6 Distribution Department

As the name specifies the undertaking of Distribution bureau of M/s Rayhan Trading begins from - receipt of conclusive merchandise from the provider processing plant after the last investigation and closures with stacking of the products headed for provider. This office additionally readies the supporting archives for fare, for example, bill of trade, bill of filling, business receipt, authentication of starting point, pressing rundown and so on.

4.3.7 Accounts Department

Records Department does the all bookkeeping related exercises and keep up all the imperative archives as needs be.

4.4 Target Marketing Strategy of M/s Rayhan Trading

Marketing is an essential capacity that assumes a crucial job in the running of the business. On the off chance that the item isn't advertised in the correct way and neglects to achieve the end client, the business will fall flat. This is the reason, showcasing methodologies assume pivotal jobs. While showcasing an item, the organization needs to choose an objective market. Target advertises is only that particular arrangement of buyer to whom the item is fabricated. Target advertise is progressively similar to isolating the tremendous ocean of clients into littler portions and utilizing the 4Ps of showcasing (Product, Price, Place and Promotion) on this fragment successfully to accomplish most extreme deals and benefits. Target showcasing system helps tap that subset of the client populace that is destined to buy and utilize the item.

The item is obliging the form taste buds of the youthful, high school age. Therefore, the objective market would be founded on the age going from 14-25 years old. On the other hand on

the off chance that we consider an item only for men, for example, shaving cream, the objective market will be partitioned dependent on sexual orientation. Different variables influencing target showcase choice are pay, occupation, land area, and so forth. On the off chance that your organization is moving desert coolers, it is nevertheless evident that the objective market will be for very hot districts of the world and not the chilly areas. Additionally, on the off chance that you are moving a lavish item in a monetarily poor nation, it's very clear the item won't move. Accordingly, in light of the item showcased, the objective market can be distinguished and worked upon. How about we view how you can isolate the market into little portions for one's objective market.

4.5 Market Segmentation of M/s Rayhan Trading:

M/s Rayhan Trading offers distinctive kinds of item. These items demonstrates the potential in each portion characterize by the organization. They obviously took at the nature and degree of decent variety of purchasers needs and needs in a market. This thing offers an extraordinary open door for M/s Rayhan Trading to concentrate its business abilities on the prerequisite of at least one gathering of purchasers.

4.5.1 Demographic Segmentation

This section includes classification of clients dependent on components, for example, age, salary, family measure, sexual orientation, instruction, nationality, race, and so forth.

4.5.2 Geographical Segmentation

As we previously perused above, division dependent on the area is essential while managing explicit items like desert coolers, fur garments, covers, snow boots, overcoats, and so on the climatic conditions will decide one's objective territory.

4.5.3 Behavioral Segmentation

This type of division clubs factors like brand dependability and estimation of value. For instance, a few IT organizations advertise their items explicitly to clients faithful to their items. On the

other hand, certain organizations focus on their high scale items to individuals who esteem and are prepared to spend additional money for important pieces.

4.5.4 Psychographic Segmentation

This sort of arrangement includes clubbing of individuals' interests, ways of life and identities.

4.6 Product Strategy of M/s Rayhan Trading

M/s Rayhan Trading considers the items focal points and how items will be utilized to take item related choices. Item choice incorporates: gives different items to its objective client. It furnishes mold styles with weaving, printing, globule etc. M/s Rayhan Trading create distinctive items, for example, pen, pencil, paper, official materials, glue, color pencil, geometry box etc .

4.6.1 Product Design

Buying house merchandiser sends an item structure to the particular purchaser. In the event that purchaser concurs completely, he sends his necessities to merchandiser. All stationaries merchandiser send it to the example segment of his own articles of products. Test area director at that point make the items as purchasing house merchandiser requests. Also, he sends the items to the merchandiser. The merchandiser sends the plan by means of email for the endorsement of purchasing house merchandiser. On the off chance that purchasing house merchandiser concurs, the item go to creation.

4.6.2 Product Quality

M/s Rayhan Trading gives scrap and revamp free item to its client. There are absolutely twelve generation areas. Each area quality controller and investigator is aware of create scrap and improve free item. M/s Rayhan Trading use advantage merchandiser for measurement the item. It gathers design as indicated by client's prerequisite.

4.6.3 Produce Style

Regularly its item style comprises of customer needs. Be that as it may, its item style relies upon purchaser's necessity.

4.6.4 Packaging

M/s Rayhan Trading gives standard fare pressing. It utilizes poly sack (1pc/poly pack) and container box for pressing its item.

CHAPTER 5

Findings, Recommendation & Conclusion

5.1 Findings of the Study

Major portion of the employers prefer M/s Rayhan Trading on the basis of quality, price, service and convenience. The major finding of overall of study is discussed below:

1. **Target market:** The target market of M/s Rayhan Trading is officer and students
2. **Segmentation of target market:** Geographic regions, gender and demographic age used to select the target market.
3. **Major market:** Major market of M/s Rayhan Trading is USA, Europe, Canada, and some Asian countries.
4. **Major product:** Major products of M/s Rayhan Trading are pen, pencil; color pencil, paper all official stationary
5. **Customer requirement:** Product specifications, product design, product quality, packaging and product style determine according to customer requirement.
6. The company has poor labor & poor machineries too.

5.2 Recommendations

M/s Rayhan Trading should be more careful and attentive in monitoring the production. The major recommended of overall study is discussed below:

1. To maintain appropriate quality, M/s Rayhan Trading should take necessary steps such as training course for their quality controller or inspector etc.
2. M/s Rayhan Trading can publish its own local business magazine to promote their selves.
3. M/s Rayhan Trading should always try to increase the satisfaction level of customers by focusing on the convenience, fabrics, quality, price and service.
4. Though M/s Rayhan Trading produces different types of product, it should increase the number of items.
5. To increase the sales force M/s Rayhan Trading should give more emphasis on their marketing effort to ensure the best service for their customer.

5.3 Conclusion

M/s Rayhan Trading is a renowned manufacturing company in Bangladesh. As a whole M/s Rayhan Trading is a good organization to work in but there are certain departments that need improvements. The researcher view that if M/s Rayhan Trading management wants to show the same results in the future than it should have to take some decisions. It likewise has the colossal chance to business around the world. The temporary job ended up being extremely useful for the scientist got a great deal of information and furthermore the down to earth part of life. It was first understanding for the analyst, which was clearly extremely intense; however it will be exceptionally useful for the specialist later on. Export contributes major foreign exchange to our economy. However the exuberance of foreign currency through export is very much dependent on the effectiveness and efficiency of this industry. So removing all its inefficiencies and ineffectiveness this industry should move ahead with a vision to support the "export of our country especially to face the challenges of quota free environment after 2005. But there haven't any quota system we can earn a lot of foreign currency and participating in the healthy economy. Among the major obstacles causalities such as natural calamities, strike or political instability are affecting the export marketing of products severely. As a result the M/s Rayhan Trading itself is very lucrative to the local entrepreneurs. No doubt, role of M/s Rayhan Trading, marketing to distribution, is very important to establish this bridge. For the convenience of both buyers and suppliers, the M/s Rayhan Trading today has developed enormously with a vision to perform marketing and distribution task of manufacture industry. Also government and M/s Rayhan Trading should remove major error and digitalized this department.

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