



**Daffodil**  
*International*  
**University**

**Internship Report on**  
**“An Analysis on Merchandising Activities**  
**Of Gulf Knitting & Textile Ltd.”**

**Submitted By:**

**Kawsar**

**ID: 162-11-5182**

**Program of BBA (Batch- 44<sup>th</sup>)**

**Major in Marketing**

**Faculty of Business & Entrepreneurship**

**Daffodil International University**

**Date of Submission: 23<sup>th</sup> February, 2020**



# **AN INTERNSHIP REPORT ON**

## **“AN ANALYSIS OF MERCHANDISING ACTIVITIES OF GULF KNITTING & TEXTILE LTD.”**

### **SUBMITTED TO:**

**FARHANA NOOR  
ASSISTANT PROFESSOR  
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Major in Marketing  
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Daffodil International University**

**Date of Submission: 23<sup>th</sup> February, 2020**



## LETTER OF TRANSMITTAL

Date: 20<sup>th</sup> February, 2020

Farhana Noor  
Assistant Professor  
FACULTY OF BUSINESS & ENTREPRENEURSHIP  
DAFFODIL INTERNATIONAL UNIVERSITY

**Subject:** Submission of internship report on “An Analysis of Merchandising Activities of Gulf Knitting & Textile Ltd.”

Dear Madam,

With extraordinary delight, here I submit my internship report on "Merchandising & Market Segmentation in Garments Industry (GULF KNITTING & TEXTILE LTD.)" that you have affirmed and appointed as an obligatory necessity of fruitful culmination of my graduation. I have given my level best to bring a shot the first situation of Gulf Knitting & Textile with loaded with adequacy and effectiveness. I have truly taken in a great deal and have increased important experience and information while gathering data for the report. It was absolutely an incredible open door for me to chip away at this genuine undertaking to complete my hypothetical information in the handy field and some more which is out of this hypothesis.

Mam, I am highly supported about the total procedure of your teaching and sincerity of your duty that would help me in my near future life. I hope that you would be kind enough to consider for any mistake in preparing this internship report.

Sincerely Yours,

A handwritten signature in black ink that reads "Kawsar".

---

Kawsar  
ID: 162-11-5182  
Major in Marketing  
BBA Program  
Department of Business Administration  
Daffodil International University



## **DECLARATION**

I do hereby deeply providing declaration that the task present in this project report has been made by me and has not previously submitted to any other institute or organization.

I further undertake to indemnify the department against any loss or damage arising from breach of forgoing obligation.

A handwritten signature in black ink, which appears to read 'Kawsar', is positioned above a horizontal line.

---

Kawsar  
ID: 162-11-5182  
Major in Marketing  
BBA Program  
Department of Business Administration  
Daffodil International University



## **CERTIFICATE OF APPROVAL**

This is to certify that, Kawsar, ID No: 162-11-5182, a student of BBA program at Daffodil International University has successfully completed the internship report entitled “An analysis of Merchandising Activities of Gulf Knitting & Textile Ltd”. He has completed this work under my supervision and prepared this report according to my guidance and direction. He completed this report with very pleasing responsibility. Therefore, he is directed to submit his report for evaluation.

I wish his every success in life.

A handwritten signature in black ink, appearing to read 'Farhana Noor', is written over a horizontal line. To the right of the signature, there is a vertical stamp that reads 'Daffodil International University'.

Farhana Noor  
Assistant Professor  
FACULTY OF BUSINESS & ENTREPRENEURSHIP  
DAFFODIL INTERNATIONAL UNIVERSITY



## ACKNOWLEDGEMENT

First of all, I would like to express grateful to almighty Allah because of the report has been accomplished perfectly and successfully.

I might want to accept the open door to express gratitude toward Farhana Noor, assistant professor of Department of Business Administration, Daffodil International University. She was continually supporting me with her rousing character. I will consistently be constantly grateful for his phenomenal fortification.

I would like to thank Md. Abdul Wahab General Manager and Fazle Ealahi head of Merchandising Department of Gulf Knitting & Textile Ltd. for giving the opportunity to do practical task in their organization. I would like also thank Md. Muhibuallah who guide me to do different kinds of work garments related.

I will demonstrate my appreciation to all the Management and Non-Management Staffs who have helped me during the temporary job time frame and the whole people who by one way or another have sway on me in finishing my entire report.

Finally, I would like to extend heartfelt thanks to my parents and maternal uncle for their prayers and providing different kinds of support thought the courses of my university study.



## **Executive Summary**

GULF KNITTING & TEXTILE LTD, is garments manufacturer and exporter in Bangladesh. Here, this is great opportunity for me to do my internship in Gulf Knitting & Textile Ltd marketing merchandising division. Gulf knitting & textile ltd export their goods to Let's wear AB, Carry, Bad Boy, HFG, Brand Tex. Here the production process yarn to knitting fabrics and dying to finished garments. In the entire systems of sending out pieces of clothing to the specialist of abroad and speak with them, merchandisers have an incredible impact and obligations. At the point when, the request is taken from purchaser the obligation comes to make floor of merchandisers and before going creation they do nearly everything to make the business smooth. In this way, the work begins with the request taking and making business relationship. At that point test making, arranging, booking of each and every material for tests and getting endorsement are altogether key duties of merchandisers. If there should be an occurrence of generation test goes in mass along these lines, the duties become tremendous and it goes to the connection with activity moreover.



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## Chapter-01

# Introduction



## **1.1: Introduction**

One of the most fundamental demands of human being is the garments. We cannot think without garments. Man, women, baby everyone needs the garments. From the ancient period human being is introduced with garments. Gulf knitting & textile ltd is manufacturing the garments and exporting abroad. They are also keeping contribution economy of Bangladesh. The fundamental reason for this report is to satisfy the fractional necessity of BBA program. Another motivation behind this report is to accumulate down to earth data from an association and to upgrade my insight in commonsense field by being legitimately in contact with Garments industry.

## **1.2: Background of the Study**

To complete the Bachelor of Business Administration (BBA), entry level position is a significant part. This is the route by which an understudy can improve his/her training information with the point of view of an association with useful experience and furthermore with the viewpoint of an association. Daffodil International University is one of the rumored in the nation, giving BBA degree since 2002. I am doing my graduation from DIU. To effectively satisfy my graduation, I need to finish my temporary position report and need to assemble fractional experience from an association. In this way, I joined Gulf Knitting and Textile Ltd. As a Marketing Intern for two months to increase halfway encounters and attempted to connect my instructive information with the handy work at Gulf Knitting and Textile Ltd. I need to set up a report for the temporary job reason.

## **1.3 Objective of the Study**

### **A. Board Objective**

Board objective of this report is to make an Analysis on merchandising activities of gulf knitting & textile ltd.

### **B. Specific Objectives**

Objective means the purpose of this report. The objectives of this report are as follows:

- To have some idea about the process of merchandising of Gulf knitting & Textile ltd.
- To understand the present situation of networking of Gulf knitting & Textile ltd.
- To collect some Information about garments export process.
- To make some recommendations to solve the problems.



## **1.4: Methodology**

Methodology characterizes how we experience every one of the procedures of research and how I have continued on. Here incorporate the means of directing the report and the clarification of the wellsprings of information.

- ↻ Factory
- ↻ Different organization
- ↻ Books
- ↻ Discussion
- ↻ Google
- ↻ Facebook
- ↻ YouTube
- ↻ Website
- ↻ To make comment over the project we have to understand the whole project.
- ↻ To collect information what I did in practical what was done by me for my practical knowledge

## **1.5: Scopes of the study**

Scope means how many uses for completing this report space. The scopes are given below-

- Factory
- Buying House
- Discussion
- Internet
- I can collect information various books and relevant paper what related with apparel industry.

## **1.6: Limitations**

Limitation refers the obstacles I have to face for completing this report and what I could not cover for this limitation.

- Time imperative
- Merchandiser needs more time to give the data intricately.
- Short time visit in different work stations
- Lack of organization chain of command
- I may need to languish over absence of store network the board



## Chapter-2

# Profile of the Organization



## **2.1: Profile of the Organization**

GULF KNITTING & TEXTILE LTD is the garments exporter company in Bangladesh. Here, this is a great chance for me to do my internship of this company's marketing merchandising division. It was an immense opportunity for me to visit several multinational buying house of GULF. Most of the products is exported to Europe by GULF. Among the buyer of GULF are Carry, Rainforest, Retro Jeans, HFG, GFG etc. Here the production process runs from buying yarn to knitting fabric and fabric to dyeing to finished garments. In the whole procedure of exporting garments to the agent of abroad and to communicate with them, merchandiser has a great influence and responsibilities. When the order is taken from buyer the duty comes to the floor of merchandisers and before going production they do almost everything to make the business smooth. Then sample making, planning, booking of every single material for samples and getting approval are all the key responsibilities of merchandisers.

### **2.1.1 Gulf Knitting & Textile Ltd at a glance**

Address: -

40, International medical college road, Sataish,  
Gazipura, Tongi, Gazipur, Bangladesh.

Telephone : 9815765-66,  
Fax : 9815765-66  
E-Mail : [russel@gulfknitting.com](mailto:russel@gulfknitting.com)  
Web : [www.gulfknitting.com](http://www.gulfknitting.com)

## 2.1.2 Certificate:



**Accord:** The Accord on Fire and Building Safety in Bangladesh (the Accord) was signed on 15 May 2013. It is a five-year independent, legally binding agreement between global brands and retailers and trade unions designed to build a safe and healthy Bangladeshi Ready Made Garment (RMG) Industry.

**BSCI:** provided technical assistance and verification to the Business Social Compliance Initiative (BSCI) as a means of promoting workplace conditions in accordance with human rights, ILO conventions and national labor law. BSCI, a program of the Foreign Trade Association of Europe, is designed to improve working conditions for the suppliers of BSCI's participating member companies.

**Sedex:** is one of the world's leading ethical trade service providers, working to improve working conditions in global supply chains.

**Oeko-Tex:** It is a global testing and accreditation scheme for the screening of harmful substances within consumer textiles. It is the leading label for textiles that have been screened for harmful substances.



### **2.1.3 Factory Profile**

Gulf knitting & Textile Ltd is a 100% export oriented composite knit fabric, readymade garments, embroidery and garments printing industry equipped with latest and modern machinery.

As per the present set up “Gulf Knitting & Textile Ltd”. is very well placed to take up any challenge and satisfy all requirements of high quality knit fabric as well as all sorts if fashionable knit wearing apparels.

With this setup “Gulf Knitting & Textile Ltd” is producing different types of readymade garments (wearing apparels) such as T-shirt, Rugby Shirts, Tank Top, Sarafen\Henley, Sweet Shirt, Knit Pajama Suit, Knit Shorts, Under Garments etc.

### **2.1.4 Bank Details**

Export Import Bank of Bangladesh Ltd.  
Uttara Branch, House # 61/A, Road # 7,  
Sector # 4, Uttara Model Town, Dhaka-1230  
Telephone : 8952847  
Fax : 8952838  
Swift : EXBKBDDH0015

### **2.1.5 Location of Project**

#### **Factory & Office**

40, International Medical College Road, Sataish, Gazipura, Tongi,  
Gazipur. Telephone: 9815765-66, Fax: 9814862  
Email: [russel@gulfnitting.com](mailto:russel@gulfnitting.com)

### **2.1.6 Production Capacity**

Basic : 12000 Pcs. Per Day  
Polo : 7000 Pcs. Per Day  
Jacket : 3000 Pcs. Per Day



## Floor Space

Five storied Building per floor 14000 sft.

Total Space 70000 sft.

### 2.1.7 Knitting & Garments Machinery:

Machine for Knitting Division: -

| SL. NO. | Description  | Dia | Quantity |
|---------|--|-----|----------|
| 01.     | Circular Knitting Machine<br>Rib + Interlock with lycra attachment       | 40" | 1 No.    |
| 02.     | Circular Knitting Machine<br>Single Jersey + Pique with lycra attachment | 30" | 1 No.    |
| 03.     | Circular Knitting Machine<br>Single Jersey + Pique with lycra attachment | 34" | 1 No.    |
| 03.     | Circular Knitting Machine<br>Single Jersey + Pique with lycra attachment | 36" | 1 No.    |
| 04.     | Circular Knitting Machine<br>Fleece with lycra attachment                | 34" | 1 No.    |
| 05.     | Flat Knit Collar Machine Single Head                                     | 54" | 1 No.    |
| 06.     | Flat Knit Collar Machine Double Head                                     | 60" | 1 No.    |
| 07.     | Compressor Machine   | --  | 1 No.    |

### 2.1.8 Machine for Garments Division: -

| SL. NO. | Description                  | Regular | Auto | Quantity |
|---------|------------------------------|---------|------|----------|
| 01.     | Plain Machine                | 52      | 41   | 93 Nos   |
| 02.     | 4&5 Thread Over Lock Machine | 25      | 35   | 60 Nos   |
| 03.     | Flat Lock Machine            | 18      | 22   | 40 Nos   |
| 04.     | Cutting Machine              | 2       | 0    | 2 Nos    |
| 05.     | Button Hole Machine          | 0       | 1    | 1 Nos    |
| 06.     | Button Stich Machine         | 0       | 1    | 1 Nos    |
| 07.     | Rib Cutting Machine          | 1       | 0    | 1 Nos    |
| 08.     | Thread Sucker Machine        | 1       | 0    | 1 Nos    |
| 09.     | Snap Button Machine          | 2       | 0    | 2 Nos    |
| 10.     | Vacuum Table With Iron Sets  | 16      | 0    | 16 Nos   |
| 11.     | Steam Boiler GAS             | 1       | 0    | 1 Nos    |
| Total=  |                              | 118     | 100  | 218 Pcs  |





### **Total Work Force:**

Knitting & Garments Division: 319 (Female)  
: 131 (Male)

### **2.1.9 Embroidery Factory:**

Embroidery Unit of the company is also equipped with modern machinery and efficient workers. As a result, this unit is capable of doing all sorts of plain and critical embroidery designs to meet the demand of its clients. Embroidery works in all the garments produced by the garments unit is made at this in-house embroidery factory.

**2.1.9.1 Machine for Embroidery Division:**

| SL. No. | Description/Brand | Head    | Quantity |
|---------|-------------------|---------|----------|
| 01.     | Tajima Brand      | 20 Head | 3 Nos    |
| 02.     | Sun Star          | 20 Head | 3 Nos    |
| 03.     | Sun Star Brand    | 06 Head | 1 Nos    |
| 04.     | Gintel Brand      | 20 Head | 2 Nos    |





**2.1.10 Printing Factory:**

The company has its own printing factory within the factory premises. All sorts of printing works required in the body of the garments are done here. The efficient workers of the factory are capable of making all sorts of printing works under the supervision of the experts on this line.

List of Printing Equipment's:

- 1. Five Tables with glass & auto dryer :80” Length
- 2. Belt Curing : 1 No.
- 3. Auto Heat Machine : 2 Nos.

The factory is capable of doing all types of sequence and hand embroidery work.



Electrical Curing Machine BEC 310s





**2.2 Products:**

Basically Gulf Knitting & Textile Ltd. takes order from buyer and then produces garments as per demand of buyer.





## Chapter-3

# Merchandising Activities

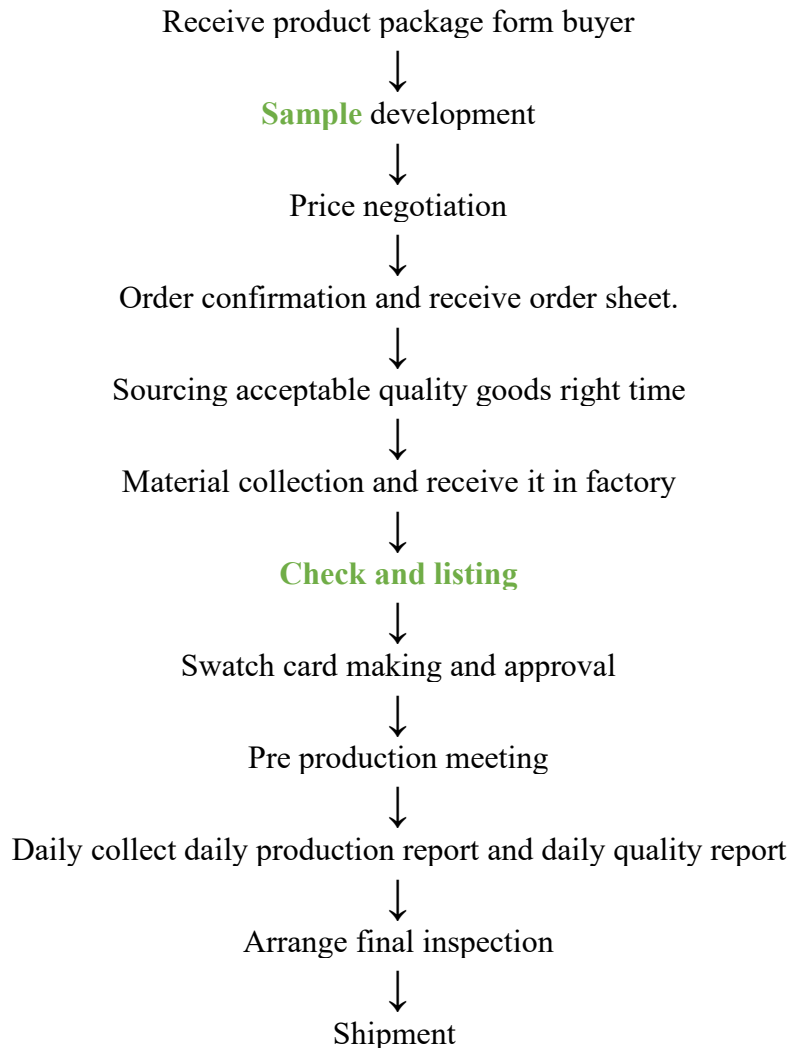


### **3.1:- Process of Merchandising**

The individual who is connected in promoting is called merchandiser. The merchandiser facilitates with the planning group to viably exhibit the item or product offering. Merchandiser fills in as like as scaffold among purchasers and vender.

Garments merchandising marketing imply purchasing crude materials and embellishments, creating pieces of clothing, keeping up a required quality level and sending out the pieces of clothing inside calendar time. Who engaged with pieces of clothing marketing is called an article of clothing merchandiser. From the above definitions, we can say that an article of clothing merchandiser needs a wide scope of information and the ability to play out his activity effectively. Right now have given flowchart of a piece of clothing promoting, I mean the working procedure of article of clothing merchandiser.

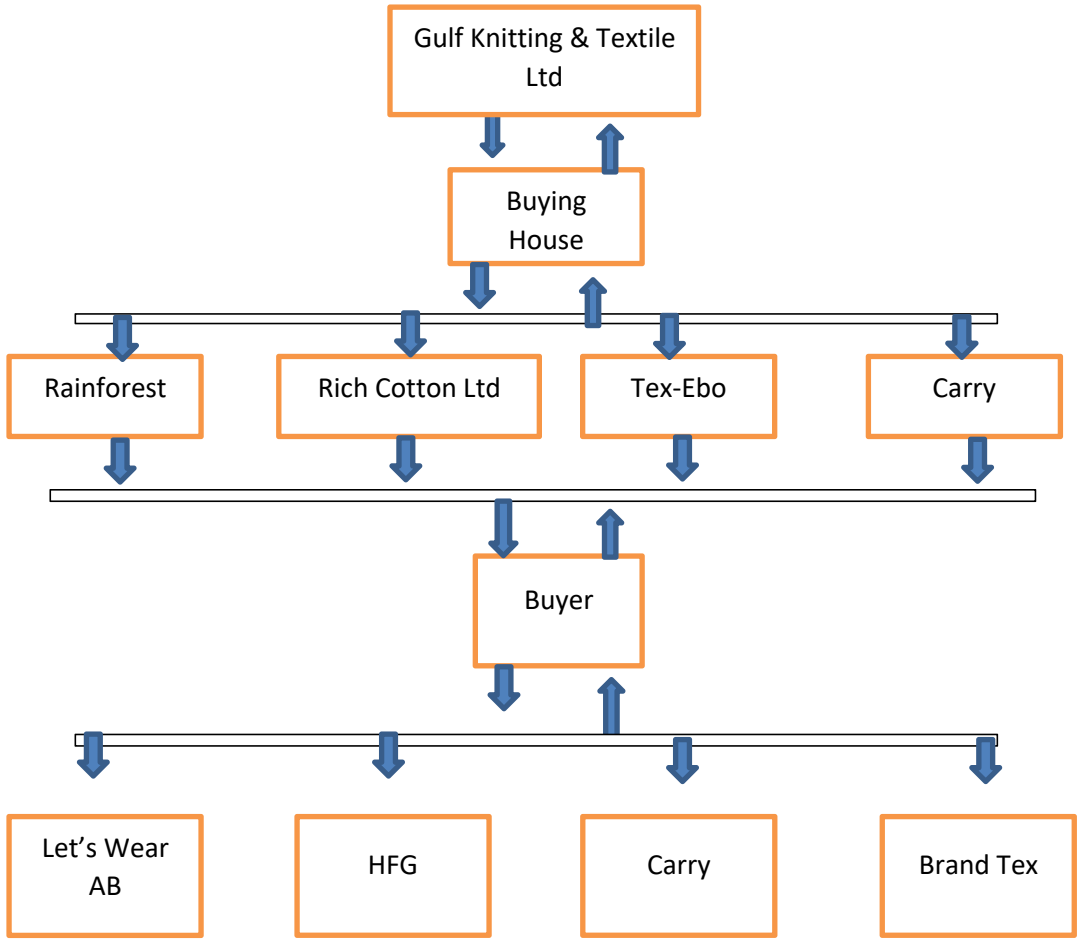
### **Process Flow Chart of Merchandising:**





**3.2-Networking Situation of Gulf Knitting & Textile Ltd:**

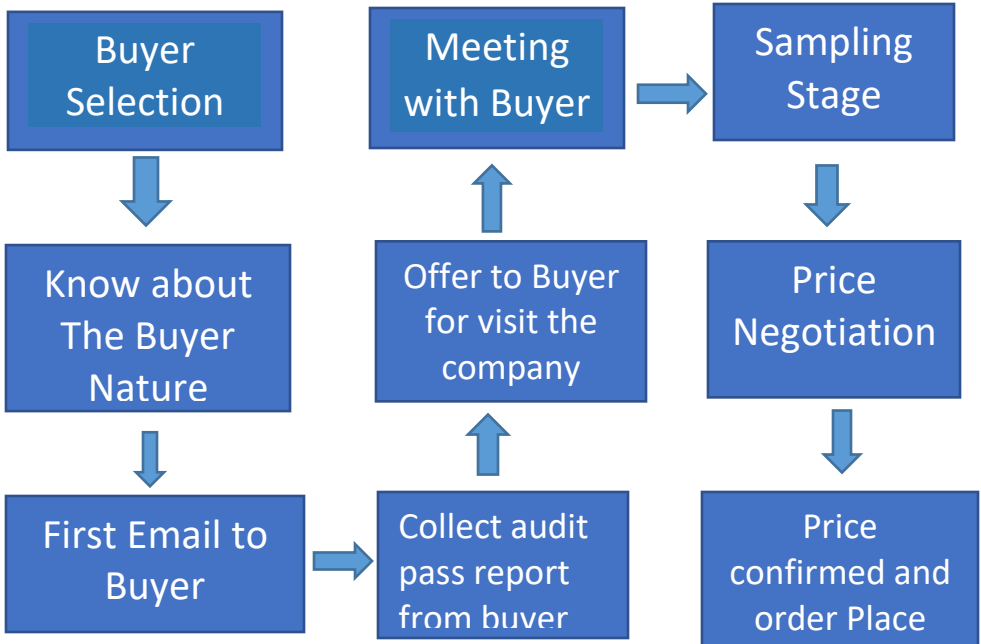
Basically, Gulf knitting & Textile Ltd get purchase orders from the buying house in Bangladesh.





**3.3- Export Process:**

Garments manufacturer in Apparel industry must be developed with the trend of market otherwise they cannot extend their business. To collect new buyer and business with them a company must follow the procedure of business development. Buyer has been chosen by two ways. Firstly, Buyer chooses the supplier and the second one sometimes, Gulf Knitting want to work with a particular buyer and then contact with them according to that. The Gulf Knitting & Textile Ltd. follow the procedure of business development; this are given below-

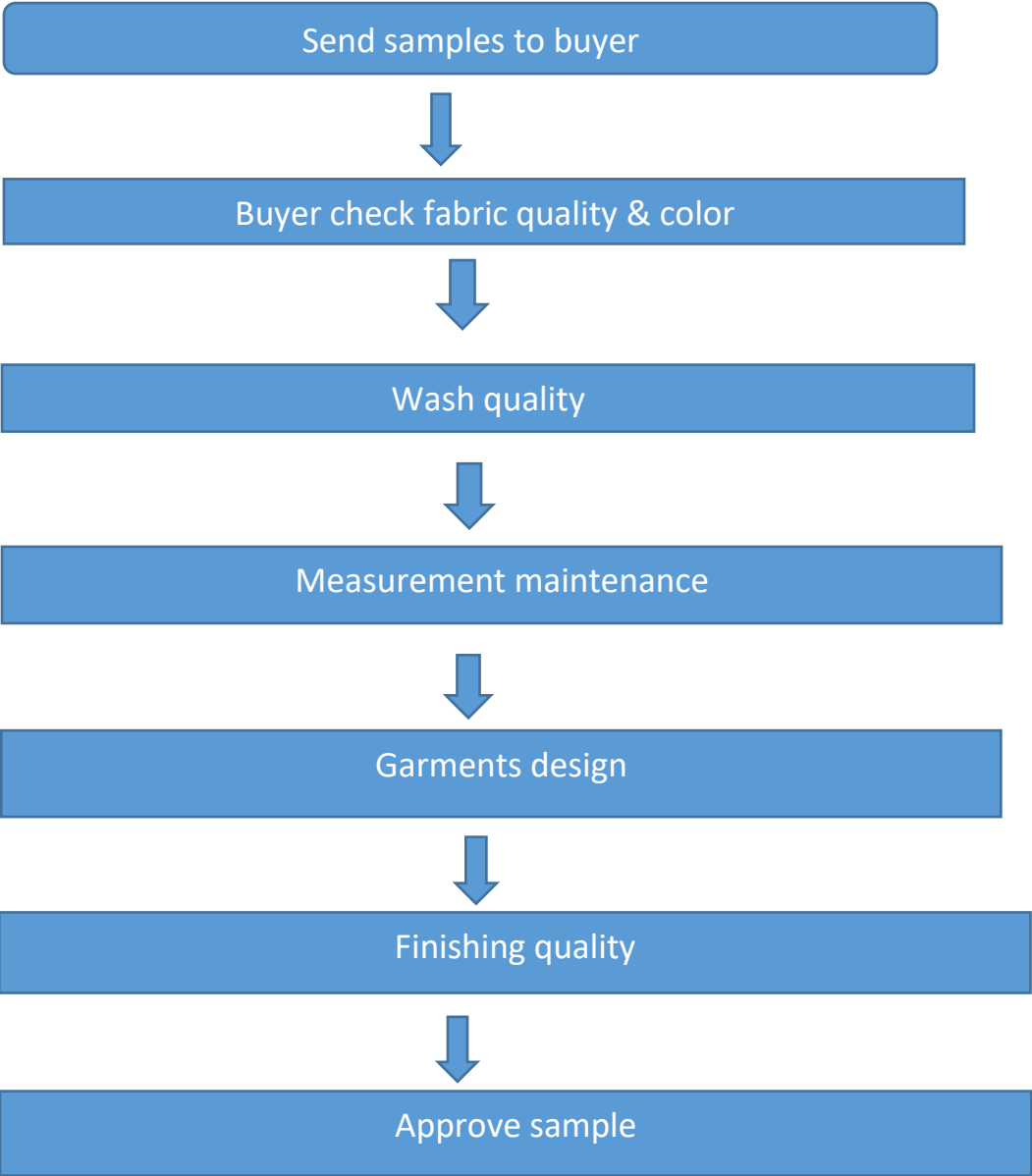


This kind of information should be include in this email. On the other hand, this email will be minimum word and maximum communication.





**3.3.1-Approval procedure of sales samples**





| SL. NO. | Process                                       | Procedure   |
|---------|---|---|
| 01.     | Contact with the buyer                        | It is the primary procedure of garments export request to get order from the buyer, garments merchandiser needs to contact with the purchaser for request assortment.             |
| 02.     | Order collection                              | Here, garments merchandiser gets order of garments request from the purchaser. Each request contains pieces of garments particular sheet for various things or items.             |
| 03.     | Sample development                            | After getting send out request, articles of clothing merchandiser needs to build up the necessary items by following pieces of clothing determination sheet.                      |
| 04.     | Sample approval                               | After making item test, garments merchandiser sends it to the purchaser for endorsement.  |
| 05.     | Costing                                       | If the item test is endorsed then articles of clothing merchandiser will make last costing for the item by talking about with the purchaser.                                      |
| 06.     | Confirmation of order                         | Finally, merchandiser affirms the request here.   |
| 07.     | Consumption                                   | After affirmation of an article of clothing send out request, pieces of clothing. Merchandiser needs to get ready utilization of required textures, trimmings and embellishments. |
| 08.     | Fabric and extras booking                     | Here, textures and frill booking have done to in-house the necessary things for the fare request.   |
| 09.     | Master L/C                                    | Meanwhile, ace L/C is opened from the purchaser side and submitted to the pieces of clothing merchandiser.  |
| 10.     | Back to back L/C                              | For bringing in crude materials for the fare request, here producer needs to open consecutive L/C.  |
| 11.     | Preparing T&A calendar In                     | the interim, pieces of clothing merchandiser has o get ready time and activity plan here for the articles of clothing creation  |
| 12.     | Fabric and trims in house                     | All the necessary textures, trimmings and extras are in-housed here as indicated by the booking outline.  |
| 13.     | Pre-production meeting                        | It's a significant factor for an articles of clothing creation. Creation group should finish this gathering before gazing the generation.   |
| 14.     | Pattern and marker making for mass production | Here, example and marker ought to get ready as indicated by the favor test.   |
| 15.     | Cutting                                       | Fabrics slicing are done here as indicated by the affirmed.   |
| 16.     | Numbering, packaging and sorting              | Here all the slicing textures need to do numbering arranging and packaging to maintain a strategic distance from conceal variety in the articles of clothing.                     |
| 17.     | Production line set-up                        | Here, generation group sets an ideal creation line for finishing smooth pieces of clothing generation   |
| 18.     | Sewing  | All the cutting textures are sewn here as indicated by the affirmed test.   |
| 19.     | Finishing                                     | All the necessary completing systems are done here by adhering to the purchaser's guidance.   |



|     |                     |   |
|-----|---------------------|---|
| 20. | Pre-last inspection | Here, pre-last investigation has done to guarantee right quality for the fare request. Typically it is finished by manufacturing plant investigation group. |
| 21. | Final inspection    | Final investigation of a request has done here by the purchaser's assessment group. Where, the review group is affirmed by the purchaser.                   |
| 22. | Ready for shipment  | Finally articles of clothing sent to the purchaser by utilizing ocean cargo or airship cargo.   |

### **3.4: Documents that can be presented for payment**

**To receive payment, an exporter of shipper must present the documents required by the LC.**

- ↻ Financial documents- Bill of exchange, co- accepted draft.
- ↻ Commercial documents- invoice, packing list
- ↻ Shipping documents- transport documents, insurance certificate, commercial, official or legal documents.
- ↻ Transport documents- Bill of lading
- ↻ Insurance documents—Insurance policy, or certificate

#### **Shipping documents**

- ❖ Contract of carriage
- ❖ Evidence of receipt of goods
- ❖ Freight Bill
- ❖ Certificate of insurance
- ❖ Customs declaration
- ❖ Bill of lading



## Chapter-04

# Findings



**4. Findings:** Gulf Knitting & Textile Ltd. is a garments manufacturer company in Bangladesh. It has a good reputation among the Bangladeshi buying house. They have the sectors of printing, embroidery, and garments production. I have some findings in the factory-

01. There is no available assistant merchandiser of the senior merchandiser.
02. They do not have any own garments designer. They have to depend on buyer design.
03. Supply chain or procurement department is not very strong in this company. That's for sometimes production discontinue.
04. Merchandisers cannot keep their materials easily because of small floor space.
05. Training and development program is needed here.
06. Sometimes they produce low production.
07. There is lack of number of merchandiser.
08. Sometimes merchandisers fail to negotiate .It is create problem sometimes.
09. Sometimes they show angry on buyer's quality controller
10. They do not have any relationship with foreign buyer.
11. They have only relationship with local buying house.



## Chapter-05

# Recommendation & Conclusions



### **5.1 Recommendation:**

- ↻ Strengthening the local liaison office.
- ↻ Organize fashion shows in foreign countries as well as in local markets
- ↻ They can advertise in international magazines about their selves
- ↻ Floor space should be big so that merchandiser can keep their necessary materials.
- ↻ They should not show the angry on buyer's quality controller.
- ↻ International business seminars in multiple countries and offer their products to their customers.
- ↻ They should work with foreign buyer directly.
- ↻ They should have own garments designer. So that they do not need to depend on buyer design.



## **5.2 Conclusion**

In conclusion, I can mention that this internship report is really necessary for every student of business studies to get concept about textile industry. To complete this report I have got overall idea of Ready Made Garments sector and these may be helpful to know about the technical and management knowledge of RMG industry also these sector related industry. This is a huge sector to discover the whole industry.

I want to thank my department Head for providing me great opportunity of learning practically. This internship program will help me in my real challenges of life. I did try my best to make this project with lots of apparel related information. Gulf Knitting & Textile Ltd. It is really a nice experience for me due to every person of these so much helpful and giving me the proper methods of practical learning. So, at last, there is a hope of removing all the obstacles and become the leader of garments industries in near future in the world.





## **References:**

- <http://www.assignmentpoint.com/other/internship-report-on-marketing-activities-in-bextex-ltd.html> (From Internet)

Md. Abdul Whab  
General Manager  
Gulf Knitting & Textile Ltd.

Md. Fazle Elahi Shoharto  
Head of Merchandising Department  
Gulf Knitting & Textile Ltd

Md. Muhibullah Mahib  
Merchandiser  
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Md. Humayon  
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