

**Internship report**  
**on**  
**Marketing Strategies**  
**Of**  
**“Vintage Denim Apparels Limited(VDAL)”**





## **Internship Report**

**On**

### **“Marketing Strategies of Vintage Denim Apparels Limited(VDAL)”**

**Submitted to:**

**Sharmin Jahan**

Assistant professor

Department of Business Administration

Daffodil International University

**Submitted By:**

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ID No.: 171-11-5522

Batch: 46<sup>th</sup> batch

Program: BBA

Department of Business administration

Faculty of Business and Entrepreneurship

Daffodil International University

## **Letter of Transmittal**

15<sup>th</sup> September,2020

To,

Sharmin Jahan

Assistant professor

Department of Business Administration

Daffodil International University

Subject: submission of the report on “Marketing strategies of Vintage Denim Apparels Ltd(VDAL)”

Respected madam,

I hereby submit my internship report titled “Marketing strategies of Vintage Denim Apparels Ltd(VDAL)”. In this report, I have tried to analyze the marketing strategies of VDAL. I sincerely hope that this report will meet your expectations. I would like to add here that my internship period at VDAL was indeed a great learning experience for me.

Thank you for your kind support and helps.

Sincerely,

Shah Md. Amirul Islam

ID : 171-11-5522

Program: BBA

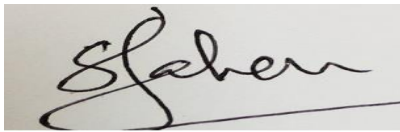
Faculty of Business &Entrepreneurship

Daffodil International University

## Certificate of Approval

I'm pleased to certify that the internship report on “Marketing strategies of Vintage Denim Apparels Ltd(VDAL)” has been successfully completed by Shah Md. Amirul Islam, bearing id: 171-11-5522, Department of businessadministration , under my supervision. Now, the report has been approved for presentation and viva voce.

I wish him every success in life.



-----  
Internship Supervisor

Sharmin Jahan

Assistant professor

Department of Business Administration

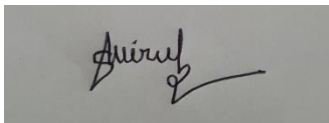
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## Certificate of Declaration

I am Shah Md. Amirul Islam, student of BBA, 46<sup>th</sup> batch, ID No: 171-11-5522, from Daffodil International University, declares that this Internship report on titled “Marketing Strategies of Vintage Denim Apparels Limited(VDAL)” is completely of my own work. References are provided as it is free of plagiarism.

I also confirm that, the report is only prepared for academic requirement. It will not be used on any other journal or publications.



---

Shah Md. Amirul Islam

ID No : 171-11-5522

Batch: 46th batch

Program: BBA

Faculty of Business & Entrepreneurship

Daffodil International University

## **Acknowledgement**

First I would like to thank Sharmin Jahan madam Assistant Professor of Department of Business Administration my supervisor , for give me valuable guidance to make this internship report properly. Without her support and help ,I would not have finished this report properly.

I'm very thankful to the HR department of VDAL. Because, they give me much knowledge about their factory and also they gives me my needed data, information and support from core of their heart to finish my internship properly. I'm also thankful to Mr. Moslem (senior manger) and MR. Shadvi (Executive R&D) because they help me a lot to finish my internship from VDAL. They also teach me and show me the right path to finish my report.

## **Executive summary**

This report is prepared on the basis of my three month practical experience at VDAL. This internship program helped me to learn about the practical scenario of a denim factory. Vintage Denim Apparels Limited (VDAL) is a sister concern of ABA group and one of the best denim wear manufacturing company in Bangladesh. It's Eco friendly work place, high skilled workers ,art of production facility , new technologies , neat and clean factory makes a different point of view to it's buyers to choose this factory.

In first chapter is based on general introduction on “marketing strategies of VDAL” and discuss about the origin of the report ,scope of the report ,methodology, limitation and objective of the report.

In the second chapter I have discussed about overview of the company, company's overall theme, mission, vision,values, organogram ,profile ,customers ,other services etc .

In the third chapter I have discussed about segmentation, targeting, positioning ,4ps& order and production process.

In the fourth chapter I have discussed about SWOT analysis , PESTLE analysis of VDAL.

In the fifth chapter I have discussed about findings and recommendations &conclusion.

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# **Chapter -01**

## **Introductory part**

## Introduction

As of now, Bangladesh is the number one exporter of denim goods to the European Union, while the third largest in the United States. According to Eurostat, statistics directorate of the European Commission, Bangladesh in 2018 exported denim products worth \$1.65 billion, up by 11.46% from \$1.47 billion in 2017.

However, Bangladesh's closest competitor Turkey has posted an 8.18% negative growth to \$1.16 billion, which was \$1.26 billion in 2017. On top of that, Bangladesh has established its strong foothold in the US market after China and Mexico with a gradual rise in market share and occupied 14.68% in 2018. According to the US Office of Textiles and Apparel (OTEXA), Bangladesh's denim export to US market registered an 11.72% growth to \$566.39 million in 2018, which was \$506.94 million in the previous year.

VDAL is one of the most successful denim sectors in Bangladesh. VDAL is a sister concern of ABA group. They use the latest technology, best raw material for their product. They manufacture sustainable premium products at a lower price than other companies. VDAL is the largest denim exporter company in America from Bangladesh. They manufacture the best quality product, they have efficient workers with good managerial skills, and they have their own goal to lead the market in their sector.

Md. Sajjadur Rahman Mridha is the founder and chairman of VDAL. Mr. Mridha started his business since 2016. He is a good business person in our country and abroad.

Day by day VDAL are expanding their business. They have a large market. VDAL is a successful certified green denim factory in Bangladesh.

## **Origin of the report**

Internship program of Daffodil International University is an undergraduate requirement for the BBA programs student. The main reason of internship program is to fulfill the requirements as the part of my BBA program and also the student gets exposed to the job world. The main challenge as an intern is translate all theoretical concepts in practical work which I have learned in my BBA program.

This report is the result of three months long internship program conducted in VDAL. It is prepared as a requirement for the completion of the BBA program of Daffodil International University. I need to submit this report based on the 'marketing strategies of VDAL'. As a student of Business Administration, I was assigned my course instructor Sharmin Jahan to involve in this study. My course instructor has advised me to develop a thorough understanding of the "sales & marketing strategies of VDAL". I have completed my three months long internship program from VDAL where my supervisor was Mr. Moslem (senior manager) & Mr. Shadvi (Executive of R&D) of VDAL.

## **Objective of the report**

Objectives of the report are:

- ❖ To present a company over view of VDAL.
- ❖ To describe marketing strategies of VDAL.
- ❖ To present SWOT & PESTLE analysis of VDAL.
- ❖ To find out some problems that VDAL is currently facing.
- ❖ To suggest some recommendations of those identified problems.

## **Scope of the report**

The scope of the study is the Marketing strategies of VDAL. The report covers detail about the various type of services ,overview and different departments in VDAL. The main focus is on analysis of the marketing strategies of this company.

## **Methodology**

I have collected data from primary and secondary sources for this report.

Primary sources :

- ❖ Primary data was collected from the practical work in the office which I had been doing in my three months long internship program.
- ❖ I also gather information by visit market place with senior employees for marketing purpose of VDAL.

Secondary sources:

- ❖ Secondary data was collected from VDAL'S official Website ,journals.
- ❖ I also gather information frommy Textbooks, Articles from RMG website, several other reports&other internet sources.

## **Limitations**

The report has been prepared by the feedback of company employees and information which collected by the marketing department and also the knowledge which I gathers from my internship program. Marketing department is very confidential about their terms and condition. They never discussed their private information with an internship student. Because, every organization has their own business secret, rules & system. Another problem was limited time for this study. Though it was three months long program but not enough time to get full knowledge of the marketing department. Although there were many limitations but I have tried my best and I give my best effort to furnish this report successfully.

# **Chapter- 02**

## **Company Profile**

## Organization details (VDAL)

Vintage Denim Apparels Limited (VDAL) is a sister concern of ABA group and one of the best denim wear manufacturing company in Bangladesh. It's Eco friendly work place, high skilled workers ,art of production facility , new technologies , neat and clean factory makes a different point of view to it's buyers to choose this factory.

VDAL produced most exclusive stylish denim product at competitive price with uncompromising commitment to it's product service and quality.

VDAL is USGBC certified as LEED gold factory . VDAL assure that they use less electricity. Because they using day light more from direct sky light. They use less water ,recovery of condense steam, they prevent carbon emission and re-use it and technology to operate Building management system(BMS).





## Mission, vision & values of VDAL

**Mission:** VDAL's mission is to make a good and strong bond with their honorable buyers by fulfilling buyers demand by supply of perfect denim products as buyers order.

**Vision:**

Their vision is build more denim factory all over the Bangladesh . Because they want to give poor people's a good life by give them employment . They also try to give an impact to our economy.

**Values:**

In time response, prudent action and agility are values of VDAL .

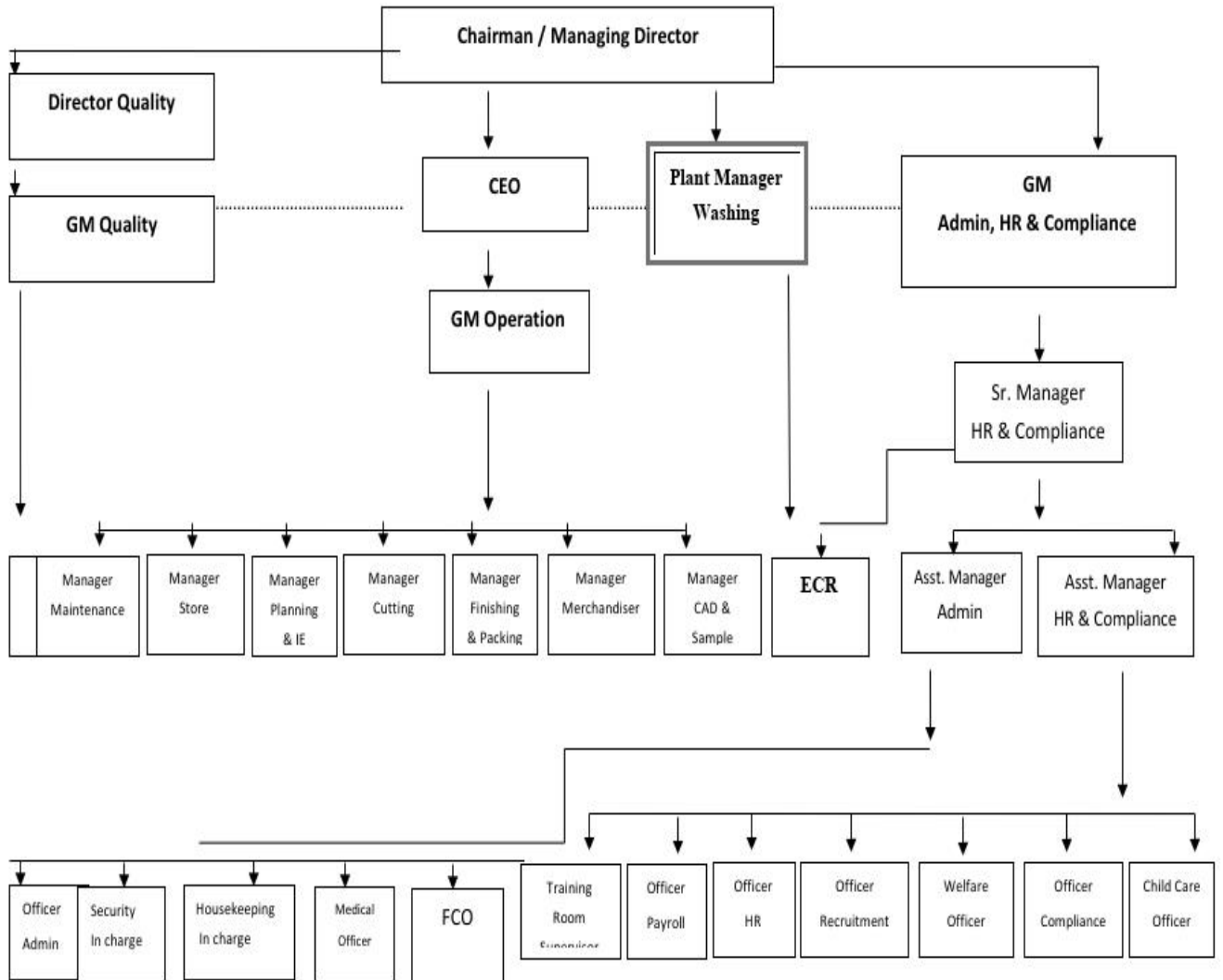
**Objective:**

VDAL's philosophy is to support buyer's effort in progressing wearable program and dedicated mix the experience with knowledge to achieve their desired goals.

VDAL operate in a way that fosters positive business practices throughout our organization. They uphold the Social and Environmental responsibility supplemented by collaborativeefforts with other companies and enterprises.



# Organogram of VDAL



## Profile of Vintage Denim Apparels Ltd

VDAL is a sister concern of ABA Group

Chairman: Md. Sajjadur Rahman Mridha

Location : Boherachala, Sreepur, Gazipur-1740

Type of the Factory: VDAL is 100% export oriented Denim Garments factory

Since : 2016

Area: 3,88,113 SFT

Capacity of VDAL:

- ❖ Cutting : 35,000 pcs in day
- ❖ Garments : 310,000 pcs in a month
- ❖ Finishing: 20,000 pcs in day
- ❖ Washing: 40,000 pcs in a day



Total Area of **VDAL** in Eagle Eye View

Area:3,88,113SFT



**Honorable Buyer's:**American Eagle, Camaie ,Trent,Charles Vogele, Zara ,H&M, Bestseller, Stradivarius Etc.



## **Ware house-**

Ware house is completely separated from other buildings and maintained absolute security & safety. The entire zone is fully backed up by world class fire detection & fighting devices and equipments. Goods are placed properly and systematically on individual racks. Fabrics and trims are checked by experts and inspected by machine. they use light box to determine the critical shade issue. Fabric relaxation is also prime job of VDAL's team.



## Cutting Section:

VDAL's have 05 tables of each 38M in length with auto loader and spreader, BRAND-MORGAN . Having capacity of cutting 35,000 pcs/day



## **VDAL's Sewing section:-**

VDAL's floor has been decorated with 18 lines and producing 7,00,000 pcs of any denim or non denim styles monthly. They are using most technologically advanced machineries to produce efficiently their product. They maintaining soothing temperature by having evaporating cooling system.



Picture- Sewing Area



## **VDAL's Finishing :-**

They vigorously check the quality of each process and guarantee the every requirement of customer is fulfilled. Each garment product is scanned by metal detector machine.

Dehumidifier & Hygrometer is installed to monitor moisture. Their needle free zone (NFZ) is completely restricted for unauthorized entry.



## **Washing Plant of VDAL:**

VDAL built up a state of art washing plant within their boundary having capacity to complete 40,000 pcs of denim & non denim garment each day. The plant will have Biological ETP which they believe first of its kind in country. The project has made its footprint to eco system by installing Coal Gasifies to run Boiler to create steam. Their R&D has highly skilled expatriates from Turkey & Romania engaged in developing most desirable, fashionable and trendy wash. they are ready to do any kind of wash that our valued buyer ask for. They take the pride to have most experience, knowledgeable technical team who thrives for giving the best in the business.



## Necessary step to prevent covid-19

VDAL always take care of their workers. They takes necessity steps for their workers to prevent this Covid -19 situation.

- ❖ Before enter into the factory workers cleaning their leg in potassium mixed water.
- ❖ VDAL spraying inside and outside of the factory with disinfectant sprayto prevent corona virus.
- ❖ To prevent covid-19 VDAL gives all workers masks for wearing.
- ❖ They have separate area for washing hand and they setup machine for spraying full body with disinfectant spray.



**Picture : VDAL gives all workers masks for wearing.**

## Certification and Achievement

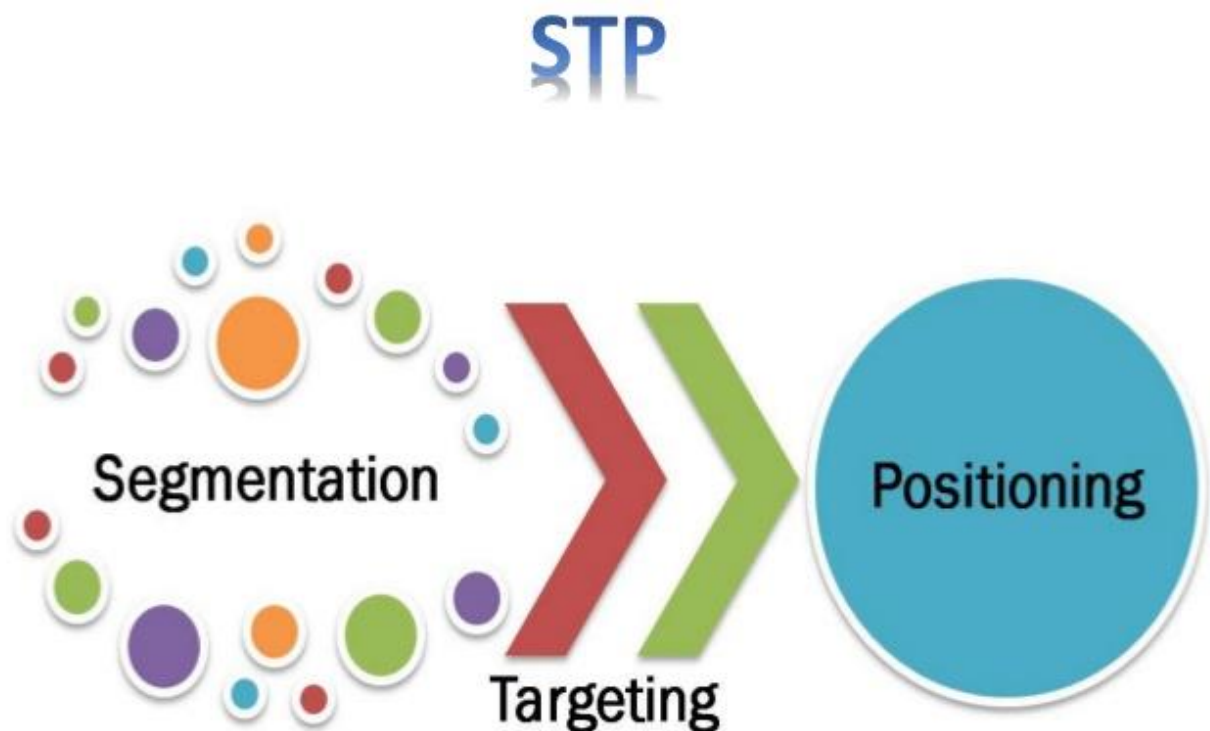
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<b>LEAD</b>	

**Chapter – 03**  
**Marketing strategies**  
**Of**  
**VDAL**

## Segmentation, Targeting and Positioning of VDAL

In marketing, segmenting, targeting and positioning (STP) is a broad framework that summarizes and simplifies the process of market segmentation.

Targeting is the process of identifying the most attractive segments from the segmentation stage, usually the ones most profitable for the business.



## Segmentation

VDAL doing 2 kinds of segmentation -1) Demographic & 2)Geographic

### **Demographic Segmentation :**

- ❖ Age : VDAL manufactured age based product . For an example: they make kids product , young age peoples products , and adult products as their buyers demand.
- ❖ Gender: VDAL manufactured various kind of denim product which is based on gender. They makes different denim products for gents ,ladies & unisex Example: five pocket denim for gents, skirt's for women, jacket item for ladies and gents both and most of the kids item is unisex item.
- ❖ Religion: VDAL's most of the buyers are Christians. They like stretch denim or DIY denim product because their point of view & culture is not same as us. VDAL makes denim product as buyers order. So, in this point religion matters here.

**Geographic segmentation :**Geographic segmentation is when a business divides its market on the basis of geography. VDAL also doing geographic segmentations. Because,VDAL'S main buyers are from different country. Most of their buyers are American and European. Buyers product design wash everything is different here.

## **Targeting**

VDAL follows differentiated Marketing Strategy. Because, they makes product, price, placement and promotional program customized different segment for each. VDAL'S targeted customers are American and European .Because , there are huge demand of denim product. American and European market are biggest denim market and loyal market to do denim business. American market worth now \$90 Billion and European market worth now €14 billion . That's why VDAL wants more attraction from other stranger buyers from US & Europe. VDAL always try to stablish a loyal B2B relationship with his all buyer's.

## **Positioning**

VDAL is the largest denim exporter company in America from Bangladesh. VDAL'S market position is very good and strong now. They have loyal buyers. Skilled workers .strong foreign expertise. Day by day they developing their production. They get rid out of from competitors threats by giving their best effort and best premium product in low price.



## 4ps of VDAL

### Product

Vintage denim makes different kinds of denim product . they makes 30% products for men and 70% products for ladies and children.Product refers to a good or service that a company offers to customers. Ideally, a product should fulfill an existing consumer demand. Or a product may be so compelling that consumers believe they need to have it and it creates a new demand.

here is product list of VDAL :

1)Five pocket denim –five pocket denims are basically men’s full pant. It has total 5 pocket that’s why buyer called it five pocket denim.

2 ) Skirt’s –skirts are the lower part of a dress which cover a person waist or downwards.

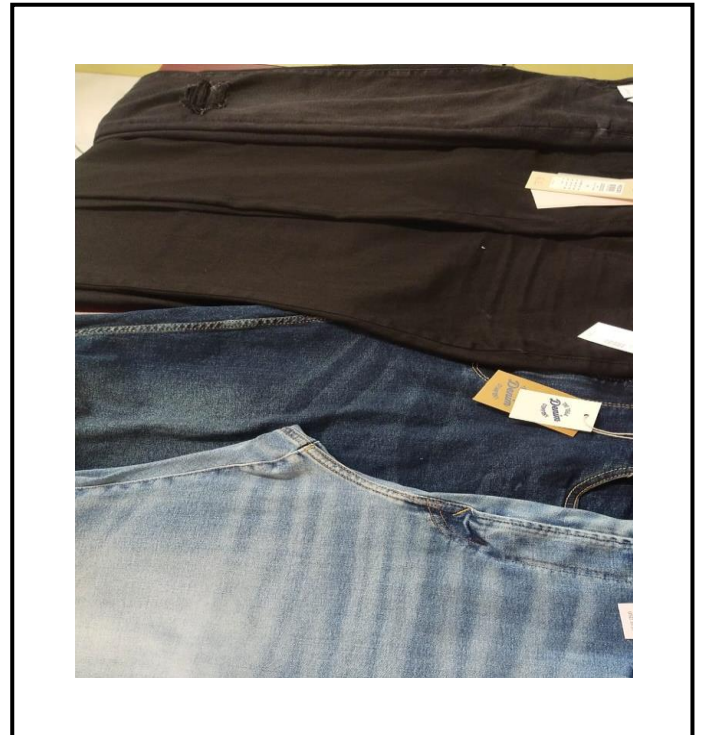
3) Short dresses – basically we known it as half pant, three quarter pant. In us they called it shorts.

4) Long pants – Long pants are basically women’s full pant.

5) Jackets-A jacket is a mid-stomach length denim product for the upper body.

A jacket typically has sleeves, and fastens in the front or slightly on the side. A jacket is generally lighter, tighter-fitting, and less insulating than a coat.

6) Mask



❖ Sample of some denim product



## Price

VDAL always try to sell their best product in low price to their buyer's then other competitors. They follow competitive pricing strategy. Price varies on wash, kinds of fabrics and design. Price also depends on size of order or quantity. Large amount of order = low price and small amount of order = high price. But they always maintain their quality for long lasting and best comfort . here is some price list of VDAL's product with FOB (freight on board):-

- 1) Five pocket denim (\$12-\$40)
- 2) Skirt's (\$10-\$35)
- 3) Short dresses ( \$ 5-\$20)
- 4) Long pants (\$10-\$30)
- 5) Jackets starts from \$15 to \$ 45 per pcs
- 6) Mask (\$.20-\$.70)

❖ Some finished denim wear with price tag.





## Place

When a company makes decisions regarding place, they are trying to determine where they should sell a product and how to deliver the product to the market. The goal of business executives is always to get their products in front of the consumers that are the most likely to buy them. VDAL send their product through authorized Covered van's of custom to C&F (clearance & forwarding) department of custom . then custom authority send it via ship to directly buyers address. buyers receive their product within 60 days from production time.

some times in emergency they send their product through authorized covered van to logistics & courier delivery department of airport . then Airport authority send product to its buyers address. Global affairs is another place for VDAL .they imported raw material from global affairs. Bonded ware house is a good place for VDAL to deliver product fast to their customer. A bonded warehouse, is a building or secured area in which dutiable goods stored manufacturing operations without payment of duty.

## Promotion

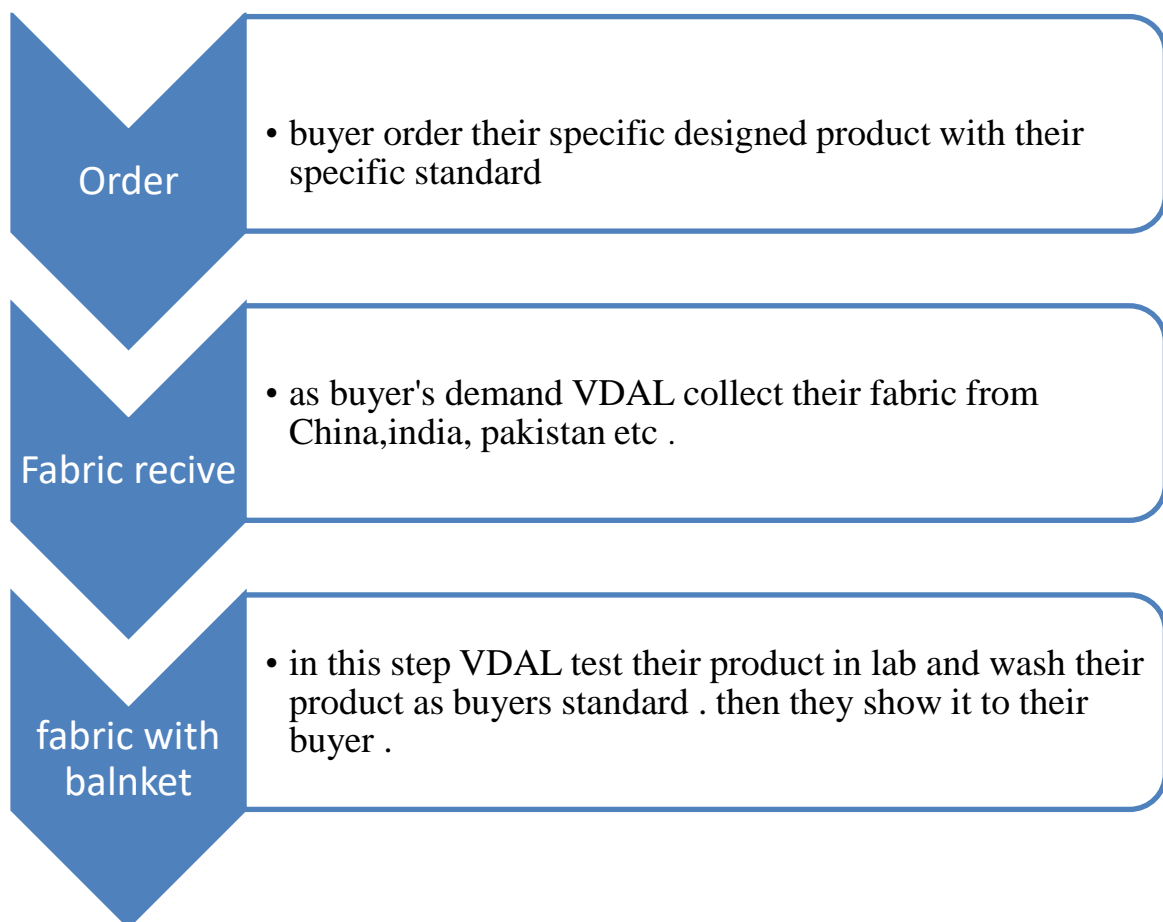
VDAL is a manufacturer denim company. So, their whole business is B2B (business to business) type. That's why they doing all kind of B2B based promotion. Here is list of some promotional activities what VDAL currently doing -

- ❖ VDAL promote their product by word of mouth. Example : In buyers meeting they talk directly with their buyers. Then they talk about their technology , their production capacity costing etc.
- ❖ They promote their product direct approach to their customer. If they saw their buyer has positive attraction about their company then they showed some of their product to their buyer then try to attract buyers .

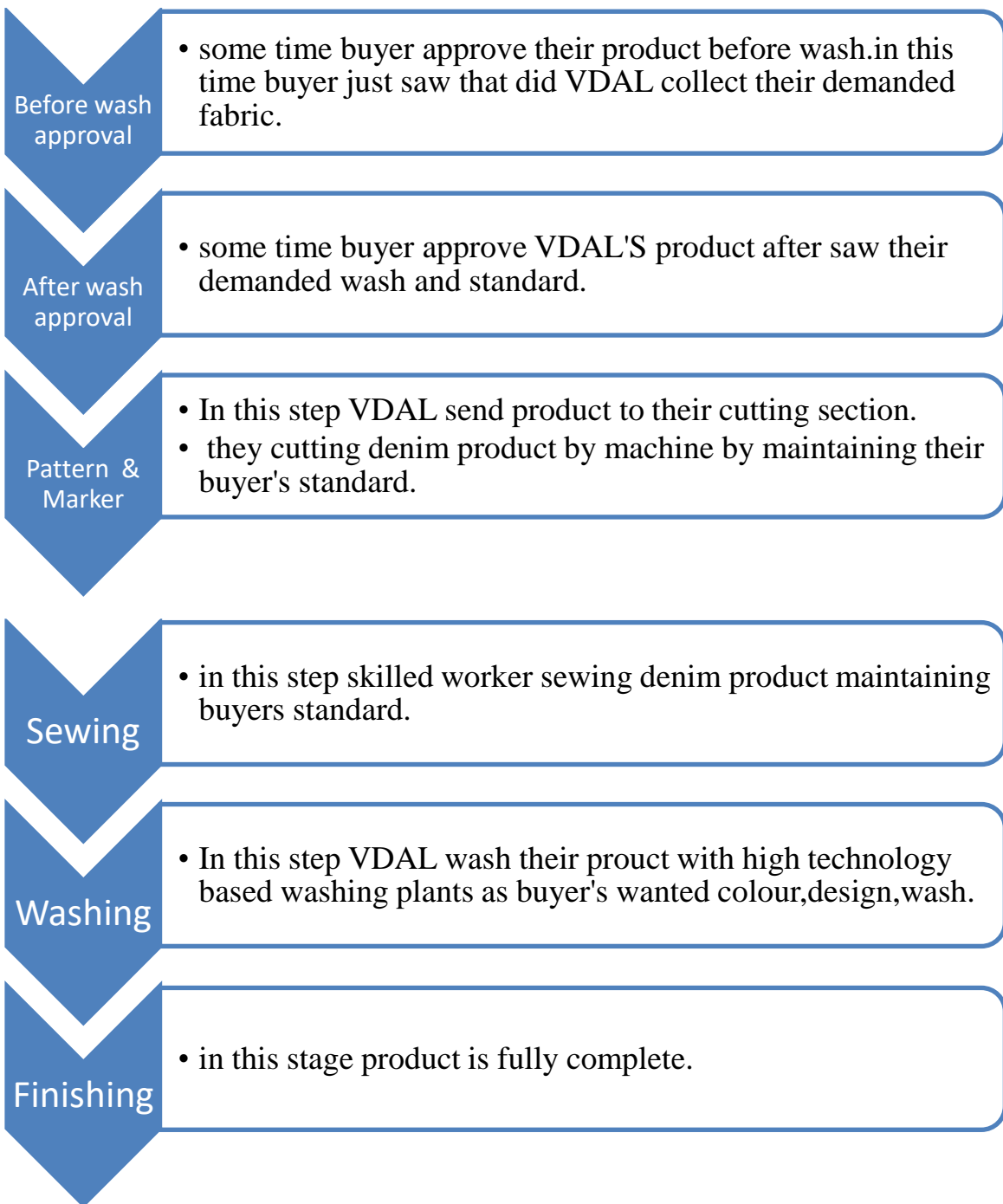
- ❖ They promote their product by doing yearly convention. In every year all garments owners, top level employees & various kind of buyer's attend into a arranged place for meeting. To know something new. In that time VDAL discussed about their product ,technology ,environment, workers, product quality etc. so, interested buyers get connected with them. Buyer's build a new relation with them from the yearly convention.
- ❖ Development center is another good place for their promotion. Because, this is a good place where they showing their specialized to develop all kind of denim to their buyers.
- ❖ When merchandiser meet with buyers they promote their product by direct sampling. In this case they showed every possible details about their product. Like , fabric, design, strap, zipper, button, waist band, fly , belt loop etc .
- ❖ Merchandising tour is a good option for them to promote their product. Because, in this tour merchandiser meets with other merchandisers and buyers . every merchandiser discussed about their product , quality, design etc with other merchandiser and buyers. If any buyers get impressed they gives product order .
- ❖ VDAL gives 8% direct commission to their employee to fill up target what VDAL desired. For an example: VDAL target that they want to sell 1,50,000 pc's of denim product in 15 days. Then they offer their employees if they fill up that target in a particular time then everyone will get total 8% commission from that production.

## Order & Production Process

This flowchart is not marketing related. But in RMG sector production is a very important part. That's why I make this flow chart-







## Inspection

- In this step QC (quality checker) check denim product by machine. if product is ok it is going to packaging section.

## Packaging

- In this step product packed with poly then they give silica gel in every packet for keep every product dry and fresh. then they transfer every pc's of denim into carton box. every carton box can carry 20 pc's of denim product.

## Delivery

- Then they send their product through authorised Coverd van's of custom to C&F (clearance & forwarding) department of custom . then custom authority send it via ship to directly buyers adress. buyers receive their product within 60 days from production time.
- some times in emergency they send their product through authorised coverd van to logistics & courier delivery department of airport . then Airport authority send product to its buyers adress.

**Chapter -04**  
**SWOT**  
**&**  
**PESTLE**  
**Analysis**

# SWOT ANALYSIS OF VDAL

## STRENGTH

1. Sustainability.
2. External scales of economy.(largest denim exporter company in America from Bangladesh)
3. Strong foreign expertise.
4. Advanced technology.
5. Loyal Buyer's.
6. Skilled workers.
7. Green certified factory.
8. Good working environment.s

## WEAKNESS

1. Transportation problem
2. Labour dependency.
3. Tops (product)- tops means which dress wear on upper body. VDAL did not manufacture denim shirt, long shirt for women, and t-shirt etc. because they don't have those machine which can made tops and workers are also not skilled to make tops.

## SWOT

## OPPORTUNITIES

1. Competitors are decreasing day by day. In Covid-19 many denim companies are already shut down their business.
2. Financial stimulus package for export oriented industries from Government .

## THREATS

1. Increasing cost of labour.
2. Competitors ( India, China and other Denim factory in BD)
3. Increasing tax
4. Covid- 19 is a new threat .
5. Labour strike.

## PESTLE Analysis



Pestle is a tool which is used to analyse and monitor Macro Environmental factors which have impact on an organizational performance.

**Political** :Political factor is instable in our country. Conflict between the political parties, inefficiency of local administration in conducting a legal and transparent election, corruption in the government levels etc are big problems.Trade restriction are now decreasing day by day . which is a good news for overall RMG sector. But tax are now increasing day by day. It is a big problem now .Because of increasing taxes -products, raw materials, transportations, custom, etc cost are increasing day by day. So VDAL suffering for these also.

**Economical** :VDAL is the largest denim exporter company in America from Bangladesh. They also export highest denim product from Bangladesh to USA

in this Covid- 19 .VDAL also pay taxes. So, overall VDAL playing a good role in the growth of our economy.

**Social :**VDAL doing many social works. They assure and working for their workers safety. They have child care facility inside of factory area. They donate money for social development.

**Technological:**VDAL is innovative and advanced technology based denim factory. They using direct sunlight to do work in day it save huge amount of electricity. They have latest cutting machine. They first imported advanced washing machine form Italy. Now, they using advanced technology to wash and design like, E-flow (spray chemical wash), potash replace etc.

**Environmental:**VDAL is environment friendly factory. They always planting tree. It is certified Green factory. It is also leed, ETP certified factory. VDAL recycle their waste fabric . VDAL also recycle their water.

**Legal:**VDAL always care about health and safety of every workers & employee. They have own medical team inside of the factory. They have own required  
Fire extinguisher in everywhere of the company. They always obey labour law. VDAL always gives equal opportunity to men & women. They always maintain product safety and product standards. Child workers are prohibited there. they strictly maintain this issue. VDAL is not doing any illegal or prohibited activity for their own interest.

**Chapter-5**  
**Findings, Recommendations**  
**&**  
**Conclusion**

## **Findings and Recommendations**

### **Findings:**

1. They can give more emphasis on their website. Their website should be better structured.
2. They don't do any kind of online sales promotion.
3. They need to take more time from their buyers. Because of short time many kind of production problem happens.
4. VDAL'S marketing department is good but they needs a more effective and efficient marketing department.
5. They need to use technical software to analyze their marketing site.
6. They don't have any kind of online selling market.
7. Shipment sample Fail happens for bulk variation or if they are not able to maintain proper standard. Main reason behind it is short time and unable to maintain proper chemicals in the bulk.

### **Recommendation:**

1. They can add more detail and option in their website. Like, product making minimum starting cost, some products price list, facebook, twitter, linkdin link etc.
2. They need to do online sales promotion like limited time offers, sales discount, sales contest, loyalty sales programs for their buyers.
3. They can take their sufficient extra time from time from their buyers and they can use software or they can make their own app to maintain their time for their every segment of production.
4. They need more marketing consultant, executives marketing manager , more experienced merchandiser to improve and built a strong marketing department.
5. They can use some updated and new software like (Asana, basecamp, Teamwork Projects, Workfront ) to analyze and maintain their marketing site.



6. They can open a online selling market or website for their business. It can help them to attract more customers. In this covid situation it can help them to get more order because people now maintaining social distancing.
7. To avoid shipment sample fail they need to take more time from their buyers and workers need to be careful when they give chemicals on the bulk to avoid this issue.

## **Conclusion**

VDAL is a growing company in their sector. They are improving their marketing strategy day by day. They are working hard for customer satisfaction and innovation their product, service and technology. They are doing nice work in their sector and segment. Already they are well known factory. If they carry on their this type of work and innovation in the denim sector, they will reach the highest peak of the denim sector of Bangladesh.

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