



Daffodil
International
University

Internship Report

“Marketing Strategy of Genetic Fashions Limited”

Submitted to supervisor

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Submission Date:

Testimonial

Date:

Dr. SM Sohel Rana

Associate professor

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Subject: Submission of internship report on “Marketing Strategy of Genetic Fashions Limited”.

Respected Professor,

It is an extraordinary delight and I am Inform you that here I am presented an Internship report with entitled **“Marketing Strategy of Genetic Fashions Limited”** which is based on marketing strategy of Genetic Fashions Limited, Dhaka, Bangladesh. What you had authorized me to prepare as internship report. I declare that I am created this report based on my knowledge about this Organization which I had been work as Intern. Here I collected Some of them. I tried how much information I got with that here am presenting a report as my Internship report.

This report has developed my level of learning and I am optimist that this report preparation Procedure will help me a lot in future of my career tasks.

It would be an honor if you kindly check my report at your convenience and give me suggestions what should be require to unerring on my report.

Sincerely Yours,

Noor Mohammad

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Student Declaration

I am **Noor Mohammad**, student ID: **171-11-434**, I am studied of BBA program in Marketing of Daffodil International University. I hereby acknowledge that the internship report presented with entitled “**Marketing Strategy of Genetic Fashions Limited, Bangladesh**” is my original work and does not breach any existing copyright. This particular report has not been previously Submitted to any other University and also not been submitted to Daffodil International University. Under intensive supervision and guidance of respected professor **Dr. SM Sohel Rana, Associate professor**, Department of Business Administration and Faculty of Business & Entrepreneurship, Daffodil International University, Bangladesh.

I also declare and state that the preparation of the report is only for my graduation final report purpose only and no other reason.



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Supervisor Approval

This is confirmed that, **Noor Mohammad** is a student of Bachelor of Business Administration with major in Marketing Under the Department of Business Administration and Faculty of Business & Entrepreneurship, and student ID: **171-11-434** has been completed his report entitled “**Marketing strategy of Genetic Fashions Ltd**” on basis of his successful completion of the internship program. This report prepared and completed by him under my guidance.

He has completed internship under my guidance and supervision since September 10,2020 to December 9, 2020 and the report is verified by me.

The lattermost copy of the report is submitted to Daffodil International University; Bangladesh has been carefully checked by me for future use.

Dr. S.M Sohel Rana

Associate professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University.

Acknowledgement

First of all, I would like to thank the almighty Allah for blessing me with strength, aptitude and patience for successfully completing my internship and this report. I would like to thank my academic Supervisor, Dr. SM Sohel Rana, Associate professor, Department of Business Administration and Faculty of Business & Entrepreneurship, Daffodil International University, Bangladesh. for giving me the opportunity to work with her during my period of internship. I have been able to compile and complete this report in a comprehensive manner due to the guidance, support and counseling that he has provided me with during this period. I also thankful to Genetic Fashion Limited for their good co-operation.

As a part of my BBA program the report is count as my internship. I have been assigned to present a report on Genetic Fashions Limited's Marketing strategy.

Executive Summary

Internship program is a scope for acquiring practical knowledge after successful completion of academic curriculum. Theoretical knowledge gets a complete shape only when it is applied in a practical field. I prepared this report based on my Knowledge on Genetic Fashion Limited, they give the opportunity to work with their Digital Marketing team. This internship helped to know about Ready-made garment factory. This company is 100% Export oriented Readymade garment company, they work with more than 20 country's cloth market. They provide services The USA, The UK, Europe, France, Spain, Turkey, Canada, South Africa, Bangladesh, and so many countries. They also hire many industries for the convenient to produce product quickly and supply over these countries. The make entry weather cloth for next season to cover up their production.

The make wearing product for all the generations and all the age groups. They work for market demand purpose to fulfill the actual need of the cloth customer. They also hire a lot of sub-garments to make their products to take control of upcoming seasonal market.

The import every. So this company lead the cloth market.

So Here I am presenting the report on "Marketing Strategy of Genetic Fashions Limited." With based on my knowledge. I analyze the Marketing Strategy and report it.

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Chapter-One

Introduction

An internship is required for all BBA students to satisfy his BBA degree. So, I am completed the Internship in Genetic Fashions Limited, Zamgora, Dhaka, Bangladesh. This is a knit wears Manufacturers and exporter garment. Establishment in 2009, Target market is The USA, The UK, Europe, France, Spain, Turkey, Canada, South Africa, Bangladesh and so many countries.

1.1 Origin of the report:

As a part of my BBA program, I have to accomplish my Internship from an organization and in this process, I have finished three months' internee in Genetic Fashions Limited. I have to contain all most all things to do associated with marketing. This garment has 8 sections and I'm concerned about the Digital Marketing section. The report mainly concentrates on the Marketing processing system of buyer's order on woven cloth in Genetic Fashions Limited.

1.2 Objectives of the study:

The study attempted to explore and examine the present market situation of Genetic Fashions Limited, especially the objective of the study as follows:

- 1) To analyze the marketing mix strategies of Genetic Fashions Limited.
- 2) To provide some suggestions based on the findings of this study.

1.3 Background:

Genetic Fashions Limited is 100% Export oriented Readymade garment company, they work with more than 10 country's cloth market. They provide services The USA, The UK, Europe, France, Spain, Turkey, Canada, South Africa, Bangladesh and so many countries. They also hire many industries for the convenient to produce product quickly and supply over these countries. The make entry weather cloth for next season to cover up their production. Capacity is 15000 pieces/Per day & 60-90 days' lead time.

The make wearing product for all the generations and all the age groups. They work for market demand purpose to fulfill the actual need of the cloth customer. They also hire a lot of sub-garments to make their products to take control of upcoming seasonal market.

The import every. So this organization lead the cloth market.

1.4 Marketing Background:

The actually make their product for export purpose they make entry level product for covering these countries and make up for weather or seasonal market. Some of country weather is hot and other countries remain or steady winter. So they ensure the contract and contact with these countries buyer for buying their cloth or products. So they always try to contact with foreign buyer to sell their products. They also take sub-order to increase their profit and make sure that buyer will satisfied and also come to their factory to take a look on product. This Genetic Fashions Limited try to up to date with Digital Marketing such as, E-Mail reply of a buyer so it also satisfying the customers and customers order products. They support through Facebook Page and also Supply their product in our local market to take a position in local garment market. It maintains the local buyer.

1.5 Outlines of report:

This report is structured into Six chapters.

Chapter one: Introduction

Chapter two: Literature review.

Chapter three: Research methodology.

General questionnaire for Genetic Fashions Limited.

Chapter four: Marketing Mix Strategy.

SWOT analysis of Genetic Fashions Limited.

Supply chain strategy,

Shipment policy of Genetic Fashion Limited.

Contact to customers,

Raw Material of Genetic Fashion Limited.

Chapter five: Finding

Chapter six: Conclusion, Recommendation and solution.

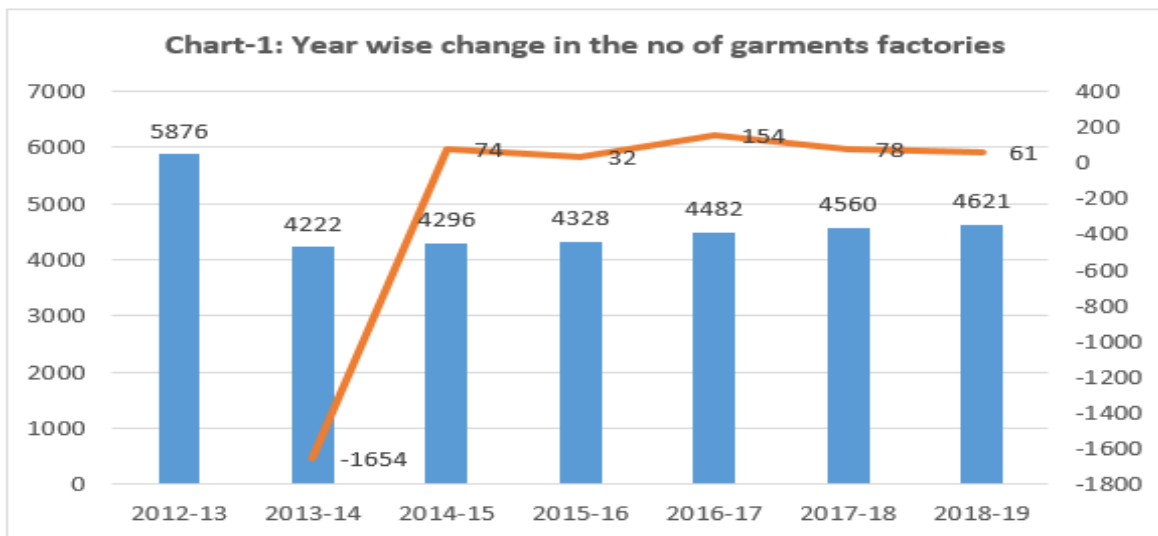
References Links.

Chapter – Two

Literature Review

Bangladesh Ready-made garment industry is the main export oriented factories, it will be the main industry in the future and export. The total export earns from the RMG sector in Bangladesh which is 84.21%.

In the year of 2018-19 FY Bangladesh total export is 84.21% or \$34.14 billion, in this sector is 11.49% higher than last fiscal year GDP. According to Export Promotion Bureau (EPB) data told that, \$40.53 billion is total export of Bangladesh, 84.21% is RMG sector in Bangladesh which is 10.55% higher than last fiscal year 2019. In Bangladesh here 4621 no of export oriented garment industry. The figure 1 show that, the RMG sector each year average higher rate is 3 billion and 8 years of RMG sector added 10 billion that is additional. If this growth rate is continuing that it will reach 50 billion mark by 2021. This aim set by prime minister of Bangladesh.



Ready-made garment sector of Bangladesh has appeared of Bangladesh economy. Which is leading sector. RMG sector plays important role in Bangladesh economy and gives the 4 million employees. Their most of the employees comes from rural areas, illiterate and lack of skills. The opportunities of RMG sector is absence of employees and many of them is jobless. Besides more than 85% worker force is woman, this sector directly contributes the employment

The GDP of Bangladesh earned 10% from RMG sector and contributed more than 84% foreign exchange in 2018-19 FY.

Chapter – Three

Methodology

3.1 Methodology of the study:

I have used both primary and secondary data for making this report. But most of the data are accumulated from the main source of Genetic Fashions Limited. The author was conducted by both qualitative and quantitative research here.

3.1.1 Primary source of Data:

- ✓ Primary data were collected through an employee's personal interview of Genetic Fashions Limited.
- ✓ Day to day desk job (Informal conversation with the clients).

3.1.2 Secondary source of Data:

- ✓ Recently published brochure of Genetic Fashion Limited.
- ✓ Prospectus of Genetic Fashions Limited.
- ✓ Genetic Fashions Limited Official Website and Facebook Page.
- ✓ Some of the data are collected from the internet.

3.2 Questionnaire and surveys:

Questionnaire and survey is used for ask questions that have close ended answer. I have prepared questions list. And I have taken the answer of the questions. This information collected through the Official personnel and online platforms official broacher.

1. Question: How I knowledge about Genetic Fashions Ltd?
Answer: From my friend and Admin of this factory.
2. How many employees work here?
Ans. 1300
3. When It establishment?
Ans: 2009
4. How much time it takes to prepare orders.
Ans. 60-90 Days.
5. Production Capacity?
Ans: 15000pc/per day.

6. Facilities provide?

Ans: Sampling, Cutting, Sewing, Quality, Finishing and Packing.

7. Factory Area?

Ans: 28500 sft (3 storied)

8. From which country you collect raw material?

Ans. China, Bangladesh, India.

9. What is their daily working hour?

Ans. 8 hours per day

10. Do you have any child care unit?

Ans. No, we haven't a child care unit but it will be made.

11. What about you're working environment?

Ans. We have a friendly and healthy working environment.

12. Exporting area of Genetic Fashions Ltd.?

Ans: The USA, The UK, Europe, France, Spain, Turkey, Canada, South Africa, Bangladesh and so many countries.

13. What types of garment is this?

Ans: 100% Export oriented knit wears Readymade garment factory.

14. What kind of product they produce?

Ans. Casual Shirt, Formal shirt, T-Shirt, Polo T-Shirt, Denim/Jeans pant, Ladies T-shirts, Ladies Wears, Ladies Pant, Children dress, Hoodies.

15. Numbers of factories of Genetic Fashions Ltd.?

Ans. 1 Main factory and 3 sub-contract factories.

16. Extra facilities that maintained by factory?

Ans. Emergency plan during fire incident, prayers rooms, Washroom, Medical room.

17. 19. Employee minimum wages started from?

Ans. 7300

18. What are the factors strict in the factories?

Ans. Own Rules regulation and female domination.

19. How they manage raw materials collection?

Ans. Collected from outside such as China and Bangladesh.

20. How was the behavior of employees during visit?

Ans. Gentle, warmly, friendly and helpful.

21. What procedure should maintain to manage the work of employees?

Ans. Shifting system.

22. How they manage quality control of Genetic Fashions Ltd?

Ans. Special carefully packaging, needle detector and maintaining special care of packing, shipping, sewing and dressing area.

3.3 Group discussion:

My group discussion with CEO of Genetic Fashions Ltd. This group discussion about 4 hours. This group discussion was the good way to collect the data about this Readymade garment.

3.4 Research Limitation:

For the coronavirus (**COVID-19**) pandemic factory have some limitation, they restricted unusual visit and peoples, so they limitation on my work. So, I don't have much information.

3.5 Data analysis:

Though primary data was used to prepare this report, there were used formal questionnaires to collect data. After collecting data, each data has been analyzed according to the objectives of the study. Classification and tabulation of data is also made according to the objectives of the study. The analysis has been made according to the factual information collected through information and personal observations and company brochure.



✓ Photoshop

Chapter-Four

Marketing Strategy and SWOT

4.1 Marketing Mix Strategy:

Marketing strategy is a long-term, forward-looking approach and overall game plan of any organization with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs of customers.

4.2 4p's of Marketing Mix Strategy.

1. Product.
2. Price.
3. Place.
4. Promotion.

There I go for next marketing strategy of Genetic Fashions Ltd by using marketing mix strategy of 4p's.

4.2.1 Product: They make the products Casual Shirt, Formal shirt, T-Shirt, Polo T-Shirt, Denim/Jeans pant, Ladies T-shirts, Ladies Wears, Ladies Pant, Children dress, Hoodies. The factory is knit wear readymade garment. Their life is knitting the cloths. They make cloth for so many countries and there is so many different countries with various seasons. So factory is always on operation and knitting the cloths. They make entry level cloth. For every genders and every generation. Quality is more essential for success in today's competitive global market. So this essential for them to ensure qualities of export oriented products.

Products is make based on:

- i) Weather Conditions.
- ii) Geographical conditions.
- i) **Weather:** The products is makeover to satisfying their customers need. To get their satisfaction and exchange with the money they have had ensure the outfit is suitable with the weather condition and customers will get it. So weather is prime issue to making cloths. Here they make cloths for so many countries based on weather differentiation.

- ii) **Geographical:** If nation is different their demands and fashion sense is also different from one to another. USA has sense of fashion and demand that is different from European countries and it is quite different from Bangladesh market. Some countries want good quality with good fashionable and costly outfit, some want quality and fashion catchy outfit with low/medium price tags. Some want only cloths with low ranges. So geographical different is core issue for making cloths and what category of fabrics is in the cloths.
1. **Brand:** Genetic Fashions Limited Produce shirt for different branded company. H&M, Zara, Sears, Esprit, Wal-Mart, C&A Etc.
 2. **Design:** Most of the time Genetic Fashions Limited makes product according buyers demands.
 3. **Quality:** They make 100% quality full product and make sure make the best product for all.

4.2.2 Price: Every products price is based on the market demand and country variant. Every product has own price tags. Their own level tag. Different countries demand different pricing of products based on theirs economical and financial conditions. Some countries want good quality with good fashionable and costly outfit, some want quality and fashion catchy outfit with low/medium price tags. Some want only cloths with low ranges. So geographical different is core issue for making cloths and what category of fabrics is in the cloths.

Pricing is setup on:

- i) price of products.
- ii) Including cost of shipment
- iii) Tax of region.
- iv) Processing cost.
- v) Cutting making charge.
- vi) Discount sales for big volume order.
- vii) Credit period terms.

4.2.3 Place: Genetic Fashions limited is large distribution channel. They have a large market distribution channel. They are export oriented factory. They make \$5 Million profit per year. They try to make contact with foreigner buyer. They have own a factory along with 2/3 sub-contract knit factory. Their factory has so many sub-factories to completing the order in reasonable time and satisfying the customers.

Inventory System: Genetic Fashions limited follow FIFO Inventory system.

Area of coverage: The USA, The UK, Europe, France, Spain, Turkey, Canada, South Africa, Bangladesh and so many countries.

4.2.4 Promotion: All types of category products buy and sell promotion actively handled by event marketing department. Its department are monitoring and developing actively for sales promotion. Those departments are decided marketing and target promotion for buy and sell incentive to consumer and customer, what types of incentive provided to customer there are money, free products promotion.

This factory has some promotional tactics. There some.

1. Image are key.
2. Social media. Organic and paid advertisement.
3. Personal website.
4. Showroom.
5. Use Digital Marketing.
6. Build up partnership.

1. Image are key: Image has a power to attract the customer and customer recognized the brand by seeing the image or trade mark of company.

2. Social media. Organic and paid advertisement: Social Media has a power to advertise the product to all over the nation and universe. Now-a-days everybody use the social media. Such as: Facebook, LinkedIn, YouTube, Instagram, Twitter and other. But these mentioned social site are main in the field of social media.

Everyone can advertise their business and company in a very accurate and short time with free promotion and paid advertisement. In a short time, customers can see it and

choose it. This company also use the power of social media power and employee also share a topic about this site and the then company is beneficiary.

3. **Personal website:** Now every person has a personal website with own a domain. So as a knit wear company they also have a website to display their work to foreigner and local user. This factory owned a domain and hosting. Also they use this domain as company webmail and officials has owns account of this webmail. So, Website is a key of show their presentence in online field.
4. **Showroom:** The showroom is also called outlet. Every company has some. Genetic fashions Limited also have showroom to display their products to customer. It a reorganization of factory and sell their product to customers.
5. **Use Digital Marketing:** Digital marketing is what that company use digital tools and digital analytics to show the presentence of company. Like: Social media accounts, Google business map, LinkedIn page and Facebook page, Website. Genetic fashions ltd proper use of digital tools.
6. **Build up partnership:** They continuously try to maintain the contact of customer for buildup partnership.

4.3 SWOT Analysis of Company

SWOT have two part one is Internal and second part is External. Internal is company's own strength, weakness, and External is company outsize opportunity and threat by government and customer and competitors.

- **Internal:**

1. Strength.
2. Weakness.

- **External:**

3. Opportunity.

4. Threat.

4.3.1 Strength: Every company has power of strength to connect to customers. There

I am going to share the strength of Genetic fashions limited.

- i) Ensure 100% quality products.
- ii) 100% export oriented products.
- iii) Usage of modern equipment.
- iv) Sufficient production capacity.
- v) Daily 15000pcs production.

4.3.2 Weakness: Weakness is existing in every company. Some them are listed below.

- i. Lack of automated equipment.
- ii. Need more qualified employees.
- iii. Delayed delivery of sample.
- iv. Own transportation system need.

4.3.3 Opportunity: Every company has some opportunity, like all of them this factory has great opportunity.

- i) Wear market increase day by day.
- ii) More foreign buyer and customer interested for Genetic Fashions Limited.
- iii) Outlet increase and increase sell.
- iv) New fashion and trends take a place.

4.3.4 Threat: Threat is external problem of company.

- i) Increase competition with local garments.
- ii) Lack of raw material for world pandemics. Such as: COVID-19.
- iii) Political unrest is a major threat to smooth function of Genetic Fashion
- iv) Variation of countries weather and fashions.

4.4 Shipment Summery

They send their product to customers of various countries through the shipment process. Their primary shipment type is air based. They send their product on behalf of buyers and also buyer's representative come gets their products from factory space.

There are different types of transaction that go on shipment over sea area based on sea connections with customer countries. Local buyer gets their products by vehicles of land. Some of get these from factories. Shipment samples are sent to the buyer when they finished and packed the products are ready to shipped. These samples are sent from warehouse of the buyer, to view final result.

4.5 Raw materials

The Genetic Fashions Limited is a knitting factory. They make products from various raw materials. They purchase these from various places even outside of countries. Such as China, India etc. They collect fabrics and cottons from China Market and also they collect from local market of Bangladesh. They designing the products for various countries so make the cloths according to customer demands. So product's fabrics is also based on buyer order some of them high and low. Their product ensures high quality margins. They are expert since 2009 in this sector. They use local RAW product along with Chinese products. That ensure good quality of goods.

4.6 Contact to Customers

The People's republic of Bangladesh Readymade garments factory has a large supply channel over American RM garments and Europe based RM garments market. The BGMEA has continuously patch up their connections and contact with governments of these countries. The Genetic fashions limited is listed in the BGMEA. So they also created their profile in these markets. They try to sustained their connection with their buyer and customers and selling their product ever business year. They sell and take feedback from customers and make their goods more quality in order to develop more channel and get new customers and earn good profit.

4.7 Supply chain strategy

A supply chain is a system of organizations, technology, people, activities, information and resources involved in the moving a product from supplier to consumer. Supply chain activities transform natural resources, raw materials and components into a finished product that is delivered to the end customer.

Strategic

- ✓ Strategic network optimization including the location, size and number of warehouses, distribution centers and facilities.
- ✓ They Ensure Product designs coordination, for new and existing products can be desirable way integrated into the supply chain, load management.
- ✓ Strategic partnership with distributors supplier and customers, creating communication channels from information and operation improvements. Like: Direct shipping, cross docking, and other logistic system.

- ✓ Information technology infrastructure, to support smooth supply chain operations.

Operational

- ✓ Their Production and distribution planning in the supply chain strategy.
- ✓ Demand planning and coordinating, forecasting the demand forecast of all customers and sharing the forecast with all suppliers.
- ✓ Sourcing planning, including current inventory and forecast demand, in collaboration with all suppliers of Genetic Fashions Limited

4.7.1 Supply chain Effectiveness:

The supply chain effectiveness is depending on these policy:

- i. Forecasting demand & price.
- ii. Placing and receiving Customer orders.
- iii. Managing inventory.
- iv. Planning production.
- v. Communication.
- vi. Managing distribution.

Operation division of Genetic Fashions Limited are listed below.

- Merchandising Department.
- Sampling Department.
- Commercial Department.
- Accessory Supply Department.
- Production Department.
- Distribution and Marketing Department.
- Accounts Department.
- HR Department.

There are variants of supply chains. They are:

- i) Push supply chain.
- ii) Pull supply chain.
- iii) Push-Pull supply chain.

As usual every supply chains configuration depends on clock speed of factory production and operation.

- i) In Push supply chain strategy partition of push-pull is focus on cost while in the pull partition of the strategy. In this Push supply chain strategy, they focus on their service level
- ii) Push-Pull supply chain strategy Genetic Fashions Limited's decision are made only in response to real demand.

Supply chain strategy efficiency is about minimizing inventory. While responsiveness is about increased customer service.

Genetic Fashions Limited management can be planning, execution and control of their goal oriented activities.

The logistic support strategy of supply chains is formed by various factors. This logistic strategy is main focus of supply chain strategy. Manage of flow of products and service through the supply chains they connected and that core is logistic strategy.

Chapter - Five

Finding

1. Increase advertising and promoting their brand and get recognition.
2. No proper use of digital media.
3. Corona virus pandemic so unable establish contact with new buyers.
4. Need proper training for new employees.
5. Genetic Fashions Limited has no enough emergency stairs.
6. Most of the time they produce woven products.

Chapter – SIX

Conclusion, Recommendation, Solution.

6.1 Conclusion: Genetic Fashions Limited, Zamgora, Dhaka, Bangladesh. This is a knit wears Manufacturers and exporter garment. Establishment in 2009, Target market is The USA, The UK, Europe, France, Spain, Turkey, Canada, South Africa, Bangladesh and so many countries. They profit 5 Million us dollar per year. They are the qualified 100% export oriented knit wear factory.

Bangladesh is a very fast growing free market economy. They have cheap labor comparing to other countries, so Genetic Fashions Limited is producing high quality wear products than others at a lower cost. So, they are contributing our economy by initiating such a business that is satisfying customer need as well as doing business beyond the frontier. Genetic Fashions Limited earning valuable foreign currencies in the country every year by exporting their products. As Bangladesh is import dependent country, so we think Genetic fashions Limited's step is helping us to have a positively balance of trade.

6.2 Recommendation: Ready-made garment factories gives to the supports for developing environment, decrease the accident risk and fulfill the employees needed agreement at factories level. Besides, an integrate regulations will be prepared with the help of all stockholders. Since, Their RMG sector is facing huge

competition in the world market because of abolition quota system they have to go the solution to catch the worldwide market. Genetic Fashions Limited as RMG

should follow the strategy. Increase the emergency stairs. Most Important thing is timely pay wages. They should increase fire emergency tools for protection.

1. Price Revision: Genetic Fashions Limited should focus on pricing and may revise its pricing strategy. Most of the customer thinks that the price is higher. Being a developing country higher price is a burden for customer to use quality product. So they compromise somewhat of product quality or service.

2. Improve labor productivity and managerial efficiency: The labor originative should be grew and the labor do the proper work and others advantage like free drag, bonus, cost of transportation they will be more increased.

3. Better working quality: They have to ensure better working quality. The owner will be given to the attention to working situation of garments. There should be ensure the

employee's safety of accidents, fire, injure, emergency door, clean sanitation and proper ventilation, Training.

4. Upgrading of Skills and Technical Expertise: Although there is an apparel abundance of employees in Bangladesh, there is less ability of employees when it comes to the use of many high-speed machines used in the industry.

5. Online Activity: Genetic fashions Limited should be more active in online. They should maintain Their Website, Instagram, Goggle and other social media accounts with existing accounts.

6. Diversify product Range: Bangladesh has depended on all the types of quality products. This main department covered by the MFA. The requirement of development high-quality products is an investment in technology, training and quality control.

7. Enlarging Total Market Size: They need to increase their market size and contract to more new customers. Genetic fashions Limited can work with its competitor to enlarge the total market. They can arrange fair.

6.3 Solution:

These solutions I have make based on finding, primary and secondary data.

- Genetic Fashions Limited should be more careful and monitoring the production of the garments manufactures.
- Increase for brand awareness through promotion or advertisement to increase their sells.
- To maintain the proper quality of every products Genetic Fashions Limited need be more careful regarding this issue.
- Genetic Fashions Limited Should reserve the actual and proper document and send right time.
- Make sure use proper safety. Safety should be first priority along with production quality.
- The should utilize proper use of digital marketing through internet and have a stall in various trade fair along with Dhaka International Trade Fair.
- Training the employee and made them manpower and provide necessary conveniences with proper wages.
- Take necessary steps to exporting product through air shipment.
- Send and shipment the product in paper time and use safety protection.
- Always go on BGMEA rules and instructions.

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