

# **An Evaluation of the Marketing Activities of Mondol Group**

**Mondol  
Group**



**Prepared for:**

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**Date of Submission:**

# Letter of Transmittal

Professor Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Subject: Submission of Internship Study**

Dear Sir,

In the accompanying pages, I have introduced the Internship Study, which you had approved for submission. This internship at Mondol Group has allowed me a chance to get involved with the marketing sector. I have prepared the report based on my practical work at the company and your recommendation. I have tried my level best to make the report meaningful.

Sincerely yours

Md. Shakirul Alam Sohag  
ID: 192-14-124  
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## Certificate of Approval

This is to certify that the internship report titled An Evaluation of the Marketing Activities of Mondol Group prepared by **Md. Shakirul Alam Sohag**, ID: 192-14-124, as a requirement of MBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

Professor Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## Student's Declaration

I do therefore pronounce that the work displayed in this internship report has been completed by me and has not been already submitted to some other University/Association for a scholastic capability. The work I have displayed does not rupture any leaving copyright and no bit of this report is duplicated from any work done before for degree or something else.

I additionally embrace to reimburse the Division against any misfortune or harm emerging from rupture of the prior commitments.

Submitted by:

.....

**Md Shakirul Alam Sohag**

ID# 192-14-124

Major: Marketing

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Department of Business Administration  
Faculty of Business and Entrepreneurship

## Acknowledgement

At first, I might want to thank the respected supervisor Dr. Mohammed Masum Iqbal for allowing me the chance to set up the report for giving significant recommendations and rules. The internship report is a fundamental aspect of the MBA program as one can accumulate down to earth information inside a time of a quarter of a year by watching and doing the everyday works of the picked association. In such manner, my internship has been orchestrated at Mondol Group Limited

As an aspect of my MBA program, the report is considering my internship. I have been allotted to give a study report on a specific organization one of its unmistakable image's highlights, Situational examination, media portfolio, spending assurance, observing control, and assessment etc. To do this, I have picked one of the highest-level corporate places of our nation – Mondol Group and accumulated data from different sources.

I might likewise want to be thankful to Abdul Momin Mondol Group, (Managing Director). Muhammad Monirul Islam (Director of Marketing), and Farooque Khandaker, (Category administrator) - who gave me their important time and team up instinctually to respond to my inquiries required for setting up this report. The ongoing yearly report of Mondol Group & the web additionally helped us a great deal.

I recognize the due respects to for the assistance while setting up this report.

-

## Executive Summery

Now In this era of present globalization, garments sector is playing its important role to stay the people moving with the movement within the modern technology in the world. The implementation of mechanization in garment sector has ensured the financial accuracy and swiftness. It's ready made garments activities speeder, easy and cozy. Mondol Group work only nominated buy eland they're fixed for all time. Recently tis Group is one among the leading suppliers in Bangladesh. This study basically supported new development and dealing procedure of Mondol Group. Though Mondol Group may be a nominated company, so their working procedure and methods slide different instead of others. Mondol Group prefer that the merchandise development process is recognized as a key element for ensuring future success and sustainability of organizations. Constantly reevaluating the strategy and tactics of development is deemed to be vital to raised manage the method of making more 'on-point' products. Thus, the most focus of this research is to assess how deeply and comprehensively the prevailing apparel development models outlined in literature discuss and analyses the event process and identify the prevailing gaps that exist with reference to customer-supplier collaboration and decision-making.



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**CHAPTER ONE**  
**INTRODUCTION**

## **1.1 Introduction**

Mondol Group has begun an excursion in 1991. The mission of the Group they contain throughout the years to grow their conduct in a few territories. They went to the first export in 1995. They exported US\$ 3.20 million in that year. Mondol Group is the greatest resource for their master Group the executives and committed workforce. Throughout the long term, the organization has developed in height as well as contributed altogether to the general financial advancement of the nation.

Mondol Group is Bangladesh's significant rancher and processor of RMG manufacturing. Mondol Group of Industry its quality standards and is engaged in manufacturing of all kinds of knitted garments. Under the profound guidance of our mentor Mr. Haji Abdul Majid Mondol, Mondol Group has gained an immense success and has earned goodwill with nineteen years of experience in garment industries. The Chairman is guiding our team with his wide experience and skill. Mondol Group product is made using top quality yarn that is procured from class one sources across world. Mondol make use of world class in-house infrastructure and modern machines as well as simple hand tools that helps in producing high quality fabric in large volumes and varieties. Mondol Group team with talented designers and strong work force is our asset who ensures quality finished fabric. We are dedicated to offer timely delivery of goods and services at affordable prices. Mondol Group offers to our clients a fabulous collection of knitted and custom wears for men's, women's, boys, girls and kids. Our product features and attributes include: Designs of our product, Color combination, Shrinkage, Dimensions, Uniformity, Texture, and Dyeing & Knitting. Mondol Group is specialized in providing customization to our clients' and offers the most compelling amalgamation of choice, worth, service and convenience. Mondol Group experts design textile keeping in mind the latest trend and style that suits the requirements and preferences of our esteemed clients. Mondol Group offer customization to our clients in terms of

## **1.2 Scope of the Study:**

I have worked straight forwardly in the association and I was relegated to the Mondol Group as everyday marketing position. So, I got lots of extensions to think about the organization and furthermore their items.

### 1.3 Objective of the Study:

The study has been carried out with those objectives:

1. To identify the marketing strategies of Mondol Group;
2. To explain the marketing mix of Mondol Group.;
3. To identify the problems related to the marketing activities of Mondol Group;
4. To make recommendations to solve the problems;

### 1.4 Methodology

The center goal of choosing the point is to all the more likely comprehend the refreshment business and its individual marketing strategies of Mondol. Mondol Group came into the 100% export industry. Few years back the goal of my internship report was to recognize in the case of assessing marketing strategies utilized by Mondol Group for its items are imparted and seen by the purchasers and their ability of winning as per their cost. For this few measurable instruments are utilized for item examination like 4Ps investigation, framework examination, SWOT examination. The outcomes are appeared through diagrams and outlines. In surveying the money related state of Mondol Group, proportion examination has been done and diagrams and graphs are given to show the outcomes. This is spellbinding exploration naturally. Two sorts of information have been utilized for setting up this report – Primary and Secondary information. The primary wellsprings of these two sorts of information are examined beneath:

#### ❖ **Primary Source:**

Primary data and information were collected through face to face interviewing from the management persons, customer service persons in Mondol Group. Most of the information

was collected from (Category Manager and employees) who are very much involved in the branding and marketing process.

❖ **Secondary Source:**

Most of the information was collected from internet, newspapers, magazines, journals, annual report, and other company publications.

## **1.5 Limitations of the Study**

There is some limitation to make this study paper. But I tried to keep the paper at a minimum flaw. Here, I find out some limitations which are listed below:

- Due to this pandemic, collecting primary data from face-to-face interview was difficult.
- All relevant data and information are not available.
- Data accuracy cannot be ensured as mainly secondary data, collected from website information are used in this research.
- Sometimes information was contradictory and inadequate.

## **CHAPTER – 2**

### **ORGANIZATION PART**

## **2.1 History of the Organization**

Mondol Group represents Program for Rural Advancement Nationally. In Bangladesh Mondol Group was intuitive in 1991. Keeping in see the business errand of the Group they have throughout the long term expanded they exercises. Today they are top ranked Ready Made Garments manufacturer in Bangladesh. They empower contract ranchers and assist them with developing quality harvests with expanded yields and to get reasonable costs for making garments. The Group involves 22 organizations. The administrative centers are situated at Dhaka with creation offices around the factory locations. Their administration is currently customized to our atmosphere & culture. Their biggest resource is their skillful Group of involved troughs & committed workers.

Farming Marketing Mondol Group is the Manufacturer organization in Bangladesh to accomplish the great disparity ISO 9001:2000 affirmation for its quality administration framework. This extreme confirmation guarantees that Mondol Group Products arrive at the buyer's table keeping up the most elevated level of value. I expansion to ISO, Mondol Group has overall affirmations like 100% quality products. They have defined their objective as; "Be Number One". It implies that they are continually attempting to give their clients the best products which will be in the main position in the end. For this objective, they give their best possible work in each stage.

In the wake of serving the millions at home effectively, Mondol Group has zeroed in on fares to serve the billions. At present Mondol Group is the biggest exporter of 100% export-oriented garments like readymade garments & garments accessories things of Bangladesh. In acknowledgment of the exceptional exhibition in send out, Mondol Group has accomplished the best manufacturer's award in Bangladesh. Right now, Mondol Group items are consistently being sent out to 90% European countries and 10% USA on the globe. Significant fare markets are Asia, the Middle East and Africa.

## **2.2 Corporate Mission of Mondol Group**

Neediness and Fashion Are Curses: Mondol Group Mission is to never bargain with quality, towards holding the situation of the market chief and continuing it, and afterward arrive at the worldwide market. Today Mondol Group regular Bangladeshi Manufacturer has been all around acknowledged all through the world

Business and acquire pride and dignity for their countrymen through their profitable ventures. Today Bangladesh is a developing business sector and having rivalry from everywhere the world. We accept rivalry as an open door to substantiate ourselves. It likewise causes us in improving our quality ceaselessly. This empowers us to serve you better through Continuous Quality Improvement. Mondol Group commits its ceaseless life to serve humanity by giving them the most ideal Garment products and garments accessories, as it is the essential need of humankind. What's more, it is for the caring acknowledgment of individuals that Ahmed has made significant progress.

## **2.3 Current Situation**

Mondol Group is right now one of the most reputed export organization brands among a huge number of individuals of Bangladesh and all European countries and they have big market place in US market of the existence where Mondol Group Products are consistently being sent out. All the Mondol Group items are delivered according to global guidelines keeping up the most significant level of value at each phase of its creation cycle.

Mondol Group is as of now creating in excess of all knit items and its accessories for example Men's, kids, women's, sweater, accessories and lingerie's. The organization has embraced International Gold Star for Quality Award producing quality products. The organization have Chain of Custody standards FSC-STD-40-004 V2-1 standard COC Certification and also have Oeko tex standard 100 certificates. This was a big achievement for any export organization.



## **2.4 The Business organization of MONDOL GROUP**

Mondol Group agribusiness marketing organization restricted has controlled the nine individual Business Units on their umbrella.

### **Montex Complex:**

Mondol Group Fabrics Ltd  
Montex Fabrics Ltd  
Mondol Group Yarn Dyeing Ltd  
Knitex Dress Ltd

### **Alim Complex:**

Alim Knit Ltd  
Mondol Group Knit Tex Ltd  
Mondol Group Knitwear's Ltd

### **Cotton Club Complex:**

Cotton Clout Ltd  
Cotton Club Ltd  
Cotton Clothing Ltd  
Cotton Concern Ltd  
Tropical knitex Ltd

### **Montrims Complex:**

Montrims Ltd  
Trims International Ltd

### **Cotton field Complex:**

Cotton field Ltd  
Mondol Group Apparels Ltd  
Mondol Group Fashions Ltd

### **Appollo Complex:**

Appollo Fashion Ltd  
Appollo Knitwear's Ltd  
Appollo Packaing Ltd

**Mask Sweater Ltd:**

**Mondol Group Intimates Ltd:**

## **2.5 Location of the Markets**

Mondol Group agriculture marketing company has spreading their product all over the world and they launch a huge number of knit products and lingerie's product in the world market. Locations of the markets are:

- Europe
- Asia
- USA
- Latin America

# CHAPTER – 3

## LEARNING PART

### Marketing Activities of Mondol Group

#### 3.1 Identify the Marketing Strategy of Mondol Group

From the outset, they are set up a market to the situation of division focusing on situating (STP) for their items. This Group of enterprises in marketing destinations is assessing marketing procedure for their client. Mondol Group first priority is produced goods and timely shipped for their buyers that's their marketing strategy.

##### ► Customer Analysis

##### Market Segmentation

This Group of customers who has unmistakable necessities, conduct requests, and who prerequisite discoveries or dissect their different items or marketing blends. For instance the individuals of various age who need to decision of Mondol Group Polo Shirt as like as the youthful age pick Mondol Group Sweaters or the kids picks Mondol Group swim suit.

##### Target market

Mondol Group aims the working-class individuals who need to be confirmed 100% quality full dresses purchase low cost. At that point as a customer believing that class individual's target market is profoundly profitable for them. They are attempting to give exorbitant cost items as opposed to the low cost of a quality items for target serious business sectors.

### **Market Positioning**

Mondol Group situating there are client minds by offering items for their good quality and low cost. There are target markets to serious every single item in the brains to situate an unmistakable and attractive spot.

### **3.2 Explain the Marketing Mix of MONDOL GROUP:**

This organization is investigation the market portion and discovers current items strategies to assess more than estimations of the market includes 4Ps dissect each of these clarified beneath that are:

- Product
- Price
- Promotion and
- Place

### 3.3 Products

Mondol Group is a client who needs to give great quality items. Its plant items made by cutting edge innovation apparatus prepared to limit satisfy customer needs to fulfill and deal with items in a certified supervisor.

These businesses ' items are extraordinary and unique in relation to some other organization. The game plan of the item class and brand name beneath the container:

<b>PRODUCT CATEGORY</b>	<b>BUYER NAME</b>
Yarn Dyeing	Zara, Primark, Lasenza, H&M
Knitting	US Polo, Max, Type Trade
Dyeing	ALL BUYERS
Embroidery	Lasenza, Max, Seilei,
Printing	Lasenza, Max, Primark, Walmart
Sewing	ALL BUYERS
Trim and accessories	H & M , and Mores

#### ► Product Quality

MONDOL Group of industries gives us the best quality product for regular life. It makes our regular life happier. Their products contain following qualities:

**Put-togetherness:** All items show up and experience approximating a quality item.

**Steadfastness:** Each individual draw on brings about a similar fulfillment.

**Execution:** Already shows great quality and reliability execution.

**Highlights:** Good facial appearance.

**The Name:** A name that contains mediocrity.

**Consistency:** Each individual use brings about the comparable satisfaction.

**Usefulness:** The administration plan professional, master, and very much arranged.

### 3.4 Product Description of MONDOL GROUP:

#### Yarn Dyeing:

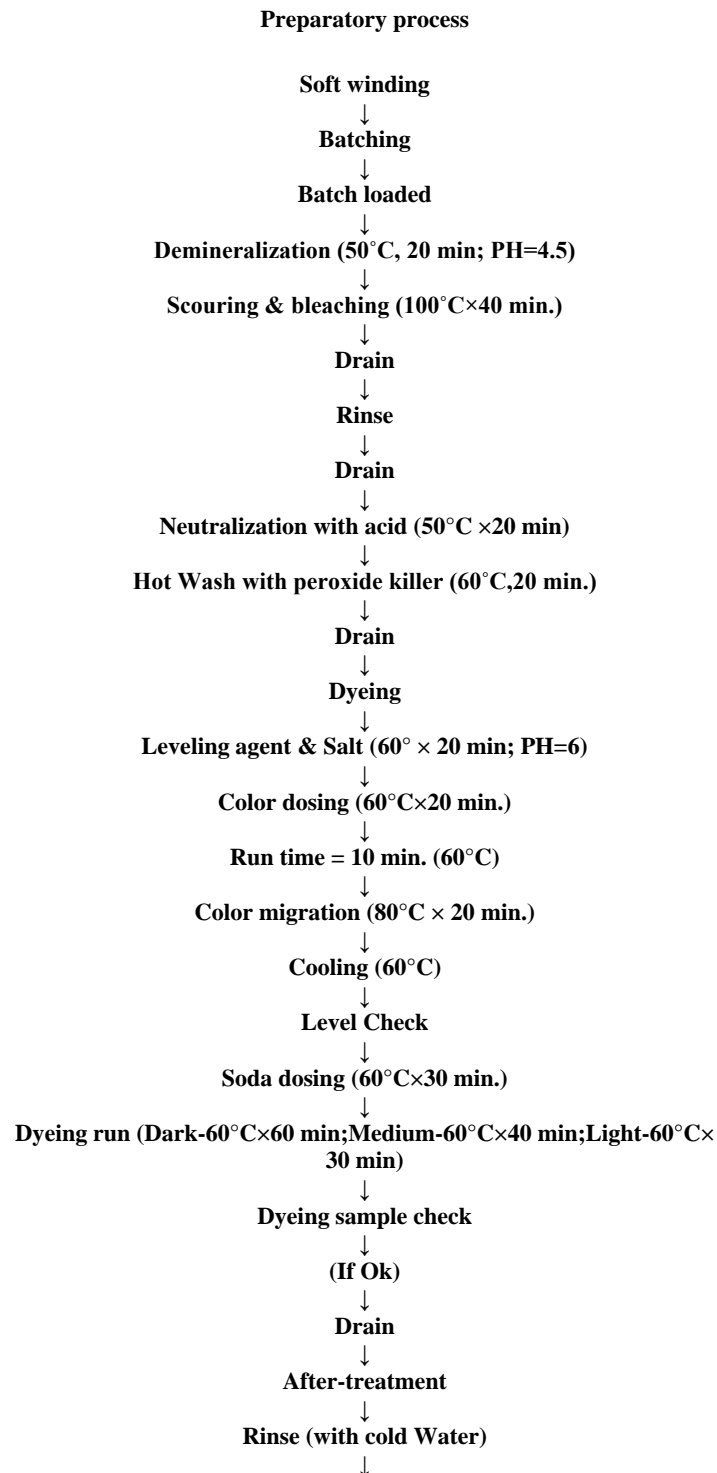
The company has a modern Yarn Dyeing plant having the capacity of 08 tons per day. The plant comprises of sophisticated yarn dyeing machines with updated high technology to complete the international standards.

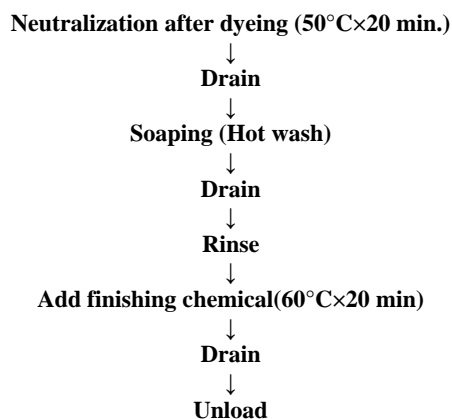
Quality control is carried out in our internal laboratories and by qualified institutes acknowledged by the best international brands; all raw materials are tested on arrival in our warehouse and put in production only if they pass the strictest standards.



Picture of yarn dyeing machine

## Flow Chart of Yarn Dyeing Process in Mondol Group

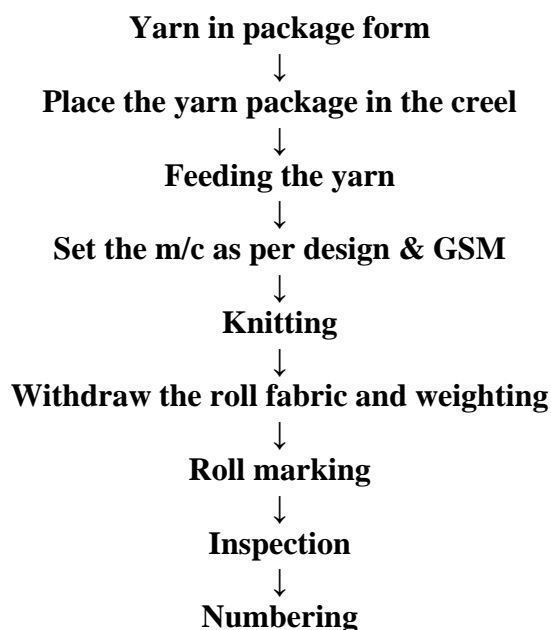




## **Knitting:**

Mondol Group have well organized work-force that is incorporated with full drive, efficiency and experience. The facilities area equipped with state of the art and is backed up with a team of trained and efficient resources. Mondol Knitwear’s Ltd. started production with a firm determination to manufacture international standard quality fabrics. Here are three types of the fabric manufacturing process. They are weaving, knitting, and non-weaving. Knitted fabric produced by loop forming. Such type of fabric huge demand in the present world. For the manufacturing of knitted fabric.

Process Flow Chart for Knitting in Mondol Group given bellow:





↓  
**Dispatching**



Picture of Circular Knitting Machine

Circular knitting machines always produce a tube-shaped fabric. It exists in different sizes or diameters, though it's depending on the field of application. Total knitting capacity of Mondol Group per day 100000+ kg fabric / per day. They have huge knitting section area where they use all computerized knitting machine.

Total Manpower: 1200 No's.

Knitting Capacity: 10,000 Kg./Day.

Total No. of Machines: 555 Nos'

Working Period: 2(Two) Shift Per Day.

Annual Turnover: USD \$7.6 Million +

### **Social Certificates:**

Mondol have, GOTS, OCS, WRAP, BSCI SEDEX certificates.

## Dyeing:

The dyeing section processes 100% cotton fabrics, blended fabrics and 100% polyester. We use highly environment -friendly dyes of the best quality. The section has a water treatment and recycling unit that attenuates the environmental input of dyeing processes by controlling the content of COD, BOD, pH, DO in the sewage water.



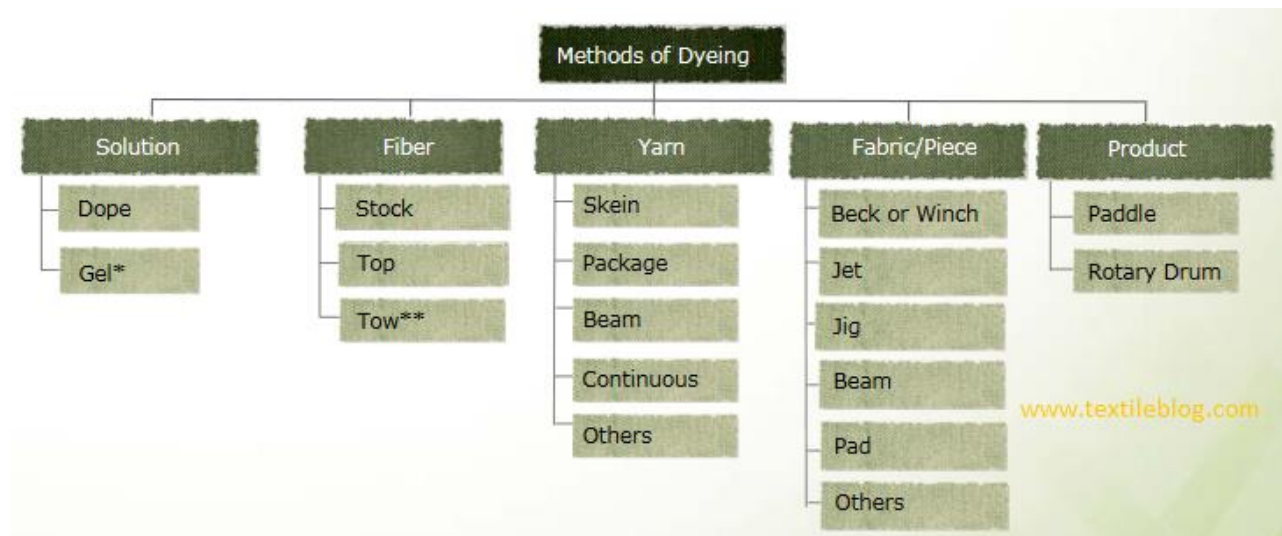
Picture of Fabric Dyeing machine

## Flow Chart of Fabric Dyeing in Mondol Group:



Dyes can be used on vegetable, animal, or man-made fibers. They are applied to cellulose fibers, wool, or silk after such materials have been treated with metal salts. Mondol Group total dyeing capacity per day 58000+ kg fabric per day. And most important thing is they use ETP section properly its helps clean polluted dyeing water and it's safe for nature. This ETP section is ISO certified. They are the responsible member of the society, hence our action should only benefit the fellowman and not hurt him. Environment is our great concern and to protect our surroundings we go by the rules and regulation on environment from the government bodies. They have constructed an Effluent Treatment Plant (ETP) for the treatment of industrial waste water and effluents. The factory has incorporated a classified and up to date WTP for the dyeing unit. The WTP is effective enough to feed the dyeing bath with quantity of water in a required parameter. A set of people are always engaging to keep the WTP functional and proper management.

**Different Types of Dyeing Methods use:**



## Embroidery and Printing:

**Embroidery Capacity:** 70,000++ Pcs/Day.

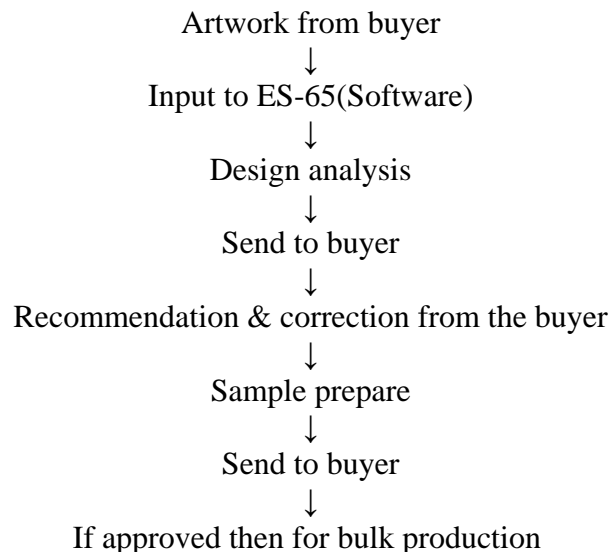
With the operational idea and perfect after-sales service system, the company protects customers from any possible risks and meets their requirements by producing high-quality and high-efficiency computerized embroidery machines in different kinds of types, which are ideal full automatic & intelligent embroidery processing equipment's used for completion of complicated and nice-look patterns, and widely applied in drawn-work, costume designing and textile.

**Printing Capacity:** 250,000++ Pcs/Day.

All Over Print Capacity: 6000++ Kg./Day

Using the latest printing technology and top-quality machines, Mondol at Garment Printing can print full color images onto a wide range of T-Shirts, polo shirts, hoodies and other clothing types. Our factory is perfect for short runs of full-color prints onto a wide range of clothing. We produce high-quality printed clothing within a few hours of receiving your completed order, making it the perfect printing technique for fashion, promotional and sports team clothing.

### Flow Chart of Embroidery in Mondol Group



Basically, it increases garments beauty doing some design in fabric or garments. And it also increases buyers' cost.

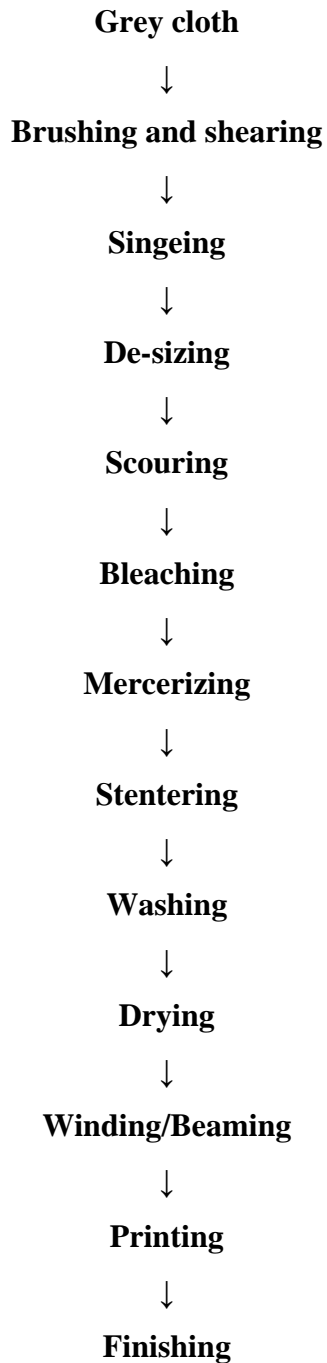


Picture of Embroidery Machine

## **Printing:**

Printing can be described as the controlled placing of defined areas of color on to a substrate. The colorant must first be brought to the fiber surface usually in the form of a printing paste.

### Flow chart of printing





Printing a garment its buyer requirements and it increase beauty of garment it carries some glory and historical symbols.



Picture of garments printing machine

### **Sewing:**

Garments sewing is final process of make a garment. Where two open parts of garments attached using garments sewing machine.





Mondol Groups total employees over 30000+ now day by day it's increasing because of new floor are set up for production. Now day theirs total sewing capacity per day 350000++ pcs. It's a huge number of sewing productions for a Group company.



Picture of Mondol Group sewing products

There are many types of garments sewing machine such as

1. Single Needle Lock stitch
2. Double Needle Lock stitch
3. Flat Lock Machine
4. Zig Zag Machine
5. Bartek Machine
6. Over lock Machine
7. Bottom Attached Machine
8. Kanchai Machine
9. Heat Seal Machine
10. Snap Bottom Machine & More.

#### Trim and accessories:

Trims and accessories are those materials that are used in a garment other than main fabric (shell fabric). Even lining materials (fabrics) fall under trims and accessories.

Montrims Ltd. a concern of Mondol Group, established in the year 2003 with a view to provide backward linkage support to the countries bustling export-oriented garments industries. The facility is equipped with state-of-the-art machineries and is backed up with efficient human resources.

Total Manpower: 3050 No's.

Working Period: 3(Three) Shift Per Day.

Annual Turnover: USD \$ 42 Million +





### Elastic Lace

Daily Production :150,000 Yds/Day

We are capable of producing any quantity as you required.



### Printed Label

Daily Production :2.5 million Pcs/Day

- 1.Flexo Printing Machine.
- 2.Ultrasonic Cutting & Folding.
- 3.Flexo Block Machine.



### Gum Tape Unit

Daily Production :50,000 Pcs/Day

We can deliver tapes of different thickness,length and width as customer's requirement.



### Carton Unit

Daily Production :75,000 Pcs.

Paper Corrugated Machine.

Raw Materials :Kraft Liner Paper .  
Paper Source : Australia,Poland,  
& Korea.



### Rubber Patch

Daily Production :50,000 Pcs/Day

Cadmium & PVC Free.



### Elastic Unit

Daily Production :200,000 Yds/Day

We are capable of producing any quantity as you required.



Montrims is one of sister concern factory of Mondol Groups. Most important things are Montrims produced world class trims and accessories in the world and its stands with top ranked factory in world manufacturing market.

### 3.5 Product Development Matrix

Item `Development framework is current and new market investigation to client needs to items introduction, created and expansion clear to the organization. MONDOL GROUP is current and new items portfolio shows that beneath:

PRODUCT DEVELOPMENT MATRIX	CURRENT PRODUCTS	NEW PRODUCTS
Current Market	<b>Market Presentation</b> Company combating with the current product in the current market.	<b>Product Development</b> Introduced new product in the current market as per buyer's requirement.
New Market	<b>Market Development</b> Slanting the current product into a new market and new country.	<b>Diversification</b> Sense of innovation, by developing new product for a new market.
Product Development	<b>T-SHIRT</b> <b>POLO SHIRT</b> <b>SWEATERS</b> <b>LINGERIES</b> <b>SWIM SUIT</b> <b>TRIMS AND ACCOSSORIES</b>	

### 3.6 Production Process

Mondol Group all production units are separated. When they collected raw yarn cone then send it yarn dyeing section. After as per buyers demand when dyeing was completed then send it knitting section and as per buyer requirements then make this fabric in knitting section when knitting was completed, they send it dyeing section. In dyeing section those fabric lot get their colors as per buyers' sample and they insure its good gsm and dyeing. After completed dyeing those fabric lots are ready to send sewing section where it's complete fabric cutting and ready to sewing and ready to make a complete garment.

### 3.7 Price

Price is a significant aspect of the organization on the grounds that an organization's prosperity and disappointment realities of Product dispatched. As Company item created buyer needs to cost up to and down consistently region premise. The organization is assessing that sort of client to zone wish office items to set the cost.

Price analyzed is ultimate by Mondol Group using follow two methods:

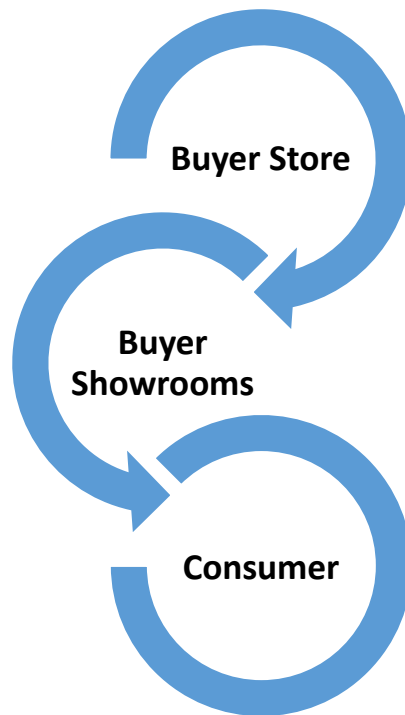
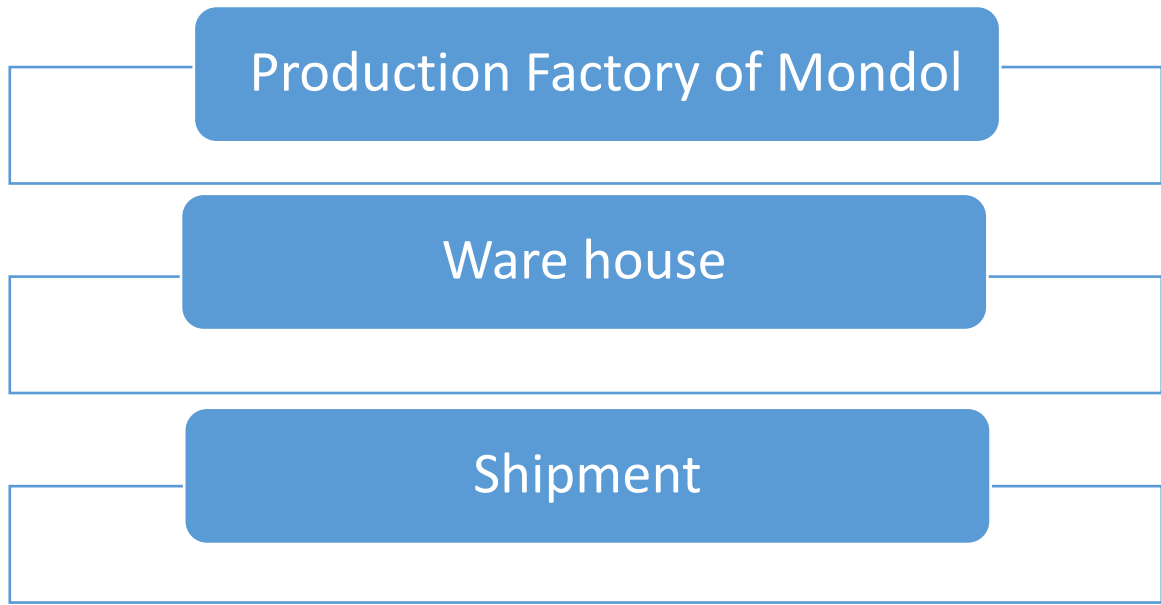
**Per Machine Cost per Hour:** Mondol Group calculates their pricing using this method in few factories. In per minute cost per hour they calculate per day total expenditure, total monthly expenditure, total shipped value, total shipped quantity, total work hours, total defects and many mores. And they finally convert it on dollar and Cost of Making are come for per pic garments and per dozen garments.

**By CPM (Cost per Minute):** In CPM calculating use by using GSD software. GSD (General Sewing Data) is all buyers authorized costing software, where also calculate a garments SMV (Standard Minute Value). Mondol Group item costs are sensible to another contender's market retailer cost. That why Mondol Group is the more profitable effect on the contender markets.

### 3.8 Place

Mondol Group of Place is a huge market in Europe. Mondol Group export 90% their products in European market and 10% in US market. They try to capture Asian market to catch few buyers those sell their product in Asia specially. Mondol export 15% in France, 25% in Italy, 10% in Germany, 25% in Spain, 20% in Australia.

**The place following flowchart in the Mondol Group is shown below:**





### 3.9 Promotion

Finally, the last part of 4ps is products promotion. Mondol Group products promotion is handled four department than lastly show that. Mondol Group is checked the market than market evaluate the products distribution on channel than decided market wish promotion. This market is properly communicated with customer survey than decided finally market wish segment promotion. Mondol Group believes is good taste, high quality and attractive packing products than marketing promotion. Its products value of markets area segment for customer needs wants and demands finally promotion of markets.

Mondol Group is marketing promotion from four departments shown below:

- Sales Department.
- Events Marketing Department.
- Brand Department.
- Distribution Department.

Mondol Group has two types of promotional categories shown below:

### 3.10 Buy and Sell 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 and gifts items for products promotion.

### 3.11 Buyers Promotion (BP)

The functional products are based market target for buyer products developed. Those products are marketing strategies promotionally actively monitoring, developing and implementing conduct

from brand department. Mondol Group brand department are experienced and well trained the designation show that:

- Director (Brand).
- Executive Director (Brand).
- Brand Manager.
- Executive (Brand).
- Officer (Brand).
- Graphics Designers.

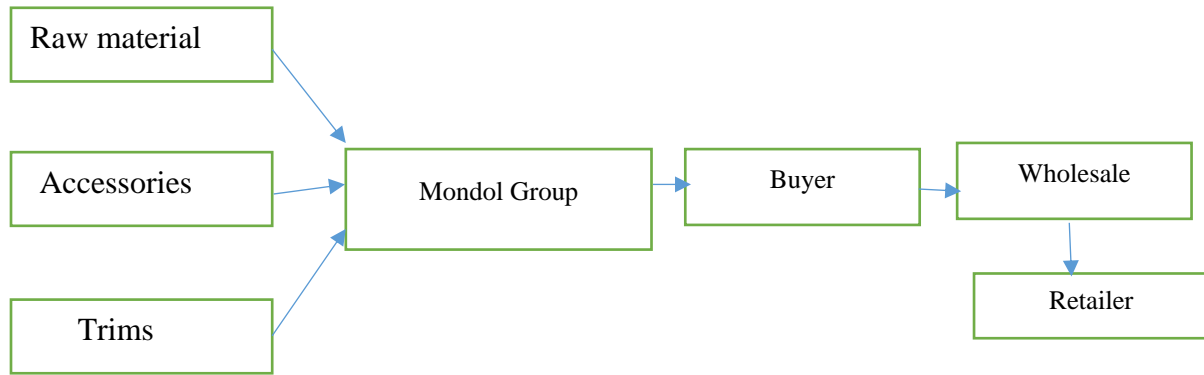
Each and every brand team member is functionally developed brand promotion. Brand team member and event marketing team is organized conduct to place owner to sales promotion. Brand department are sponsoring to place and event marketing team to create products promotion. This team is always survey from consumer needs, wants and demands than actively handle market product, price, place and promotion.

### **3.12 Practice of Marketing Concepts**

Mondol Group has own marketing team. They do their marketing and search new buyers of Mondol. They show how much capable is Mondol, how many pics or kgs product produced ability Mondol have and shown Mondol experience in this areas and all certificates.

Mondol Group is this idea to discover the most limited conceivable time through new representatives. These venture an extraordinary situation in the market of Bangladesh. They are significant for a very much organized, all around perceived association to grow up corporate working conditions and hurry to work with trained and easily took care of. To my review found that Mondol Group all ways attempt to follow the Labor Act, 2006. There are a large portion of the representatives thinking to accomplish the authoritative objective with full investment and given most extreme government assistance.

### 3.13 Structure of Supply Chain Management of MONDOL GROUP



### 3.14 Evaluation of Products of MONDOL GROUP by BCG Matrix



# CHAPTER – 4

## Problems and Recommendations

## 4.1 Problems Identified

- Few products are low profit giving to organization: Few products have low cost of manufacturing (CM) from buyers. So, it's providing low profit. Such as, low SMV basic t-shirt, basic inner wear.
- Few products are still in the growth stage which require more development: Many products in growth stage and those products need development for their new orders. Such as, quality development, cost minimize development, process development.
- Sometimes quality standards can't meet his requirement in Mondol Group production unit: Sometimes quality standards not achieve his requirement when it ready to shipment or urgent shipment for buyers. Such as, Short quantity orders those are need to ship immediately.
- It costs a lot for promotional activities such as a huge audit in Mondol Group: Mondol Group faced huge audit programs in a year. When a buyer audit team visit the factory in this day, production status not meet their target because many things need to do for audit.
- The administration division isn't dependable, so client dependability from the Mondol Group is going down: Administration department face many kinds of pressures from their top management.
- Most of time Mondol Group invest direct money to start new project and its development: When Mondol Group go to start a new project and its development, they invest huge direct money for it starting cost, development cost and material purchase cost.
- Need to skill development of their employees: Skill development increase capacity, productivity and its decrees production loss in production unit. Cause most of the time Mondol face skill workers' migration problem.

## 4.2 Recommendations

- Mondol Group need to take those products that might give high profits from buyers.
- Few products in growth stage and those products require more development for their new orders.
- Mondol Group need to work those buyer work who give big volume. Those provide less audit in factory.
- Mondol Group have to free administration department from other department pressure.
- Mondol Group need to invest profitable money and take bank loan to start new project.
- Mondol Group have to develop their employee's skill for better productivity and increase their efficiency.

## 5.1 Conclusion

Mondol Group is a very notable public figure in Bangladesh RMG sector. They are the one of big manufacturer preparing organization in our nation and are accepted to measure about portion of the cultivation produce that goes to the handled divert in the world market. Along these lines, the organization has gained notoriety for this general public. The organization delivers readymade garments, garments accessories, all trims and accessories in the world. It appreciates a solid brand notoriety in the nation and fares its items to 22 nations. Mondol Group's item is globally ensured to fare to numerous nations on the planet. As of now Mondol Group had designated for the prize for making send out market everywhere on the world. Mondol Group now top exporter in Bangladesh right now and them and best RGM exporter award in Bangladesh. They earn huge foreign dollar for Bangladesh and it contribute a lot in our economy.

Bangladesh is an exceptionally quickly developing free-market economy. We have modest work contrasted with different nations, so Mondol Group is delivering top notch items than others at a lower cost. Along these lines, they are adding to our economy by starting such a business that is fulfilling our necessities just as working together past the boondocks. Mondol Group is acquiring important unfamiliar monetary forms in the nation consistently by trading their items. As Bangladesh is an import-subordinate nation, so we believe Mondol Group's progression is helping us to have a positive parity of exchange.