



Internship Report
On
“Merchandising Activities of Young Optics BD
Ltd.”

Exam Roll: 193~14~160

INTERNSHIP REPORT

On

“Merchandising Activities of Young Optics BD Ltd.”

Daffodil international university



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Session: 2019-2020
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Date of Submission: May 29, 2021

Letter of Transmittal

25 May, 2021

To,

Dr. Md. Abdur Rouf

Associate Professor of Accounting

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Daffodil International University

Ashulia, Dhaka.

Subject: Submission of Internship Report on “**Merchandising Activities of Young Optics BD Ltd.**”

Dear Sir,

With due respect and great pleasure I submit my Internship report on “**Merchandising Activities of Young Optics BD Ltd.**” and for your kind consideration. This job is assigned to me to fulfill the partial requirement of MBA program.

I enrich the knowledge in my internship program at the Young Optics BD Ltd. Which was assigned to me as a fulfillment of the course MBA program and enhance my ability to understand as a whole. I will be glad to accept and clarify any inquiries regarding this report.

Would you please kindly accept my report and oblige me thereby.

Thanking you for your kind supervision.

Sincerely Yours,

Exam Roll: 193-14-160

Session: 2019-2020

Batch: 54th

Major: Marketing MBA program

Department of Business Administration

Daffodil International University, Ashulia, Dhaka.

Letter of Authorization

This is certify that the internship report on “**Merchandising Activities of Young Optics BD Ltd.**” is a part of curriculum for completion of Master of Business Administration degree is solely conducted by Exam roll: 193-14-160 as his internship report. The whole work of this internship report has been planned and carried out by this student under supervision and guidance of the faculty members of Business Administration at Daffodil International University.

I wish his every success in his future effort.

Supervisor,

Dr. Md. Abdur Rouf

Associate Professor of Accounting

Department of Business Administration

Daffodil International University, Ashulia, Dhaka.

Acknowledgement:

In order to achieve professional experience to apply theoretical knowledge into practical field, I would like Young Optics BD Ltd. as a student of MBA for internship program. I have presented this report after finishing my working program.

First of all, I would like to express my deep gratitude to the almighty God for fruitfully preparing this internship report. I express my deep sense of gratitude and heartily respect to my honorable supervisor. I have received all valuable suggestion and instructions from my honorable teacher (supervisor) for completing this internship report.

I concede the aesthetic contribution of Aga **Tesan Thin Shan**, General Manager, **Robort**, HR & Compliance Manager and Mizanur Rahaman HR Compliance Officer of Young Optics BD Ltd, for providing required information, highlighting the existing human resource management system of the organization. Their erudite guideline contributed a lot for writing this report.

And last but not the least; I would like to thank all the personnel working at Young Optics BD Ltd. They made the environment congenial and favorable for me to understand the task. Without their assistance and co-operation, this report might not have seen the light of day.

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Abbreviation

MBA	Master of Business Administration
HR	Human Resources
BEPZA	The Bangladesh Export Processing Zone Authority
DEPZ	Dhaka Export Processing Zone
HRD	Human Resources Department

Executive Summary

Young Optics BD Ltd. is one of the largest Lens Manufacturing Company in Bangladesh. This report applies “Merchandising Activities of Young Optics BD Ltd. It means how well the Merchandiser performs. The main data is collected from the Primary sources Questionnaire Survey

This report will give a clear idea about merchandising activities of Young Optics BD Ltd. Study objective is to gather comprehensive knowledge on overall activities of merchandising in Young Optics BD Ltd.

In my report I tried to cover a short profile of Young Optics BD Ltd. customers of Young Optics. It also includes duties of a merchandiser, my activity and the problems I faced and some recommendations.

I did a small survey for some information and I include the survey results in my report.

Finally I find some major things about Young Optics BD Ltd. And I recommend by my own opinion.

I hope this report will be helpful for the management of the company to take decisions and formulating plans for future. It will also help the Merchandiser of the company who are the work in company. They can find their lacking and can recover their problems. In my recommendation part I have tried to my level best to give some advice based on their problems that I found from my analysis. So this report will show a clear picture about “Merchandising Activities of Young Optics BD Ltd.”

Chapter One
Orientation of the Report



1.1 Introduction

As a student of Master of Business Administration (MBA) the study completes a 90 days internship program with any organization. My attachment was with **Young Optics BD Ltd.** and the study as an intern from 5th Sep, 2020 to 5th Dec 2020. And that period, I collected information regarding preparing a report on “Merchandising Section of **Young Optics BD Ltd.**”

Modern management has transferred itself from a production to a sales oriented and finally to marketing oriented view of business. The Marketing concept is a philosophy and like any philosophy it cannot be defined with precision. It is in fact attitude governing the whole management approach to the firm’s operations from step to step.

One of the recent slogans of today’s economist is ‘either export or be ruined’. They are not willing to show any other path between this.

1.2 Scope of the Study

As a student of Daffodil International University MBA Program and my report topic is “**Analyzing Merchandising Activities of Young Optics BD Ltd.**”, it is very much necessary for me to know about the merchandising activities of **Young Optics BD Ltd.** I have worked in factory and head office which helped me to get myself familiarized with the official and factory environment in a Lens industry for the first time. During my internship period I have tried to know about all activities of merchandising.

1.3 Objectives of the study

- To know about the merchandising activities of Young Optics BD Ltd.
- To find out some information of Young Optics BD Ltd. such as area of Young Optics BD Ltd., number of employees, number of merchandiser, number of buyers and more.
- To analyze the merchandising activities of Young Optics BD Ltd.

1.4 Methodology

The methodology of this study is as follows:

1.4.1 Nature of the study

The study is descriptive in nature.

1.4.2 Sources of data

The study has collected information from both primary data and secondary data.

- **Primary sources**

- Questionnaire Survey

- **Secondary sources**

1. Annual Reports of You Optics BDT Ltd.
2. Internet.
3. International News.

1.5 Limitations

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

- Merchandiser doesn't have enough time to give the information elaborately.
- Short time visit in different work stations.
- Lack of organizing chain of command.
- Lack of instruction book, and any change. They are following traditional business.
- Due to high employee turnover rate and lack of good reporting practices in the factory, problems with collecting data have been faced.

Chapter Two
Profile of Young Optics BD Ltd.



Chapter Two

Profile of Young Optics BD Ltd.

2.1 Introduction

Young Optics has a comprehensive system of high precision equipment, including five-axis free-form ultra-precision processing machine, high precision cylindrical grinder, jig grinder, vertical combined finishing machines, electric discharge machines, and ultra-precision co-ordinate measuring machines, to ensure the precision of the jigs/molds meet the quality specification required for key steps in the manufacturing processes. In addition to standard aspherical lenses, the company is also capable of carrying out research and development for micro-lens arrays, diffraction components, free form lens molds. All these have been successfully applied to VR/AR Glass lens and HUD Combiner/Mirror and other optical products.

Grace China Investments Ltd. International Limited is operating his business in Dhaka Export Processing Zone at Savar. It has consisted of seven units. They are:

- Young Optics BD Ltd.
- Young Optics INC
- Young Optics Kunshan
- Young Optics KUNSHAN DE YI LAI TRADING CO.,LTD

2.2 History and Background of the Young Optics BD Ltd.

Young Optics BD Ltd. Is offspring company of Grace China Investments Ltd, has gone into commercial production in the year 2011 in Dhaka Export Processing Zone (DEPZ) & has been meeting the growing demand of quality Plastic Lens, Glass Molding Lens, Glass Grinding Lens, Color Wheel, Glass Light Tunnel, Wave Guide. The Module Equipment for molding insert Mold and lens brand machineries & highly professional local & expatriate technicians have developed an in-built means for optimum for productivity with superior quality.

2.3 Products, Customer, Supplier, and Machineries

Company information:

Address: Plot #104, 105, 124, and 125,
DEPZ (Extension Area),
Ashulia, Savar-1349, Dhaka, Bangladesh
TEL : +880-2-7790168

2.3.1 Major customers:

1. Mitsubishi Electronics Corporation.
2. Suzhou Tangya Optical Co. Ltd.
3. Jianhxi phenix Optical Technology.
4. Masterview Enterprise Limited.

2.3.2 Main products/services

The product and technical categories are: Industrial optical modules, projection optical modules, micro-projection optical modules, projection optical components, imaging optical components, various optical applications, and innovative end products

2.4 Organizational Organ gram:

- Young Optics BD Ltd. maintains several departments as follows:
- The Human Resources Department (HRD)
- Marketing Department
- Production Department
- Commercial/Shipping Department
- Accounts Department

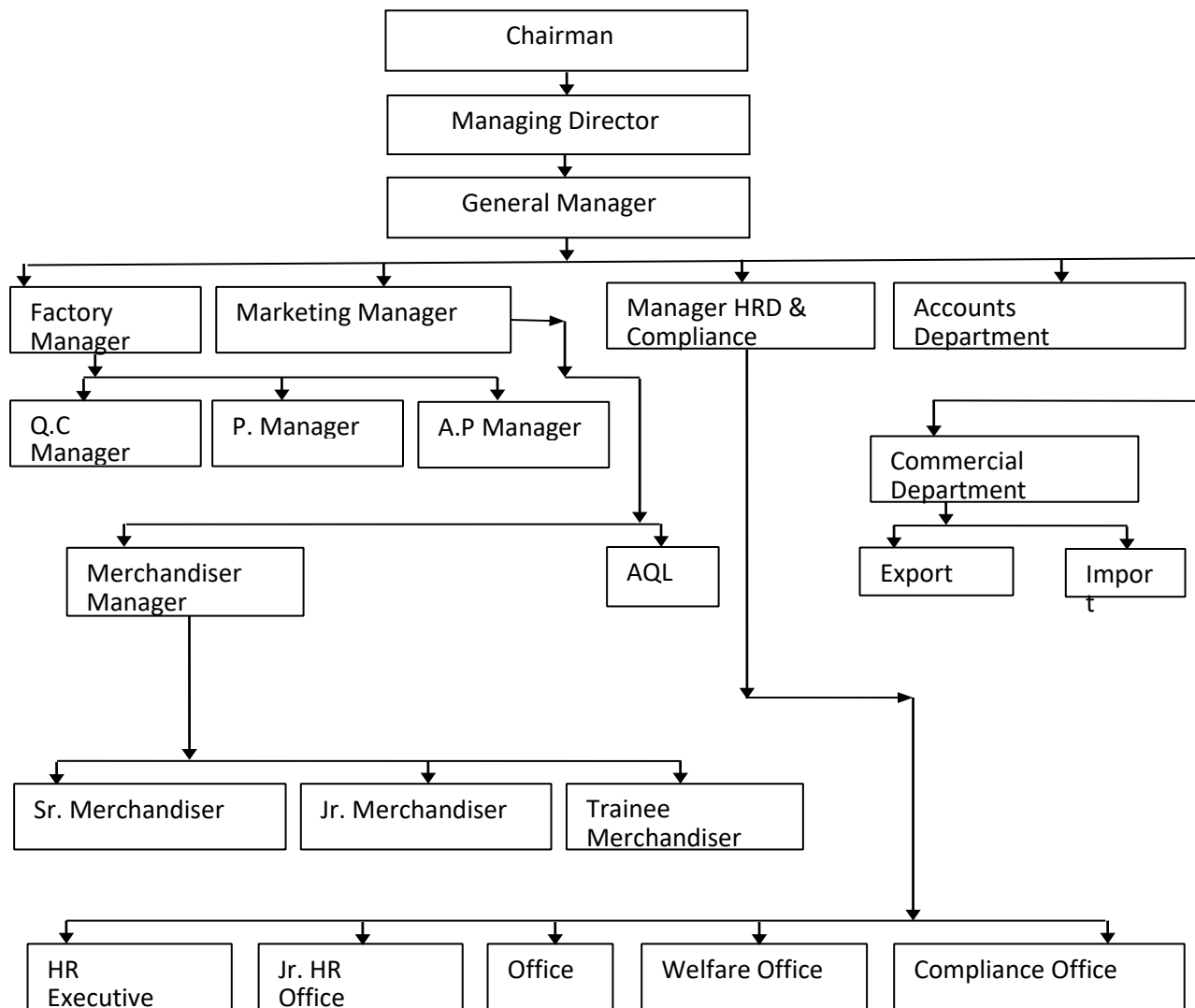


Figure 01: Organizational Organ gram

2.5 SWOT Analysis of Young Optics BD Ltd.

SWOT analysis is overall evaluation of the company's Strength, Weakness, Opportunities and Threat. Strength and Weakness are the internal values creating factors such as assets, skills or resources etc. And Opportunities and Threat are external values creating factors a company unable to control.

The SWOT analysis of Young Optics BD Ltd. is given below-

2.5.1 Strengths

1. **Own Land:** Factories of Young Optics BD Ltd. are established in its own land.
2. **Effective Manpower:** Factories are well equipped with skilled, expertise and productive manpower. They are doing their level best to deliver timely shipment and exporting 100% quality Products.
3. **Innovative product line:** Product lines are producing unique & innovative Products which is a very good sign for the industry.
4. **Proper Management:** Employees of Young Optics BD Ltd. manages all the paper work quite nicely; supervises the production from start to end and helps to ship the goods as per the requirement of buyers.

2.5.2 Weaknesses

1. **Sample delivery:** They delayed to deliver the sample.
2. **Subordinates absence in policy making:** The subordinates do not take any decision or take part in policy making in meeting. The decision always comes from the top management which is demotivating.
3. **Share Building:** They have building in their own land but they share this building with their sister concern Young Optics Inc
4. **Lake of Chain of command:** The command comes from top management does not follow the chain.

2.5.3 Opportunities

1. **Diversification:** Young Optics BD Ltd. can expand their business by establishing the projection optical modules, micro-projection optical modules, projection optical components factories. It will help them to minimize the risk.
2. **Hiring dynamic & fresh Graduates:** Young Optics BD Ltd. can hire dynamic, young & fresh Graduates who can generate innovative ideas & can lead to greater profit.

2.5.4 Threats

1. **Absence of Spinning Plant:** Most of the big Lens industries who are well established have their own raw materials. As a result, they can sell their product more cheaply but Young Optics BD Ltd. doesn't have any raw materials. For that reason, their cost of production is high.
2. **Competitor's smart move:** Competitor industries are constantly offering innovative and substitute a product which is a big threat for this industry.

Chapter Three
Theoretical Aspect

theory

3.1 Merchandising Department

Company merchandising means the work to buy raw material and accessories to produce Products (Merchandise) against a particular work order of garment and have to export these under the same work order within time schedule, maintaining required quality level of buyer. The Merchandising is the important activities, term and section of a Lens Company that is not possible to run and deliver successfully. The term “merchandising” is well known to the persons specially involved in Lens trade. The term merchandising has been derived from the term merchandise. Merchandise means good that are bought & sold.

3.2 What is merchandising?

Merchandising is a business on marketing activities responsible for ensuring a products description both quality and quantity. Merchandising means total responsibility of a Merchandiser.

3.3 Merchandiser

Duty of merchandiser describes himself like this-

- A man who collects order from customers, sourcing raw materials, production on time with quality and maintains lead time.
- Lens Industry merchandising means buying raw materials & accessories, producing Lens, maintaining required quality level and exporting the products within scheduled time.

If anybody has to be designated as Merchandiser then the word itself demands some qualities from that individual, now let us see what all are the hidden meanings there in the word „MERCHANDISER“.

- **M-** Should have good **Managerial** capacity.
- **E- Efficient** in both English written and spoken.
- **R-** Having high sense of **Responsibility**.
- **C-** Always keep **commitment**.
- **H-** Leads **Honest** life.
- **A-Attitude** should always be positive in resolving any problem.
- **N- Never** does any argue with buyers and seniors.
- **D-** Fully **Devoted** to his service.
- **I-**Always well **Informed** about his all orders.
- **S- Sincere** in office and daily works.
- **E- Enthusiastic** in nature.
- **R- Regular** in e-mail correspondence.

3.4 Activity of Merchandiser

- Preparing and maintaining Glass lens swatch card
- Scanning documents
- Proper filling the documents
- Sample follow-up
- Taking the photos of samples
- Mail communication
- Collecting production information
- Reporting to concern supervisor
- Making accessories list
- Meeting with the production people
- Meeting with the quality people and Supervisor master

3.5 Duty and Responsibility of Merchandiser in Young Optics BD Ltd.

- Product development and price offer to the client.
- Price confirms with the client and provides PI to the client for master L/C.
- Within a short time to collect all order concern document to the buyer for necessary action.
- Collect PI for open BTB L/C to arrange the all related materials.
- To follow-up T & A on a regular basis to ensure on-time delivery with the right quality and quantity.
- Arrange all materials to make the required
- Closely monitoring the sampling approval process and on-time provide to the client for approval and arrange approval for the go-ahead.
- PP meeting with the buyer.
- To in-house require materials on time to production according to T & A.
- To collect an inventory report from the store.
- Regular basis checks with the quality department and makes ensure correct quality.
- Make a schedule for inspection with the buyer inspection team.
- Confirm on time and smooth shipment to the buyer
- Time to time reporting to the head of the department
- Reporting to the high authority in need basis.
- Send a document for an issue inspection certificate.

Chapter Four

Findings and Analysis



4.1: How many buyers Young Optics BD Ltd. have?

In this section it is tried to know about the numbers of Buyers

Valid	No of respondents	Percent (%)
Less than 20	15	50%
About 20	12	40%
More than 20	3	10%
Total	30	100%

Table 01: buyers Young Optics BD Ltd have

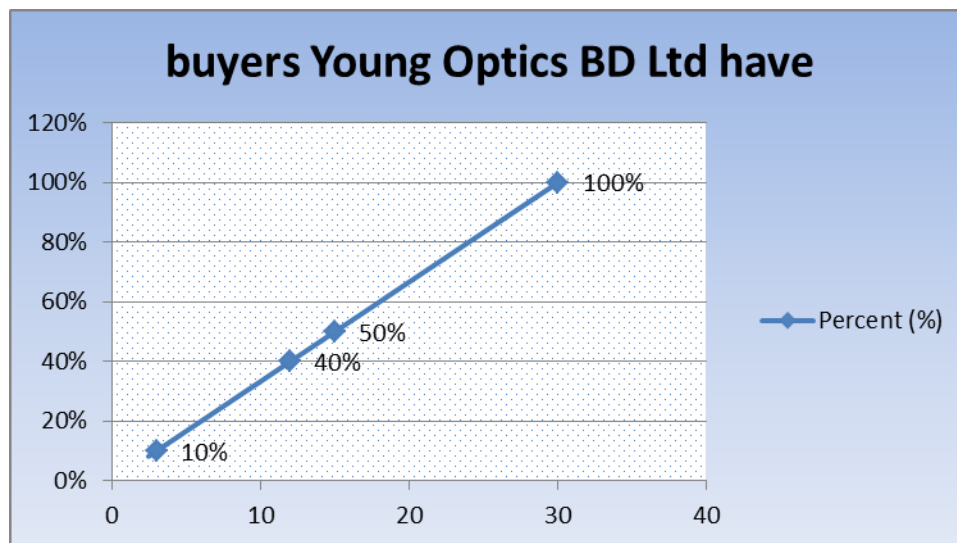


Figure 02: buyers Young Optics BD Ltd have

Interpretation

From the above Table, 50% of the respondents say that the numbers of buyers in Young Optics BD Ltd. are less than 20 & 40% of the respondents say that the numbers of buyers are 20 and 10% of respondents says the numbers of buyers are more than 20. So researcher can say that most of the respondents say that the numbers of buyers in Young Optics BD Ltd. are less than 20.

4.2: How many Buyers Young Optics BD Ltd. deals per month?

In this section it is tried to understand about the number of buyers Young Optics BD Ltd. deals per month.

Valid	No of respondents	Percent (%)
Five	0	0%
Six	0	0%
Seven	13	43%
More	17	57%
Total	30	100%

Table 02: Buyers Young Optics BD Ltd. deals per month

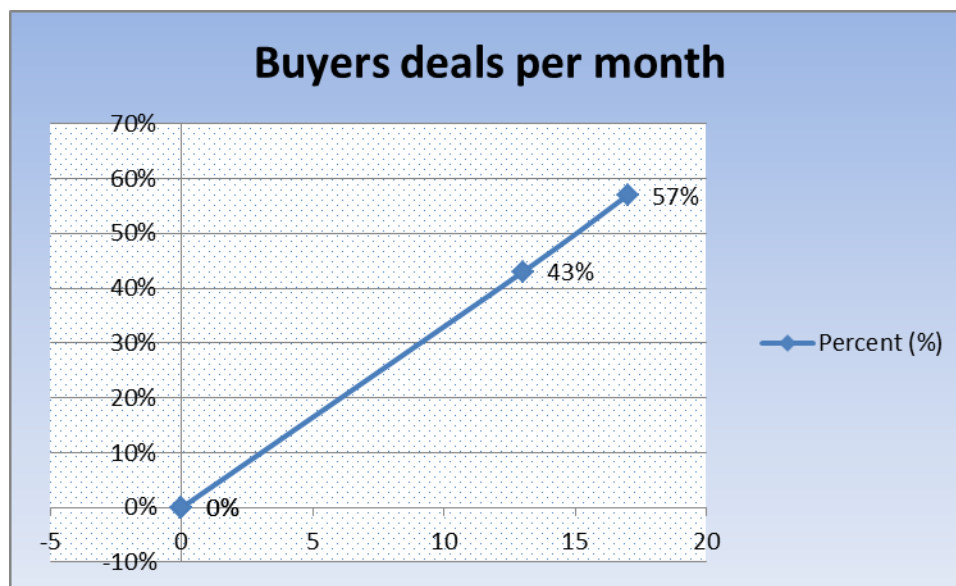


Figure 03: Buyers Young Optics BD Ltd. deals per month

Interpretation

From the above Table, 0% of the respondents say that the numbers of buyers Young Optics BD Ltd. deals per month are Five & Six and 43% of the respondents say that the numbers of buyers Young Optics BD Ltd. deals per month are Seven and 57% of respondents says the numbers of buyers Young Optics BD Ltd. deals per month are more than Seven. So researcher can say that most of the respondents say that the numbers of buyers Young Optics BD Ltd. deals per month are less more than seven.

4.3: Which Market do Young Optics BD Ltd. export maximum number of Products?

In this section it is tried to understand about the Countries that maximum numbers of products exports by Young Optics BD Ltd.

Valid	No of respondents	Percent (%)
North pole country	0	0%
South pole country	2	7%
Eastern countries	4	13%
Western countries	24	80%
Total	30	100%

Table 03: Young Optics BD Ltd. export maximum number of Products

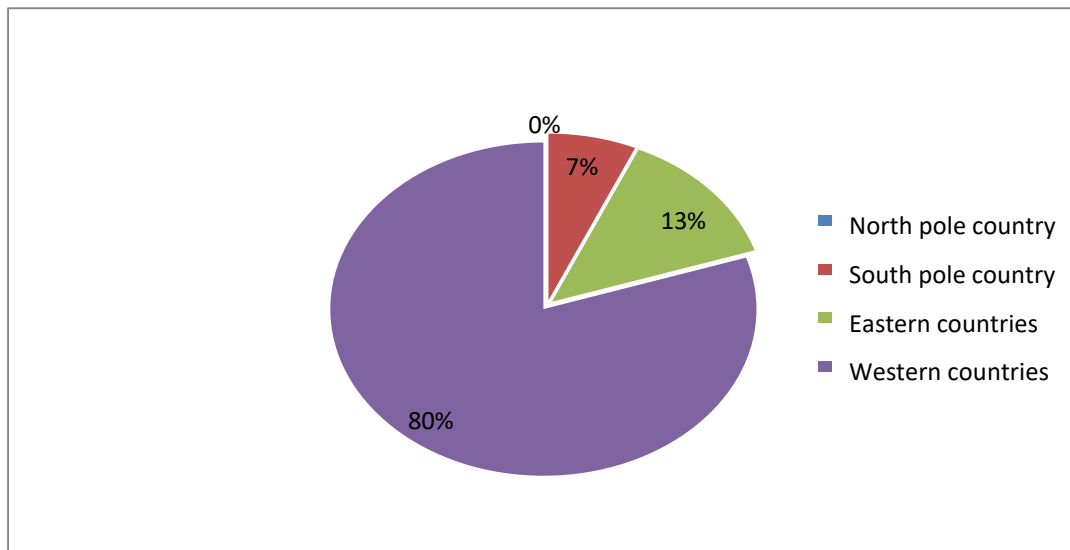


Figure 04: Young Optics BD Ltd. export maximum number of Products

Interpretation

From the above Table, 0% of the respondents say that the maximum numbers of Products of Young Optics BD Ltd. export in North pole country & 7% of them say its South pole country and 13% of them say that its Eastern countries and 80% of respondents say that the maximum numbers of garments of Young Optics BD Ltd. export in Western countries. So researcher can say that the maximum numbers of products of Young Optics BD Ltd. export in Western countries.

4.4: How does Young Optics BD Ltd. communicate with buyers?

In this section it is tried to identify the communication medium of Young Optics BD Ltd with Buyers.

Valid	No respondents	Percent (%)
By E-mail	27	90%
By Media	2	7%
By Fair	0	0%
By Personal Relation	1	3%
Total	30	100%

Table 04: How Young Optics BD Ltd. communicate with buyers

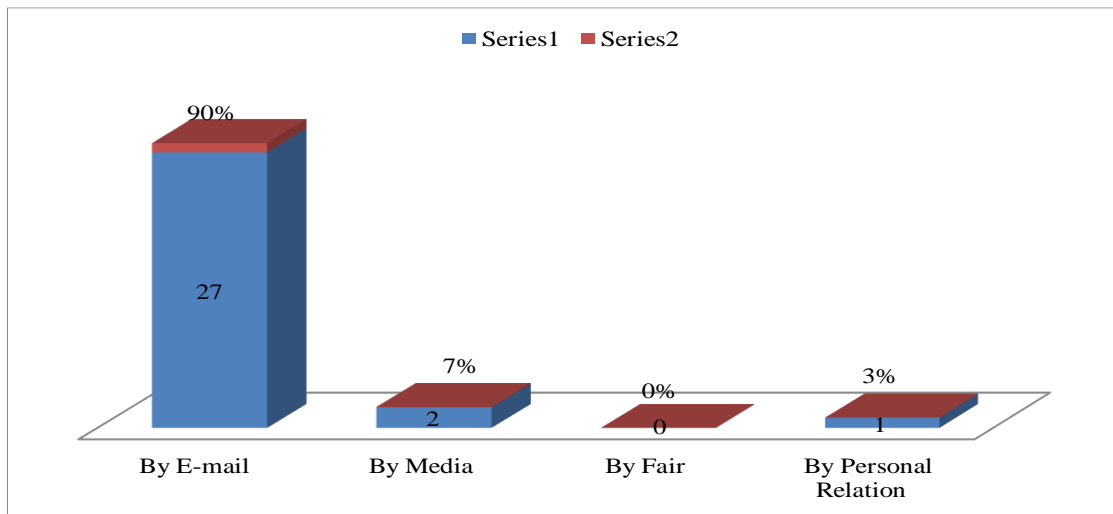


Figure 05: How does Young Optics BD Ltd. communicate with buyers

Interpretation

From the above Table, 90% of the respondents say that the communication process with buyers of Young Optics BD Ltd. is By E-mail & 7% of them say it's By Media and 0% of them say that it's By Fair and 3% of respondents say that the communication process with buyers of Young Optics BD Ltd. is By Personal Relation. So researcher can say that the communication process with buyers of Young Optics BD Ltd. is by E-mail.

4.5: What is the most impressive thing of Young Optics BD Ltd. regarding its supply chain?

In this section it is tried to identify the most impressive thing that regards its supply chain.

Valid	No of respondents	Percent (%)
Low production cost	0	0%
Large pool of labor	0	0%
Product quality	26	87%
Business climate	4	13%
Total	30	100%

Table 05: most impressive thing regarding its supply chain

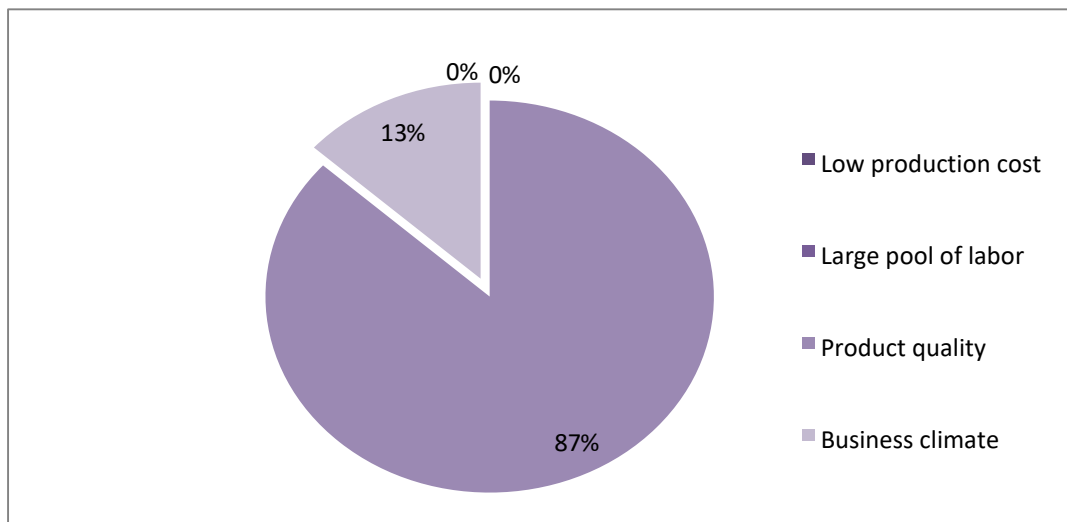


Figure 06: most impressive thing regarding its supply chain

Interpretation

From the above Table, 0% of the respondents say that the most impressive thing of Young Optics BD Ltd. regarding its supply chain is for Low production cost & 0% of them say it's for Large pool of labor and 87% of them say that it's for Product quality and 13% of respondents say that the most impressive thing of Young Optics BD Ltd. regarding its supply chain is for Business climate. So researcher can say that the most impressive thing of Young Optics BD Ltd. regarding its supply chain is for Product quality.

4.6: Is there any restriction from your buyers about “Child labor?”

In this section it is tried to know about the restrictions from buyers of Young Optics BD Ltd. about “Child labor”

Valid	No of respondents	Percent (%)
Yes	30	100%
No	0	0%
Total	30	100%

Table 06:restriction about Child labor

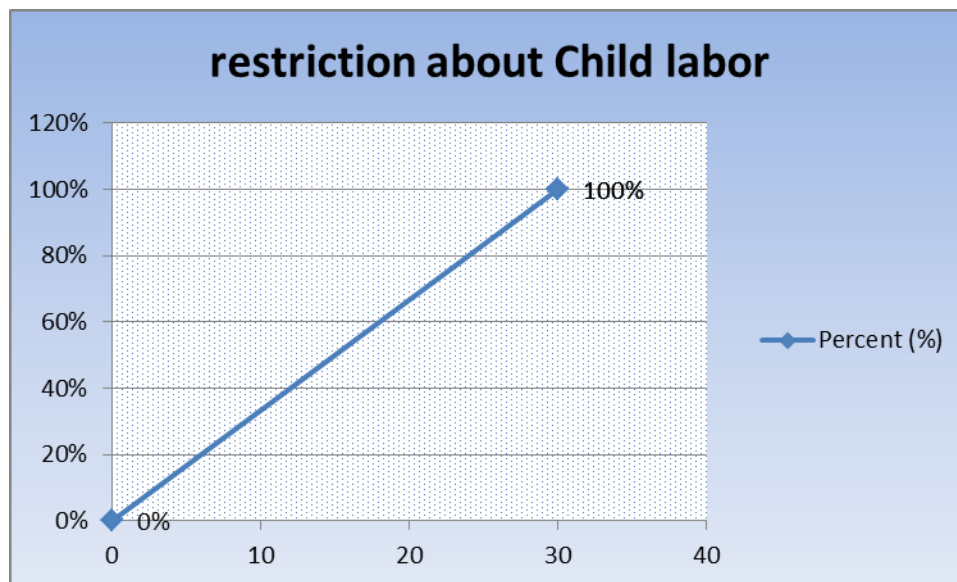


Figure 07: restriction about Child labor

Interpretation

From the above Table, 100% of the respondents say that there have some restrictions from buyers about “Child Labor” in Young Optics BD Ltd. so researcher can say that there have some restrictions from buyers about “Child Labor” in Young Optics BD Ltd.

4.7: Merchandising plan of Young Optics BD Ltd Is able to reach the demand of its buyers.

In this section it is tried to understand the merchandising plan of Young Optics BD Ltd. is able to reach the demand of its buyer.

Valid	No of respondents	Percent (%)
Strongly Agree	22	73%
Agree	8	27%
Neutral	0	0%
Disagree	0	0%
Strongly Disagree	0	0%
Total	30	100%

Table 07: able to reach the demand of its buyers

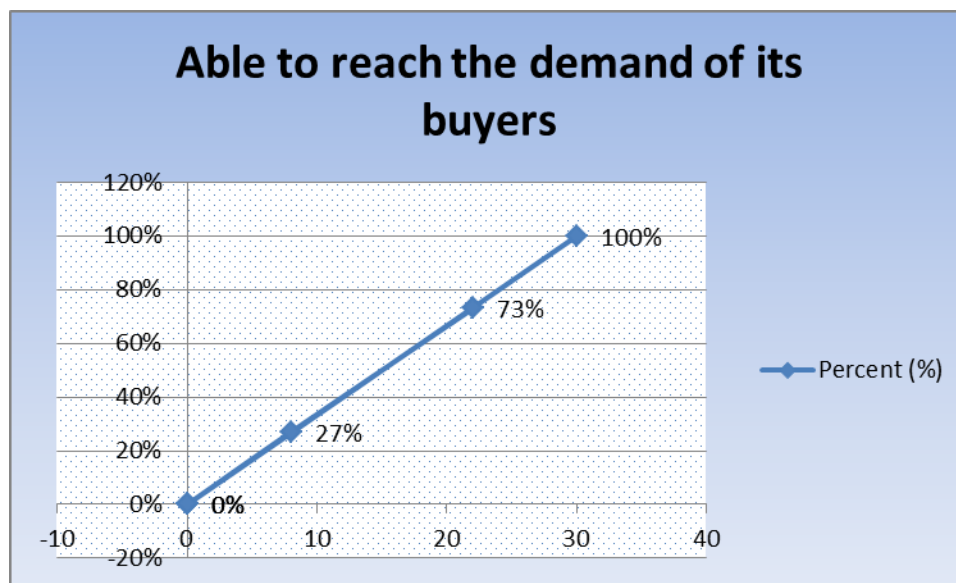


Figure 08: able to reach the demand of its buyers

Interpretation

From the above Table, 73% of the respondents are strongly agreed about merchandising plan of Young Optics BD Ltd is able to reach the demand of its buyers & 27% of them are agreed and 0% of them were neutral, disagreed and strongly disagreed. So researcher can say that merchandising plan of Young Optics BD Ltd is able to reach the demand of its buyers.

4.8: Young Optics BD Ltd. is able to develop the sample, and send it to the buyers in due time.

In this section it is tried to know about developing of sample and sending to buyer in due time in Young Optics BD Ltd.

Valid	No of respondents	Percent (%)
Strongly agree	24	80%
Agree	6	20%
Neutral	0	0%
Disagree	0	0%
Strongly disagree	0	0%
Total	30	100%

Table 08: Able to develop the sample

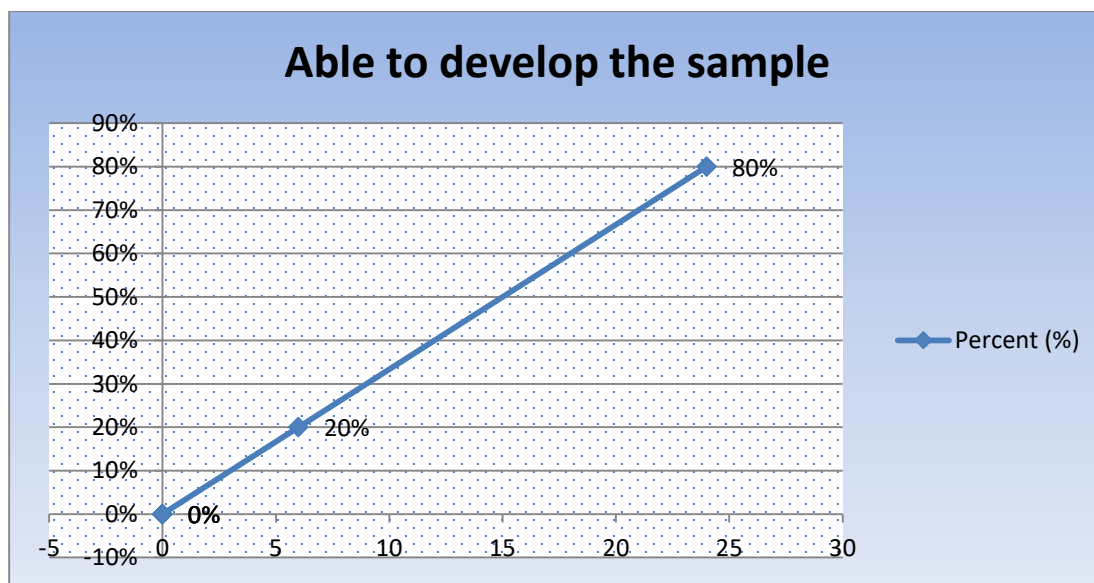


Figure 09: Able to develop the sample

Interpretation

From the above Table, 80% of the respondents are strongly agreed about Young Optics BD Ltd. is able to develop the sample, and send it to the buyers in due time & 20% of them are agreed and 0% of them are neutral, disagreed and strongly disagreed. So researcher can say that Young Optics BD Ltd. is able to develop the sample, and send it to the buyers in due time.

4.9: Young Optics BD Ltd. always able to make the shipment of the Products in time

In this section it is tried to know about Young Optics BD Ltd. can shipment of the Products in time.

Valid	No of respondents	Percent (%)
None	26	87%
1 to 5	4	13%
6 to 10	0	0%
10 to15	0	0%
More than 15	0	0%
Total	30	100%

Table 09: Able to make the shipment in time

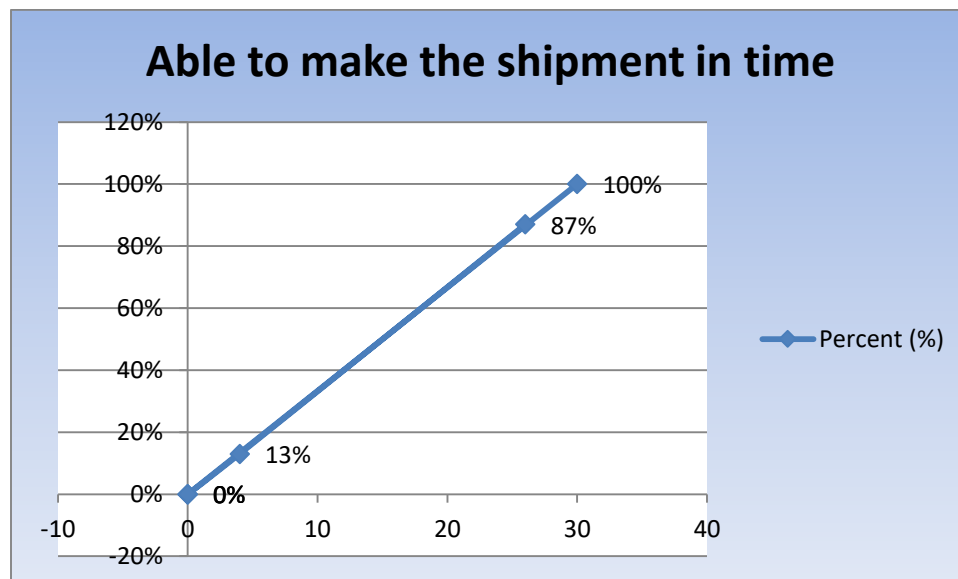


Figure 10: Able to make the shipment in time

Interpretation

From the above Table, 87% of the respondents say that none of the shipment had ever delayed by Young Optics BD Ltd. & 13% of them say its 1 to 5 shipments are delayed. So researcher can say that the respondents say that none of the shipment had ever delayed by Young Optics BD Ltd.

4.10: How many Shipment of Young Optics BD Ltd. buyers had rejected?

In this section it is tried to identify about how many times shipment of Young Optics BD Ltd. buyer had rejected.

Valid	No of respondents	Percent (%)
None	25	90%
1 to 5	3	10%
6 to 10	2	0%
10 to15	0	0%
More than 15	0	0%
Total	30	100%

Table 10: Shipment had rejected

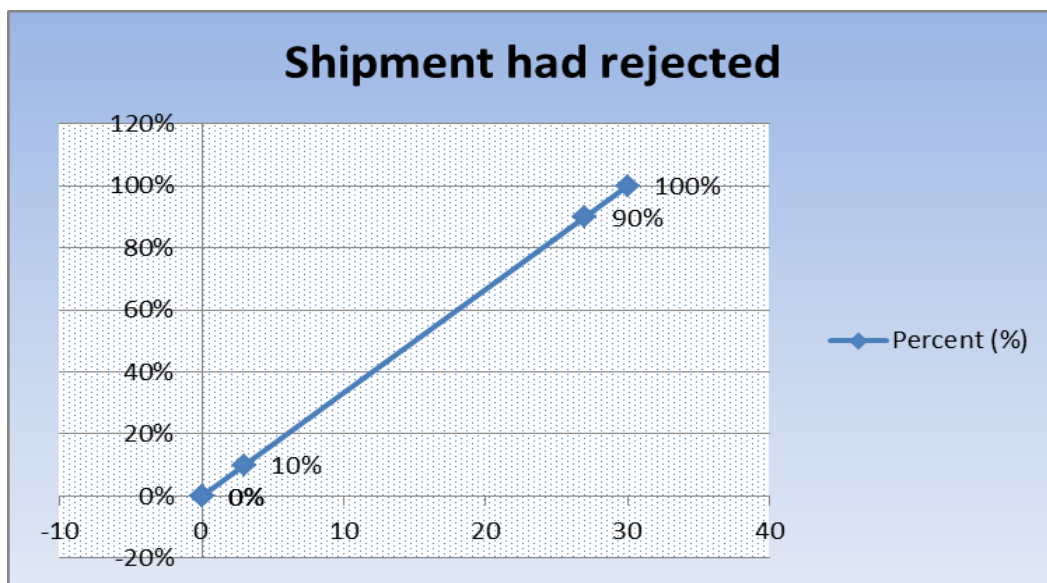


Figure 11: Shipment had rejected

Interpretation

From the above Table, 90% of the respondents say that none of the shipment had ever rejected by buyers of Young Optics BD Ltd. & 10% of them say its 1 to 5 shipments are delayed. So researcher can say that none of the shipment had ever rejected by buyers of Young Optics BD Ltd.

4.11: Merchandising team is regularly analyzing all areas of product performance.

In this section it is tried to identify about the team of merchandiser analyze all areas of product performance regularly or not.

Valid	No of respondents	Percent (%)
Strongly agree	20	67%
Agree	8	27%
Neutral	2	6%
Disagree	0	0%
Strongly disagree	0	0%
Total	30	100%

Table 11: Merchandising team regularly analyzing

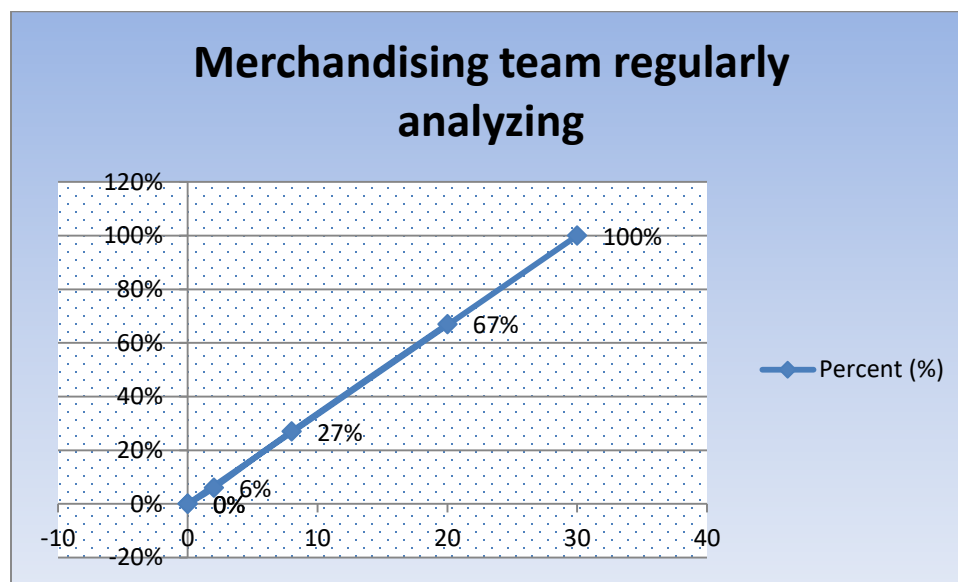


Figure 12: Merchandising team regularly analyzing

Interpretation

From the above Table, 67% of the respondents strongly agreed about merchandising team regularly analyzing all areas of product performance & 27% of them are agreed & 6% of them are neutral and 0% of them are disagreed and strongly disagreed. So researcher can say that merchandising team regularly analyzing all areas of product performance.

4.12: Is there any customization need for current merchandising system?

In this section it is tried to know about any customization for current merchandising system is needed or not.

Valid	No of respondents	Percent (%)
Yes	16	53%
No	14	47%
Total	30	100%

Table 11: Is there any customization need for current merchandising system

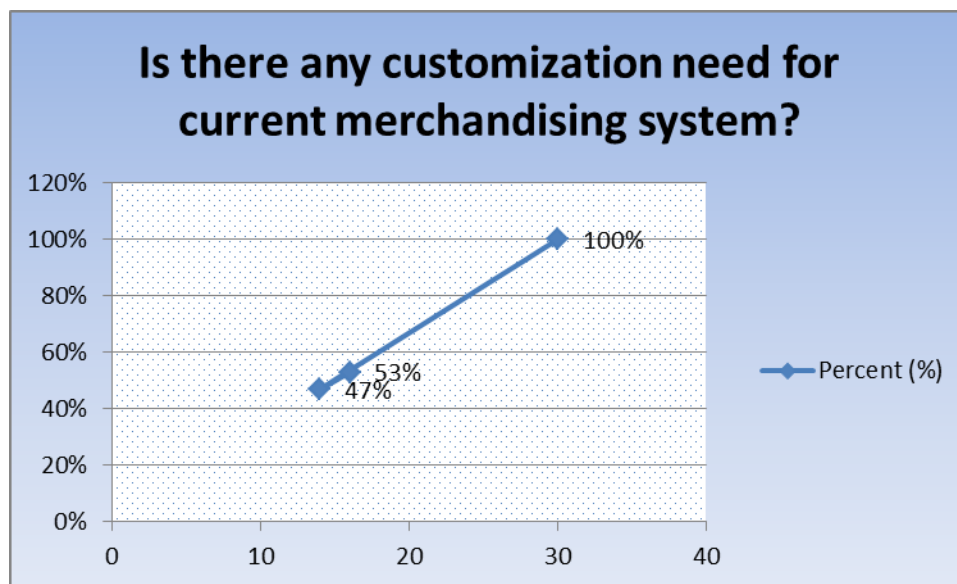


Figure 12: Is there any customization need for current merchandising system

Interpretation

From the above Table, 53% of the respondents say yes about their need customization for current merchandising system in Young Optics BD Ltd. & 47% of them say no about the word. So researcher can say that their need customization for current merchandising system in Young Optics BD Ltd.

Findings

Major Findings

- The quality control system of Young Optics BD Ltd is effective.
- The product quality of Young Optics BD Ltd is good.
- The number of merchandisers of Young Optics BD Ltd is not much enough.

Recommendation

Recommendations

Young Optics BD Ltd has effective and excellent management team and performing with a great expertise and care. The limitations can be overcome by some measures to make the performance more effective. The study has some suggestions for Young Optics BD Ltd resulting from the survey. Those are given below:

- ✓ The product quality of goods in Young Optics BD Ltd. But they should do it better.
- ✓ The number of merchandisers of Young Optics BD Ltd should be increased by recruiting.

Conclusion

Conclusion

In conclusion I can say that this internship report is really essential for every student of business study to get idea about textile industry. By completing this report I have got idea of merchandising activities and these may be helpful for my future if I want to get a job in merchandising sector this will help me very much. I want to thank my department Head for giving me great opportunity of learning. This Internship program will help me in the further challenges of life. I try my best to make this project enriched with lots of apparel related documents. Young Optics BD Ltd is really a good experience for me because every person of there so much helpful and give me the proper methods of practical learning. So, at last, there is a hope of eradicating all the obstacles and become the leader of Lens industries in near future.

References

References

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- ❖ Policies and Procedure of Young Optics BD Ltd
- ❖ Service Book of Young Optics BD Ltd
- ❖ Bangladesh Labor act 2006
- ❖ Zaman, Ishrat, (2013), Internship Report on Merchandising in lens Industry, *Internship report*, DBA, (June), Page- 56, 57.
- Hossain, Mohammad, Sahadat, (2014), Performance evaluation of compliance of Young Optics BD Ltd

Annexure

annexure

Sample Questionnaire

Questionnaire On

Dear Respondent,

I am a student of Daffodil international university. This is Md. Rakibul Hasan of MBA program Exam Roll: 193-14-160. I was assigned to prepare a report on Young Optics BD Ltd. which is a partial fulfillment of my internship program. As a result, some information would be needed from you. It is assured that information will keep confidential and solely use in this report on.

Please Tick (✓) on appropriate place:

Q-1: How many buyers Young Optics BD Ltd have?

- Less Than 20
- 20
- More Than 20

Q-2: How many Buyers Young Optics BD Ltd. deals per month?

- Five
- Six
- Seven
- More

Q-3: Which Market do you export maximum number of Lens?

- North pole country
- South pole country
- Eastern countries
- Western countries

Q-4: How does Young Optics BD Ltd communicate with buyers?

- By E-mail
- By Media
- By Fair

- By Personal Relation

Q-5: What is the most impressive thing of Young Optics BD Ltd regarding its supply chain?

- Low production cost
- Large pool of labor
- Product quality
- Business climate

Q- 6: Is there any restriction from your buyers about “Child labor?”

- Yes
- No

Q-7: Merchandising plan of Young Optics BD Ltd. Is able to reach the demand of its buyers.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q-8: Young Optics BD Ltd. Is able to develop the sample, and send it to the buyers in due time

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q-09: Young Optics BD Ltd. always able to make the shipment of the products in time.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q-10: How many shipment of Young Optics BD Ltd buyer had rejected?

- None

- 1 to 5
- 6 to 10
- 10 to 15
- More than 15

Q-11: Merchandising team is regularly analyzing all areas of product performance.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q-12: Is there any customization need for current merchandising system?

- Yes
- No

THE END