



An Internship Report on
Merchandising Activities of Monika Apparels LTD.

Internship Report
On
Merchandising Activities of Monika Apparels LTD.



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Submission Date:

April 25, 2021



Daffodil International University

Letter of Transmittal

April 25, 2021

Dr. Md. Abdur Rouf

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Subject: Submission of the internship report on Merchandising Activities of Monika Apparels LTD.

Dear Sir,

With due respect I Rehana Akter want to inform you that here is the report on “Merchandising Activities of Monika Apparels LTD.”, which was assigned to me to submit under the internship program. It was a great opportunity for me to do the assigned report. The study for the report was conducted while working as an intern at Monika Apparels LTD., with your kind supervision. It has been a great experience for me while working on this report. The knowledge and experience I received during the study would surely benefit me in the long run.

I appreciate the time you devoted to this paper. I look forward to receiving your kind appraisal on this paper.

Sincerely,



Name: Rehana Akter

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Dedication

Date: April 25, 2021

I declare that the internship report on “**Merchandising Activities of Monika Apparels LTD.**” is my original work. Which was prepared right after the completion of my internship program at **Monika Apparels LTD.**, under the guidance of **Dr. Md. Abdur Rouf**, Associate Professor, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

I also declare that the report has been prepared in consideration of the fulfillment of my academic requirement and not for any other intention although the concerned parties may find it useful for the improvement.

Sincerely,



Name: Rehena Akter

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❖ ACKNOWLEDGEMENT

First, I would like thank the Almighty Allah for giving me the ability and strength to complete the report.

I would like to express my gratitude to some for the completion of this report. I thank my supervisor and teacher Dr. Md. Abdur Rouf, Associate Professor, Faculty of Business & Entrepreneurship, Daffodil International University, who supervised and helped me to make this report presentable. His supervision helped me to complete this report within time.

I am also grateful to the entire family of Monika Apparels LTD. for their help and support to strengthen my skills and providing their important documents relevant with the report.

❖ EXECUTIVE SUMMERY

The following internship report is a requirement requirement for completion of my MBA program. Classroom knowledge alone cannot give the real concept of the business situation, it is a great opportunity for me to gather such wonderful knowledge from my internship program about the current business situation and cultures. This report is prepared as an pre requisition of my MBA program and the topic of my internship report was “Merchandising Activities of “Monika Apparels LTD”. The study is about an Apparel and Fashions Company. The main purpose of the report was to identify the merchandising activities of the garment company I was at. Monika Apparels LTD. is one of the leading German company in Savar. This is it widely spread Factory with all the facilities, here is the production process a run from developing different samples to finish goods for export. In this era of RMG revolution in Bangladesh Monika is playing a major role in the development of the RMG Sector. The annual income of these garments company is divided into two sources, one is woven garments and another is knit garments. The ready-made garments is hundred percent export oriented with various garments products are sent to foreign countries. The company makes shirts, pants, shorts, trousers and others for UK, USA and European countries.

They also included new mechanical equipment to increase their production capacity. Their mission vision is to maximise profit. They maintain good relationship with their suppliers and buyers. Hard-working and committed workforce are working hard to maintain their strategy. They have efficient merchandising team who are skilled enough to do their job effectively. This report is prepared on “Merchandising Activities of Monika Apparels LTD.” where my concentration was on buyer satisfaction and quality of the product.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Monika Apparels LTD. is one of the pioneers in apparel business in Savar area, a sister concern of ALPINE FASHIONS INTERNATIONAL. It produces medium and heavy T-shirts, Polo-shirts, Sleepwear, Sweatshirts etc. With 4 production lines, the production capacity is 4000-6000 pcs per day of 8 hours. Under the supervision of Proprietor/ Managing Director, Mohammad Rafiqul Islam the company runs very smoothly. Under his dynamic leadership the animal growth of the company has increased by two times in the last five years.

1.2 Background of the Study

As a requirement for the of the Masters of Business Administration (MBA) degree under the Faculty of Business and Entrepreneurship at Daffodil International University (DIU), I was assigned to do my internship at the Monika Apparels LTD. for a specific period of 90 working days from January 01 to March 31, 2019 as an intern. On that period, I worked at the Merchandising Division of the company. The main goal of my internship program was to comprehend the distinctive parts of Merchandising Activities of Monika Apparels LTD. This report is the reflection of knowledge from this internship program.

1.3 Scope of the Study

The study was concerned with operations and performance of Monika Apparels LTD. with regard to Merchandising Activities only. To comprehend whether the arrangements and measures embraced by the association is Buyer Satisfaction Level, Quality of products etc. practiced in RMG.

1.4 Objective of the Study

The objective of the report can be considered in two perspectives,

- General Objective
- Specific Objective

1. **General Objective:** This internship report is primarily prepared as the requirement of Masters of Business Administration (MBA) program under the Faculty of Business and Entrepreneurship at Daffodil International University (DIU).
2. **Specific Objective:** The specific objectives of this report are,
 - To understand the merchandising activities of Monika Apparels LTD.
 - To identify the way to improve Monika Apparels LTD. Merchandising Activities.

1.5 Methodology of the Study

The objectivity of any study depends to a great extent on how methodologically it is finished. For this report I have used both qualitative & quantitative information to give it a clear judgment opportunity. All the information used in this report are from two major sources. These are:

Primary Sources:

- Practical work experience in the Merchandising Unit.
- Conversations with my Batch mates.

Secondary Sources:

- Some national & international journals about Merchandising Activities.
- Reports published by BGMEA.
- Annual Report of the Monika Apparels LTD.

1.6 Limitation of the Study

Pretty much every research work needs to confront a few constraints in its consummation. Impediments of an investigation are those issues that whenever broke down could be progressively useful for the examination. This internship report isn't likewise out of constraints. To acquire information to set up this report I confronted a few imperatives that are recorded below,

1. Lack of up to date data of this industry
2. Time constraint affected the quality of the study

3. Some important data were confidential for the company, which could not be included.
4. As merchandising is such a wide range topic, it was difficult to wrap it in one paper.

CHAPTER TWO

AN OVERVIEW OF MONIKA APPARELS LTD. AND INTERNSHIP LEARNING POINTS

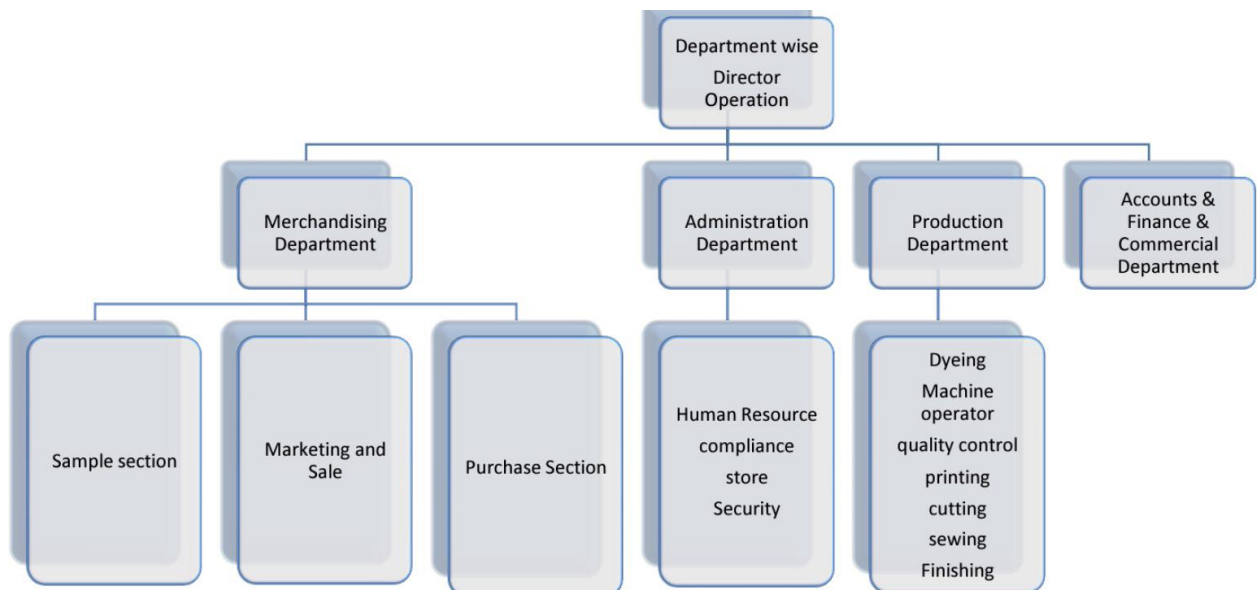
2.1 About Monika Apparels LTD.

Monika Apparels LTD. is one of the pioneers in apparel business in Savar area, a sister concern of ALPINE FASHIONS INTERNATIONAL. It produces medium and heavy T-shirts, Polo-shirts, Sleepwear, Sweatshirts etc. With 4 production lines, the production capacity is 4000-6000 pcs per day of 8 hours. Under the supervision of Proprietor/ Managing Director, Mohammad Rafiqul Islam the company runs very smoothly. Under his dynamic leadership the animal growth of the company has increased by two times in the last five years.

❖ Capacity

Quantity Pcs /Per Month	SAH/ Per Month	Worker
925000	185	5000

❖ Organisational Structure



2.1.1 Vision

Activities are underpinned by a set of visions that all business people are asked to respect: -
-They put customers first
- They are professional
- They respect each other
- They work as one team
- They are committed to continuous improvement.

2.1.2 Mission

“A mission describes the organization’s basic function in society in terms of the products and services it produces for its customers”.

A clear business mission should have each of the following elements:



Their mission is to “ Maximize productivity to maximize profit”.

2.1.3 Commitments

Commitment to the Environment:

Monika Apparels LTD. is very committed to preserve a healthy and pollution-free environment. It has a very efficient waste collection and disposal system. In order to reduce air pollution by exhaust of gas from engine-generators, it maintains a costly plant that uses the exhaust gas to generate steam for chilling unit. Above measures not only help keep the water & air free from pollution but also help save cost of water treatment & air conditioning. This company uses only AZO-free dyes and is dedicated to ensure a healthy and eco-friendly environment.

Social Compliances- Code of Conduct:

Monika Apparels LTD. is a responsible apparel producer and embodies, both in spirit and practice, internationally established codes of social accountability and ethical business practices. It recognizes and respects cultural differences and employs individuals solely on the basis of their qualification for the job. We identify and work with suppliers and buyers who as individuals and in the conduct of their business abide by local laws and have ethical standards compatible to it. The bases of the various parameter that comprise the code of conduct are drawn from the following-

- Ethical Trading Initiative
- Global Sourcing Principles of Key Customers
- ILO Conventions
- Local Legislation

HR Policies:

Monika Apparels LTD. was among the 1st few factories to implement Labor Law Oct 2006. Do not exceed working hour limit. Weekly one day off. Sound and safe working environment. No forced labor, no child labor allow to work. Workers have the right to refuse overtime. Workers have right to from unions.

Medical Services:

They have well equipped medical clinic with facility of 4 bed, 4 doctors and 1 qualified diploma nurse. They give free treatment and medicine during working hour. The company sometime bear full treatment cost including hospital charges.

Fire Protection:

Factory have firefighting team, about 40% workers well trained up on fire safety, have certificate and factory is also well equipped.

Responsible Team:

- Leader of the firefighting team
- Welfare officer
- Head of the maintenance department.
- Head of the security department

Maternity Facility:

According to Labor Law Act Bangladesh 2006 they are giving maternity facility to all female employee.

Child Care Unit:

They have child care unit for all employee for worker including play area and special wash room. They provide them with full nourishing food. Two full time care giver take care of those children during full working hour.

2.2 Strategical Objectives

The Council provides a wide range of specific services (Education, Planning, Social Work, Cleansing etc) but there are also a number of issues which require a corporate approach. These include such regular matters as Equalities, Best Value, Public Performance Reporting, the Citizen Panel and strategic issues like Asylum Seekers and Refugees.

Generally speaking, the CEO, as principal policy advisor to the Council, has responsibility for providing a corporate policy and strategic lead to the Council. Sometimes individual services are requested to take the lead on relevant issues. The Council's Social Work Service is building a partnership with the local health board in response to the Government's Joint Futures initiative for example. The Corporate Policy Unit within the Chief Executive's Department has the lead responsibility for several key policy areas; develops relevant strategies to handle significant policy issues and supports both senior elected members and the Council's Corporate Management Team.

Motivational Techniques and Training:

Motivation is the psychological feature that arouses an organism to action toward a desired goal and brings out, controls, and sustains certain goal directed behaviors. If the textile and apparel sub sector industries in Bangladesh are to achieve World Class Manufacturing Standards then the problems of collision and low productivity which the consultants have highlighted need to be addressed by structured training programs relevant to each level of company employee.

Mostly no training provision is introduced in garment manufacturing and textile industries. (Training and Vocational Education) All of the companies generally recognize the importance of skilled sewing machine operators and training in other skills particularly cutting and pressing. The training of the operators takes place on the production line and they are taught basic skills on one type of machine only. There was no structured programmed that would include training on a number of different machines, the achievement of the appropriate quality standards and output targets. Similarly, those individuals carrying out the training had, themselves, not been trained in the instruction techniques.

Even, in case of management body training is necessary for better working environment and productivity. There is a belief that anyone will start learning by working himself so most employees come out of nowhere and then start learning gradually so the frequency of mistakes is higher. The consultants find few companies using a formal recruitment policy or the formal testing of potential employees during the selection process.

Human Resource Management:

The team of Human Resources and Compliance department in Monika Apparels LTD. consisting of qualified and experienced personnel having appropriate training from both home and abroad made the department absolutely equipped with all necessary policies, guidelines, Standard Operating Procedures (SOPs), Job Descriptions, training materials, Code of Conducts that the continuous development of human resources is also taking place simultaneously throughout each and every section of the company.

The tangible and intangible benefits and facilities provided to the employees.

Working conditions, physical infrastructures, accommodations and dormitories, arrangements for leisure and amusements etc.

This company a completely different type of employer acknowledging which the employees are also devoting their whole hearted and sincere efforts for each and every step of the production starting from sorting of cotton up to the shipping of the RMGs.

Different Training offered by the HR department of the company:

- Supervisory management training
- Operator instructor training
- Operator flexibility training
- Recruitment / selection training
- Technical / mechanic training
- Training of Industrial Engineers

Corporate Social Responsibility:

Corporate social responsibility (CSR), also known as corporate responsibility, corporate citizenship, responsible business, sustainable responsible business (SRB), or corporate social performance, is a form of corporate self-regulation integrated into a business model. Ideally, CSR policy would function as a built-in, self-regulating mechanism whereby business would monitor and ensure its adherence to law, ethical standards, and international norms. Business would embrace responsibility for the impact of their activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. Furthermore, business would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. Essentially, CSR is the deliberate inclusion of public interest into corporate decision making, and the honoring of a triple bottom line: People, Planet, and Profit.

Monika Apparels LTD. Is an established company it has some responsibilities of its own and in case of textile as it deals with the poor and the large folk groups of our country their earnest responsibility is to maintain these activities for helping the society rather not for the marketing promotions.

2.3 Monika Apparels LTD. at a Glance

Company name	Monika Apparels LTD.
Registration Number	16319
Address	Holding # C-1/6, Rarie Bar, Savar, Dhaka
Managing Director	Md. Rafiqul Islam
Workers	5000
Email	info@alpinefashions.com.bd
Number of Production Line	25
Business Line	Manufacturing and Exporting RMG Goods
Export Outlet	UK, USA, France, Italy

2.4 Internship Learning Point

1. Daily activities
 - Scanning documents
 - Proper filling the documents
 - Taking the photos of samples
 - Mail communication
 - Reporting to concern supervisor
2. Weekly activities
 - Meeting with the fabrics and accessories supplier
 - Making accessories list
 - Meeting with the buyer

3. Monthly activities

- Meeting with the production people

Besides observing the entire Merchandising Process, I learned many things and worked in the Finance & Accounts Department.

CHAPTER THREE

MERCHANDISING ACTIVITIES OF MONIKA APPARELS LTD.

3.1 Concept of Merchandising

Merchandising is a term used for a specific department, which came from the word Merchandise”, it means good that are bought and sold. Merchandiser are who merchandise goods. Garments merchandising are related with buying raw material & accessories to produce required finished garments, maintain the desired quality and complete order in given time.

So, a merchandiser needs to build up wide knowledge and efficiency to market their product, search for buyers, maintain costing, ensure profit, quality assurance, time constrains, maintaining timely ship etc.

A merchandiser should possess following basic knowledge and skill-

- Good command in English and adequate knowledge in technical terms for accurate and efficient communication.
- Good knowledge about yarn, fabric, dyeing, printing, finishing, color fastness, garment sampling and production etc.
- Clear idea about quality of the garment measurement in garment manufacturing.
- Good knowledge on raw material and garment inspection system.

3.2 Merchandisers Functions to Execute Export Order

When an export order is given to a merchandiser, he/ she has to schedule the following function to execute the export order in time-

- Fabric requirement calculations according to order number of garments by giving extra percentage for wastage in cutting time.
- Accessories requirement calculation (Thread, Button, Interlining, Main label, Woven label, Fit label, polybag, if finishing product will be packed in hanger then hanger needed, plastic pin, Carton etc.)
- Source of fabrics

- Source of trims
- Make Time and Action (T&A) table to keep tracking on fabric and trims delivery and in house time.
- Costing
- Garment's production planning
- Pre shipment inspection schedule
- Shipment documents
- Proper action plan required through making T&A

3.3 Responsibilities of Merchandisers

The responsibilities of a smart Merchandiser are handling order at four stages.

- Sourcing for future orders/Buyers 2. New Order
- Confirmed Order
- Running Order

3.4 Products of Monika Apparels LTD.

Monika Apparels LTD. mainly create Top and Bottom woven garments for Men, Women, Child. Dominate these markets in high quality:

- Men's, Women's, Children
- Shirts (Dress & Casual)
- Tops (formal & casual), Skirts, Jackets
- Jeans & Casual non - denim bottoms

Top



Bottoms



3.5 Monika Apparels LTD. Works For



3.6 Supplies of Monika Apparels LTD

Fabric

- ZaberZubayer
- Sun Tex
- Shanghai Shelyen
- Shandong
- Jemie Tex
- Shakti Ganesh ltd
- Taksungetc

Trim

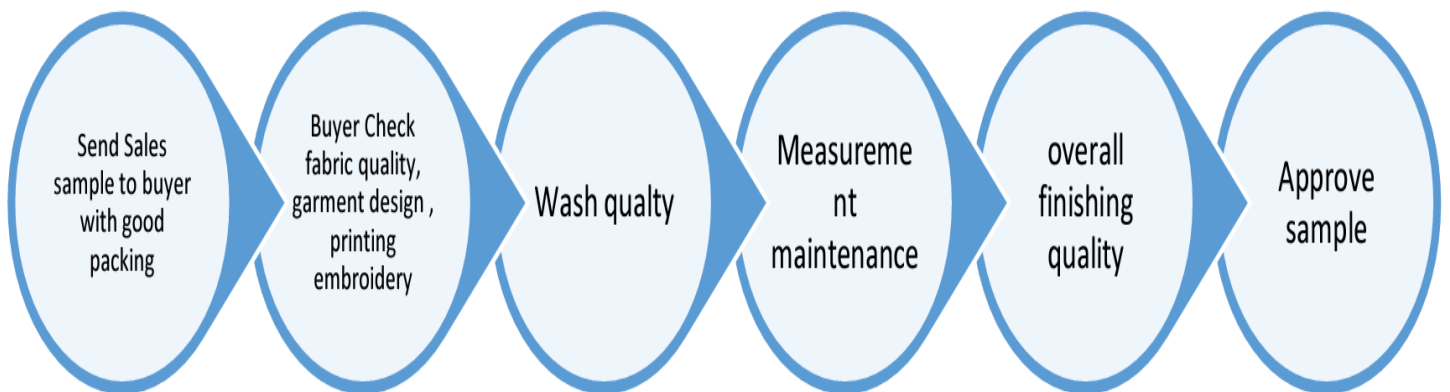
- A&E (Thread Supplier)
- Coats (Thread Supplier)
- YKK (Thread Supplier)
- RPAC (Label Supplier)
- AveryDennison (Label Supplier)
- Shore to Shore (Label Supplier)
- SML (Label Supplier)

3.7 Business Development Procedure of Monika Apparels LTD.



3.8 Process of Order Execution in Monika Apparels LTD. Merchandising Terms

1. Communication with Buyers
2. Procure order and order confirmation
3. Consumption: Consumption refers to the amount of fabric or interlining (if required) to do per garment. After getting consumption in yards (unit) we can calculate what amount of total fabric required to do the particular bulk production.
4. Sample control and taking approval from buyers



5. Potential sourcing of materials and taking on time approval of fabric, trims and other accessories.

Lab dipping and other Approval: Here are a few examples of items that may need to be submitted for review,

- a. Lab dips, strike offs (screen printed swatches), reeling of yarn in all colors.
- b. Production fabric, Most often required in a large enough size to containing full pattern rep
- c. Care labels & main labels Clothing Components
- d. Buttons, lace, zippers, interlinings, shoulder pads, elastics, hangers, hangtags, price tickets, etc.
- e. Packaging: ASN labels, chip board, jet clips, tissue paper, polybags, etc.

In addition to trimming, you will most likely be required to submit

- Fit Samples
- Pre-production garment samples
- Testing samples
- TOP Samples (Top of Production Samples), etc.

You may also be required to submit documents during this phase such as flammability documents etc.

- a) Testing from different garment testing company (example- Bureau Veritas)
- b) Order of material on time and make a follow up chart to make sure on time in house before starting bulk production.
- c) Factory scheduling and planning
- d) Order follow up: all steps of production and quality
- e) Liaison with customer during design, sourcing, production & shipping
- f) Attend buyer meeting
- g) Ensure customer satisfaction
- h) Ensure on time Product Shipment with help of quality control and audit department.

3.9 Merchandising Responsibility to Production Team

Preparation of production files for production starting

- Approval Sample
- Order sheet
- Measurement sheet Assortment
- Fabric quantity
- Packing list
- Carton measurement

Other Important duties towards Production Team-

- Sending approved samples by buyers
- Production file & pattern to factory
- Collect approved sample
- Create product file and approved pattern from buyer
- Arranging meeting with manager
- Give clear idea about approved sample, production file and approved pattern
- Then handover these items to PM.

3.10 Merchandising Activities to Quality Check to Ensure Quality Product

Quality control is crucial because, the overall reputation of a company depends in it. It is practiced from the beginning to ending of the production. In textile industry the quality of output depends on the fibres, yarns, fabric construction, colour fastness, surface designs and the final finished garment products. But, the quality standards depend on the buyer requirements.

To maintain the requirement quality the merchandiser should follow some steps. Here it follows:

- Customers' quality requirements
- Organising & training QC department
- Ensure proper supply quality requirements to QC department
- Ensure proper supply quality requirements to Production Department

- Creating quality parameters, inspection, frequency, sampling techniques
- Inspection and test as per plan
- Record results
- Feedback to Production.

3.11 Merchandising Activities on Goods Delivery to Buyers Destination

Booking to forwarder

After making final inspection merchandiser received packing list from packing section which contain the list of cartons, how many pieces garments in the carton, weight of the carton, number of pieces of garment to be shipped etc. Refer to this information merchandiser make booking to sea or air forwarder.

Export Documentation: The documents which to be submitted by a C&F agent for export:

An exporter should have to submit the following documents to the customs authority of a station:

- Shipping bill of entry
- Export L/C.
- Packing List.
- Commercial Invoice.
- UD/UP.
- VBF-9A. Form to be supplied by the C&F agent.
- Export Permission form (EXP).

Bill of Landing (B/L)

It is document issued by a carrier (railroad, steamship, or trucking Company) which serves as a receipt for the goods to be delivered to a designated person or to his order. B/L describes the conditions under which the goods are accepted by the carrier and details.

- The quantity of the goods
- Name of vessel

- Identified marks and numbers
- Destination

Invoice: Below point are including in the invoice:

- Name and address of the buyers and the seller.
- The Date and term of the sale.
- A description of the goods,
- The price of the goods and the mode of transportation
- Payment release After prepared invoice,
- bill of landing and other required documentation we send it to buyers nominated bank for payment release

This is all about the job of Merchandisers where I have worked out for three months

CHAPTER FOUR

FINDINGS OF THE STUDY & RECOMMENDATIONS

4.1 Findings of the Study

From this research, I have come to the following findings:

- ✓ Merchandisers planning and time management of the operations department should be more efficient to increase the productivity.
- ✓ As the quality gets the most priority of this company, the merchandisers should modernize the quality assurance system.
- ✓ Distribution of power should be more centralized and equal opportunities for everyone.
- ✓ The merchandisers should intend to build long-term relationships with the buyer and suppliers rather than short-term relationships.
- ✓ They should continuously update the merchandising strategies to hold back position in the industry sustainably.
- ✓ The company should pay the extra money for air shipment to ease the pressures of the merchandisers.

4.2 Recommendations

Monika Apparels LTD. is one of the leading textile companies in Bangladesh. It has a remarkable reputation in the international market for its quality. It is a self-sufficient factory where they have all the facilities like, dying, painting, embroidery, accessories and garments production. I have given concentration on the finance and Merchandising activities of the company. I would like to recommend the following suggestions to be develop to accomplish their future goals,

- Merchandisers procure all the raw materials of garments that is why they feel more pressure to complete shipment and sometime over the shipment date.
- The efforts of merchandising department to obtain new client relationships are poor in Monika Appeals LTD.
- Many more internal department conflicts (employee politics, centralization of power etc.) affect the performance of the overall merchandising department of Monika Appeals LTD.

4.3 Conclusion

RMG sector is growing despite of financial crisis in 2009. China is struggling to make their textile and footwear industry as cheap price and cheap labour like Bangladesh. So, here is our opportunity to utilize their weakness and build out opportunities. It is a good opportunity for Monika Apparels LTD. Proper management of the “Merchandising Activities” is a critical and crucial role to sustain in the competitive environment. This study shows a lot of steps Monika Apparels LTD. Should follow to develop their merchandising activities to be successful. This is a vast sector, which needs to be discovered whole.

This study reveals that merchandising is the most important workforce of the garment industry and yet they hold the most valuable human resource to continue and maintain the daily production procedure of the company. So, to ensure the effective and efficient productivity the merchandising teams efficiency and effectiveness is necessary.

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