

INTERNSHIP REPORT ON
An Evaluation of the Marketing Activities of Faiza
Button and Zipper Limited

SUBMITTED TO,
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Letter of Transmittal

01 August, 2021,

Professor Dr. Mohammed Masum Iqbal

Department of Business Administration

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Subject: submission of the report on “An Evaluation of the Marketing Activities of Faiza Button and Zipper Limited”

Respected sir,

I hereby submit my internship report titled “An Evaluation of the Marketing Activities of Faiza Button and Zipper Limited”.

In this report, I have tried to analyze the sales and marketing strategies of Faiza Button and Zipper Ltd. I sincerely hope that this report will meet your expectations. I would like to add here that my internship period at Faiza Button and Zipper Ltd. was indeed a great learning experience for me.

Thank you for your kind support and helps.

Sincerely,

Md. Hakimur Rahman

Id: 193-14-166

Program: MBA

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Certificate of Approval

This is to certify that the internship report titled An Evaluation of the Marketing Activities of Faiza Button and Zipper Limited is prepared by Md. Hakimur Rahman, ID: 193-14-166, 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 Dr. Mohammed Masum Iqbal
Department of Business Administration
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Certificate of Declaration

I am Md. Hakimur Rahman, Id: 193-14-166, from Daffodil International University, declares that this Internship report on titled “An Evaluation of the Marketing Activities of Faiza Button and Zipper Limited” is completely of my own work.

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



Md. Hakimur Rahman

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Acknowledgement

First of all, I would like to thank Professor Dr. Mohammed Masum Iqbal my supervisor, for providing me with invaluable guidance in preparation of this internship report. Without her help and support, I could never have finished this report.

I am very much thankful to the “An Evaluation of the Marketing Activities of Faiza Button and Zipper Limited”. They provided me with much needed information and other required assistance in order to prepare this report.

I also wish to thank and give the due respect to my family and friends for their cordial support and help they offered throughout the process of preparing the whole report. Especially I want thank those people who were our batch mates. They gave their valuable time and suggestion. I want to give thanks to all these persons.

Executive Summary

Internship is such a program which makes a student experiences the corporate life for the first time. Faiza Button and Zipper Limited assigned as intern under sales and marketing Operation Division. The whole report based on “An Evaluation of the Marketing Activities of Faiza Button and Zipper Limited”

This report is prepared on the basis of my three-month practical experience at Faiza Button and Zipper ltd. This internship program helped me to learn about the practical scenario of a sales and marketing. Faiza Button and Zipper ltd. is a dynamic sales and marketing department? This company has kept on its forward march with visionary goal, best use of its sales and marketing and meticulous planning. Varied range of products with ensured standard, quality services and most effective managerial efficiencies have made the company a market leader in the respective sectors of its operation.

Keeping main focus on business expansion and growth in the most prospective sectors, the group is continuously taking up projects to make it the largest conglomerate in the business arena of Bangladesh despite fast-changing business trend and tricky situation.

Depending on the company foundation and highly professional sales marketing department, Faiza Button and Zipper ltd. is still making good use of its business potentials and also contributing to the development of the local corporate culture and making a significant contribution to the overall development of the country and its economy.

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CHAPTER – 1

INTRODUCTION

INTRODUCTION

An internship is mandatory for all MBA understudies to fulfill their Master of Business Administration in Advertising since it gives firsthand knowledge into the intricacies of a sensible life. Thus, it helps the understudies to relate our gained information with valuable work life. The incredible objective of the internship program is to work in a legitimate environment so that, we can turn up ourselves as experts with feasible experience and can get an opportunity to oblige the speculative information with real circumstances. Thus, an internship is an imperative piece of the MBA program. I endeavor to set up this report in light of logical information, which I aggregate from this affiliation.

ORIGIN OF THE REPORT

The internship Program of Daffodil Worldwide University is a postgraduate need for MBA understudies? The main role of the internship is to fulfill the prerequisites of the Internship as the piece of my MBA program and additionally, the understudy gets presented to the work world. The chief test as an assistant was to interpret all of the speculative ideas which I have learned in my MBA program into an authentic encounter. The internship program and the review have the going with purposes:

- ✓ Have the experience of the Corporate World
- ✓ In contrast, the genuine situation and the illustrations learned at Daffodil International University
- ✓ To give escalated field insight permitting hands-on PC work.
- ✓ Acquaint you with potential future workplaces
- ✓ To satisfy the prerequisite of the MBA Program.

This report is the consequence of 90 days length internship program led in Sales and Promoting of Faiza Button and Zipper Ltd. and is ready as an essential for the finishing of the MBA program of Daffodil Global University. Subsequently, I want to present this report in view of the Sales and Promoting of Faiza Button and Zipper Ltd. This report additionally remembers information for various administrations of the association, a blueprint of the affiliation. As an understudy of Business Administration, I was allocated by my course teacher Professor Dr. Mohammed Masum Iqbal

to remember for this review. My course educator has encouraged me to foster a thorough understanding of the Sales and Advertising of Faiza Button and Zipper Ltd. as I have finished my internship program at Faiza Button and Zipper Ltd.

OBJECTIVE OF THE REPORT

The study has been carried out with the following objectives.

- ✓ To identify the marketing strategies of Faiza Button and Zipper Ltd;
- ✓ To analyze the marketing mix of Faiza Button and Zipper Ltd;
- ✓ To identify the problems related to the marketing activities of Faiza Button and Zipper Ltd;
- ✓ To make some recommendations to solve the problems;

SCOPE OF THE REPORT

This report has been arranged through a broad conversation about deals and showcasing. The plan was given by Faiza Button and Zipper Ltd. additionally assists with setting up the report. At the hour of setting up the report, I had an incredible chance to have inside and out information on every one of the Sales and Marketing strategies of any organization like Faiza Button and Zipper Ltd.

METHODOLOGY

The internship has been led in an orderly strategy beginning from the determination of the subject to definite report planning. The general technique and interaction of the strategy continued in the review are clarified further.

SELECTION OF THE TOPIC

The subject of the report is the An Evaluation of the Marketing Activities of Faiza Button and Zipper Limited The point was completely talked about with both of my administrators from my university just as from Faiza Button and Zipper Ltd. likewise, an efficient internship report can be ready.

SOURCES OF DATA

- ✓ **Primary Sources:** Essential Data was gotten from the pragmatic deskwork which I had been doing in my three months in the length internship program
- ✓ **Secondary Sources:** Inner sources-Different archives given by my boss and other senior workers and data given by my boss. Outer source-Websites, Textbooks, articles, a few different reports, and different sources.

LIMITATIONS

The report has been arranged from the criticism and information given by the Market Activity Division and additionally the learnings all through these 3 long months of the internship program. Market Activity Division is an amazingly private office as far as its information. The information is a ton private and classified. The information concerning this division should be divided between not a lot of various divisions and representatives in Faiza Button and Zipper ltd. itself. The information can't be uncovered to the external world. Notwithstanding, the report would be valuable to Faiza Button and Zipper ltd. an extraordinary arrangement, yet the information was adequately private to unveil to the external world. Another issue was a period requirement. Nonetheless, it was a 3 months program, the exercises of this division are tremendous that 3 months program would not be adequate to discover basically all of the exercises of this division. This period is deficient for a total and clear review. Despite the fact that there were various impediments, I attempted to give my best work to outfit the report.

LITERATURE REVIEW

As indicated by the American Showcasing Association (1985), promoting is the method involved with orchestrating and executing the beginning, assessing, headway, and appropriation of thoughts, products, and administrations to make an exchange and fulfill individual and various leveled goals. Kent (1986) states that the four Ps of the advancing mix is the favored fourfold of the displaying certainty written in tablets of stone.

As indicated by Armstrong and Kotler (2007), displaying mixed apparatuses are arranged into four general gatherings, called the four Ps of publicizing: item, worth, spot, and headway. To follow through on its motivator, the firm should initially make a need-fulfilling business area offering (item). It should conclude the sum it will charge for the arrangement (cost) and how it will make the arrangement open to the goal clients (place). It should talk with target clients about the offers and convince them of its benefits (headway) (Armstrong and Kotler, 2007 p.53)

Baked good subject matter expert and Hart (2008, p 463) the reasoning of 4Ps are direct; a provider needs items, requirements to esteem them, advance them, and convey them to where the client can get them.

As per Armstrong and Kotler (2007), an item can be characterized as the labor and products that are a mix the association offers to the goal market. Belohlavek (2008) contends that an item or administration is the part that fulfills the customer's necessities. The item or administration produces two sorts of associations with the possibility: a useful and an interfacing one. The convenience of the item bears a relationship with its advantages estimated both unbiasedly and emotionally. The item use-regard is principal to the buying choice interaction in its end-stage (Belohlavek, 2008 p.15).

As per Pine (1993) and da Silveira (1998), item grouping empowers the ability to modify items to client needs and has been distinguished as achieving a high ground over various retailers (referred to by Felipe Scavarda, Reichhart, Hamacher, Holweg, 2010). As item combination gives a more extensive product offering and can prompt expanded advantage (Kekre and Srinivasan, 1990). Item collection brings about the need to think about various results of the singular item variations, as various end things that are in a general sense different do exclude a similar grouping level for the individual (MacDuffie et al., 1996 and Koste and Malhotra, 1999).

Kasper et al. (2000, p. 627), esteeming is a critical organization mechanical assembly to achieve the targets of the affiliation. Also, Pellinen (2003, p.218) has recommended that esteeming is one of the most central organization undertakings for an assistance association. It is likewise the primary part of the displaying mix that creates incomes for a firm, time frame all the others (for instance new item presentations, advancements) are related to costs (Zeithaml et al., 2006) (referred to by Indounas and Avlonitis, 2009).

Rea and Kerzner (1997) fight that the simplest technique for coming to and matching the competitor is to organize with the expense with the competitor. Cost is maybe the main model that clients use while picking between battling brands (Huber et al., 2001; Ta and Har, 2000) (referred to by Indounas and Avlonitis, 2009).

Cost is the number of money clients' needs to pay to get the item; routinely clients buy the item organizing the expense for more prominent availability, organizations offer limits to clients changing the expense to support the relentless circumstance (Armstrong and Kotler, 2007 p. 52).

As per Madan and Suri (2001), there are various sorts of significant worth advancements, and momentary worth limits have been utilized by the retailers to incite transient interest in their items (Monroe, 1990 p 369). Retailers can sell the items very quickly missing a ton of cost when they are offering prompt reserve funds to the clients. Transient worth limits are more straightforward to execute and offer prompt benefit reserve funds to the clients (Madan and Suri, 2001). Limits increment the value to the clients and this occurs at the halfway degrees of limits and when the limits are either incredibly high or especially low it diminishes the value (Madan and Suri, 2001).

As indicated by Mason and Staude (2009), Spot is the most un-changing advancing procedure. Appropriation and openness are utilized in settling aspects, passing on and taking control as an association between provider and client, and decreasing the probability to change providers, which balances out the market. In reverse and forward compromise likewise decreases the weakness of retailers loading the items, bringing down the dangers, and balancing out the environment (Nilson, 1995).

As per Boyle and Delegate (2009), concerning item deals, the course of action is dispersion (Biech, 2003). In friendly advancing, circulation can be characterized as spread channels (NWPFO, 2006). For scattering channels to be fruitful they should be available to the goal market (Boyle and Delegate, 2009).

CHAPTER – 2

COMPANY OVERVIEW

BACKGROUND OF THE COMPANY

FIZ, a baby brand of Faiza Button and Zipper Ltd., for all of the adornments arrangements of the dress club of Bangladesh, took its compartment on the edges of Dhaka City in the year 2015. Volume advancement of clothing sends out every year is an imperative piece of the creating economy of the country. The consistent expansion in demand for quality steady frill and the feebleness to meet it by existing producers in Bangladesh for on-time conveyance has been on the cutting edge for conceptualizing and envisioning the compartment of FIZ. Recollecting these elements, the financial backers of FIZ, with strong specific help, interest, and participation from new accomplices, have enthusiastically contributed to setting up an advanced, automized, and state of the art fabricating office for a wide scope of extras. The principal period of items for instance a wide scope of metal buttons, both metal, and combination based, as likewise Metal Zipper, which is sans sharpness, choice, smooth, and capable to withstand severe washing necessities and strength that can meet, on the off chance that not peacefully surpass, European and U.S. based standards and specs, are as of now in large scale manufacturing, as per the particular necessities and orders of volume exporters of Bangladesh.

✓ **Special Moulds/Design Centre**

The limit previously settled by FIZ for creating tailor-made molds to meet demanding necessities of creators generally and merchandising club explicitly, at the insignificant lead time, in the middle's solidarity that can't be disregarded while choosing to source adornments from neighborhood manufacture or pick imports. FIZs such turns of events and creations are overseen and managed by significantly experienced experts from China/Taiwan.

✓ **Plating Facilities & Technical Team**

Tremendous plating workplaces, with individual chambers for various overshadowing, finish, and feel are unique. These additionally are administered and overseen by Chinese Technicians, who could guarantee yield that will arrange 100 percent to the necessities or examples of the clients. Item improvements, examining prerequisites, exhibiting/deals, and concentrated client administrations are overseen by incredibly experienced and qualified experts from various nations.

✓ **Large Accessories Solutions**

FIZ is as of now all set to be one of the most reliable, socially protest, frill answers for the clothing business of Bangladesh and thusly help the country, the economy, and the

young age who is looking ahead for a prevalent individual fulfillment that can be below average contrasted with none on this globe. FIZ Production offices, based at Tongi, Gazipur, is an in a vertical course incorporated office straightforwardly from planning the items to showing up at it at the creation places of a different piece of clothing makers generally through Bangladesh. The activity starts with planning, making devices, forms, and tweaking client plans and prerequisites.

MISSION AND GOALS

- ✓ Centered to foster a brand "FIZ" to thrive the nation's branding picture universally utilizing innovative hardware and taking on cutting edge innovation.
- ✓ To accomplish the best quality standards which have been confirmed by various driving assessments, confirmation, testing, and certificate bodies all over the planet.
- ✓ To give top-notch labor and products at a serious cost inside a short lead time would assist FIZ with acquiring and holding more prominent fulfillment from purchasing houses, merchants, and articles of clothing industrial facilities.

VISION

To be maybe the best adornment makers both comprehensively and generally and to be the somewhat long essential accessory to various nearby and worldwide clothing brands through its steady quality, security, improvement, and brief help.

OUR PRODUCTS

- ✓ Alloy Button
- ✓ Belt
- ✓ Invisible Zipper
- ✓ Metal Button
- ✓ Metal Zipper
- ✓ Nylon Zipper
- ✓ Plastic Zipper
- ✓ Sewing Thread

QUALITY CONTROL

We are pleased to use key specific and significantly experienced people from china and neighborhood sources to guarantee items quality. FIZ has set up an optimal quality organization framework and completed trans-departmental get-together exercises under Q. C office. The creation cycle, assessment bunch, client protection component, fantastic product offering, and so on have been planned and created to guarantee suitable control without imperfection yield for the hard and fast fulfillment of its clients.

BUTTON MACHINERY

FIZ processing plant has outfitted with a full arrangement of composite hardware for planning, tooling, crushing, electroplating and concentrated covering, and creation for elite quality

BUTTON

- ✓ It has been presented the most current and totally computerized CNC-Etching and EDM machine for buttons.
- ✓ It has its studio to give criticism against a wide scope of necessities for in-house development arrangements.
- ✓ It has made one more aspect for electro-plating completing in the country.
- ✓

ZIPPER MACHINERY

- ✓ FIZ has presented the most current Y-Y-teeth zipper equipment for metal zipper units and likewise runs effectively with the world-renowned MURKO machine for zipper creation.
- ✓ Its plastic/vision zipper equipment is obtained from Korea and Taiwan. Every one of the machines is robotized.
- ✓ Nylon zipper equipment is likewise imported from China and Taiwan. It has added one more top and base plastic machine from Korea.

ELECTROPLATING

- ✓ Electroplating is the guideline of a piece of button production. As because button quality relies upon its wrapping up. All of the experts are significantly talented and experienced.
- ✓ All of the ideas have been taken from Chinese specialists and the interaction has been remodeled additional time round.

SEWING THREAD

- ✓ All apparatus is obtained from Taiwan and China.
- ✓ As of late set up the most current high-speed machine to guarantee conning quality and efficiency.
- ✓ Information concealing machines for the tone to tone organizing.
- ✓ All apparatus are imported from Taiwan.

BELT AND TWILL TAPE

- ✓ All apparatus are imported from Taiwan.

POLY BAG

- ✓ A large portion of the hardware is imported from Taiwan.

OUR CUSTOMERS

MANGO



Bershka



BESTSELLER



PRIMARK



KIABI
la mode à petits prix



Auchan



CHAPTER – 3

SALES AND MARKETING STRATEGY

WHAT IS A SALES AND MARKETING STRATEGY?

Your Sales and Marketing procedure is your arrangement for coming to, connecting with, and changing over target possibilities into productive clients. It's the sanction that guides Marketing and Sales in their everyday exercises, assisting them with clarifying shared goals and how to accomplish them.

CHARACTERISTICS OF AN EFFECTIVE MARKETING STRATEGY

Making and executing a strong promoting methodology is the main occupation for any sponsor, and the failure to do as such is the most serious risk for building a business power. The best approach to making an effective procedure lies in fulfilling your organization's requirements, and the way that you can appropriately publicize your items and administrations to your clients. The attributes laid out either independently or by and huge of an advancing system can help organizations with achieving positive results.

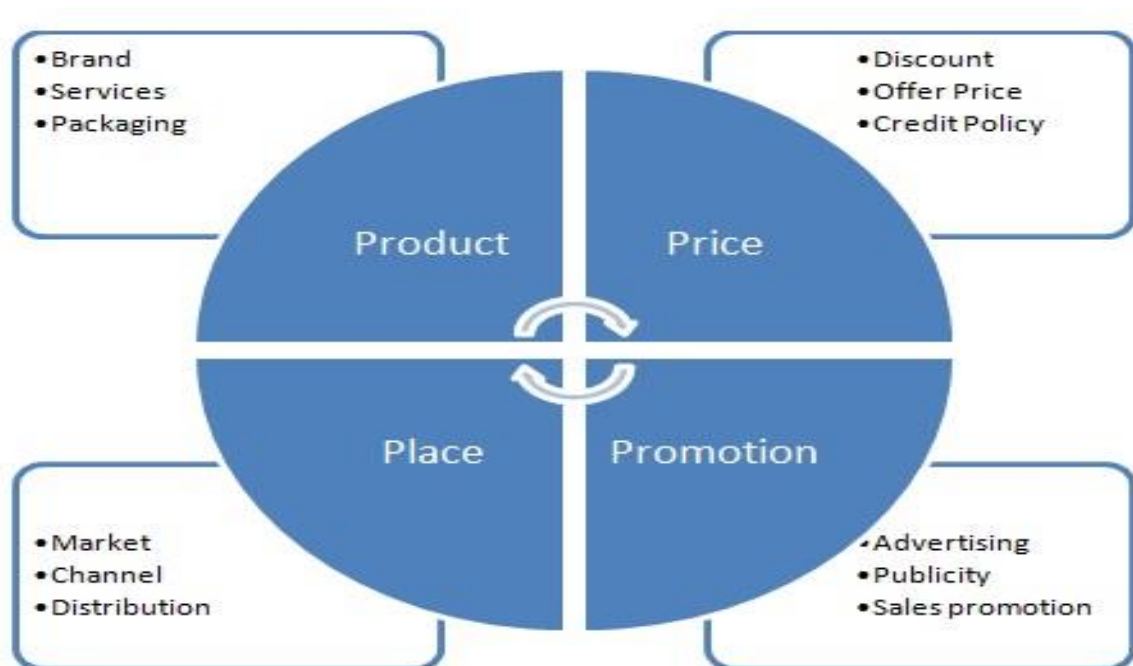
- **Knowing your main interest group:** Without knowing what and to whom you are promoting, your item or administration is simply going to become stirred up in petite air. Organizations need to guarantee there is a certifiable requirement for their contributions and genuine people to serve. Knowing the socioeconomics and psychographics, close by a client profile will help with guiding the technique to a person.
- **Strategic with a definite purpose:** Doing a course of action at the beginning of the advancing endeavor is the best strategy for the beginning. The system is a deliberate aide for an association that can help pass on effectively to clients, telling them how they treat why they make it happen. Being straightforward and predictable in correspondence across different advancing securities can be an additional trademark for a convincing publicizing system. Keep your interchanges straightforward and steady across all of your publicizing materials.
- **Consider some fresh possibilities:** Accepting you are over and again perusing the same thing; it won't make your methodology stand out from the rest. Organizations ought to guarantee their gathering has a meeting to generate new ideas to consider stand-out plans to have the choice to establish a connection with anticipated clients. With as quick as development propels nowadays, the endeavor needs to remain

imaginative. Investigating for new information, stages and continually refreshing the data set is a decent technique for proceeding to chip away at your procedure and circuit new information.

- **Contest and credibility:** With information on clients and their trips, know the resistance in your market. An examination of the contender's assets and shortcomings is an exceptional technique for understanding how you stand isolated from your resistance, trailed by their advancing exercises and missions. A convincing methodology should be tenable, and that implies that the association's objectives can be accomplished reasonably in the endorsed time and total.

- **Execution friendly and measurable:** Each powerful advertising strategy or mission needs to have responses that can be measured and tracked to see the successful image of the organization. Use a proper logical device to produce numbers progressively. Moreover, having metrics like the return for capital invested, traffic, and reach with navigating rates or skip rates for your website or social media platforms can assist with chasing effectiveness.

FOUR P OF MARKETING STRATEGY



The 4 Ps of promoting an incorporate item, worth, spot, and headway. These are the key components that should be joined to satisfactorily cultivate and propel brand's exceptional worth, and help it with standing out from the resistance.

Jerome McCarthy originally proposed the cutting edge kind of the 4 Ps in his 1960 course perusing, Basic Advertising: An Administrative Methodology. These components have since given a standard technique to portray promoting programs for north of 50 years.

Notwithstanding, what makes the 4 Ps of promoting so critical that they have endured everyday hardship, including the advancement of present-day occasions? Underneath we separate each P and reevaluate the manners in which that each has stayed essential to exhibiting.

Product

An item alludes to anything that means to fulfill the necessities and needs of an objective client. It very well may be a substantial decent, like a dress thing or piece of programming, or immaterial, similar to help or experience (think legitimate administrations or a voyage).

Advertisers should consistently have a reasonable idea of what their items rely on, and what separates them from the opposition before they can be showcased effectively. Today, the web can be viewed as either the mechanism for procurement, through web-based business, or the

actual item, for example, a web-based media administration. Along these lines, advertisers should completely understand the item they are selling, how it addresses the issues of their objective client, and what makes their item stand over the opposition.

A few key inquiries that advertisers need to answer include:

- ✓ What do clients expect from your item/administration? Does it fulfill their necessities?
- ✓ What highlights of your item/administration work to address your client's issues? Have you passed up any elements?
- ✓ How and where will the client use it?
- ✓ How might the clients encounter it?

Price

First comes the item, and the following comes to an assurance of its worth among interest groups. The estimating system is craftsmanship and science, in that it includes both market information and cautious computations, just as capably adjusting between evaluating that is excessively high or excessively low, and understanding how slanting, in any case, may harm the brand.

Cost not just alludes to the financial worth of an item yet additionally the time or exertion the client will consume to secure it. Deciding this will be a basic variable in income for the brand as it will affect benefit, supply, demand, and how much advertisers ought to spend on advancement or showcasing system. This, all by itself, is the reason this 'P' is one of the most significant. If an item is evaluated too high or too low, the item - and brand - could come up short.

- ✓ A few key inquiries that advertisers need to answer include:
- ✓ What is the worth of the item or administration to the purchaser?
- ✓ How might your value contrast with contenders?
- ✓ Are there any conceivable setup costs for the item/administration around here?

Place

Modern times have presented new difficulties with regards to arriving at your clients. Place alludes to giving clients admittance to the item, and it additionally calls into play accommodation for the client. Showcasing, through advanced means or in any case, is tied in with putting the right item, perfectly positioned, at the right cost, at the ideal opportunity, before the client.

A few key inquiries that advertisers need to answer include:

- ✓ Where are target clients shopping?
- ✓ Is it true or not that they are utilizing work areas or cell phones?

- ✓ Is it true or not that they are looking for comparable items on the web, or in physical stores?
- ✓ Where are they connecting with via online media?

Despite the fact that exchanges with your organization might occur solely coming up or on the web, clients probably associate with your brand or your particular items in an assortment of spots. It's vital to consider what every one of these spots means for the general client experience.

Promotion

By and by, how to make a group of people aware of the item? Inside the arrangement of the four Ps, headway alludes essentially to advancing interchanges.

These correspondences use channels like publicizing, publicizing, direct exhibiting, email promoting, web-based media advancing, or deals advancements; think of it as any way advertisers scatter significant item information to their goal clients.

Progression is the district that has seen the best turn of events and change because of the advanced age. With the outstanding access presented by B2C promoting arrangements, advertisers would now have the option to propel items simpler, even more effectively, and with more personalization than any time in ongoing memory, accordingly prompting more significant results and consistently expanding assumptions.

Some key questions that marketers need to answer include:

- ✓ How might you arrive at your ideal interest group?
- ✓ Where will you send your advertising messages to your ideal interest group?
- ✓ How does your opposition advance their item? Does that impact your special action?
- ✓ When is the best ideal opportunity to advance?

DEVELOPING YOUR SALES AND MARKETING STRATEGY

Consider your business focus and prospects to be they are not how you'd like them to be: The best methodologies consider the business community for what it's worth, not the way that we think it is or wishes it were. Similar holds for potential customers might think we know what they need, yet reality may be altogether different. Without any evident information, it is too simple to even think about evening considering falling into an illustration of impractical thinking.

Your procedure should begin by researching your genuine client and the business community where you work. Don't wrongly zero in at first on the administrations you offer without a doubt you figure your principle vested party might require. Do the exploration important to understand what your ideal client needs or needs and plan your contributions in like manner. Turn's examination has uncovered firms that do conventional exploration on their true client bunches become quicker and are more useful than those that don't.

Done adequately, this examination will furnish you with an undeniable thought of client needs and needs, their buying interaction, the relentless landscape, how your organization's brand is seen, and the veritable advantages customers get from working with you. This information can drastically diminish your danger and lead to an immeasurably superior system.

Genuinely explore your firm: When you know how your firm measures up in the business place, it's an optimal chance to research your association's internal circumstances. For example: How treats a firm need to achieve?

What significant item or administration do you have that your genuine client needs?

Do you have to add new or various items or benefits or expand into new business sectors?

Is it exact to say that you are keen on advancement? Expecting this is the situation, what kind, and what sum?

Replies to questions like these give the business setting to your deals and promoting system. They reveal what your system ought to achieve and how it ought to be assessed as you do it. The internal and outside examination will help with establishing your course of action when in doubt and make achievement more likely.

Assess your present resources: The best deals and exhibiting methodologies on the planet are futile expecting you don't have the assets to effectively execute it. What kind of capacity is as of now prepared? What level of planning do they have? Do your dealers have what it takes and the information they need? Does the promoting staff understand the administrations you offer? Shouldn't something is said about devices? Do you have the exhibiting foundation you want to pull off an inbound methodology? What might be said about deals devices, for example, exhibiting protection or contextual investigation recordings?

We've observed that responding to questions like these will give you a certified understanding of what is both conceivable and rational. Without this information, procedures are consistently under-resourced or not practical because they are not in light of this present reality.

Settle on a strategy that aligns with your abilities: Directly following exploring your genuine client and business focus, figuring out what you want your procedure to achieve, and evaluating your assets, it's an optimal chance to choose how you will complete your methodology:

Is it genuine that you are the sole proprietor? If you are, then, you'll most sensibly use the "dealer practitioner" model in which you are the brand selling your hands-on attitude, and it's advantageous to fabricate individual similarity and entrust with the client.

Does your firm have a committed deals staff selling administrations performed by other people who are the specialists? Accepting this is the situation, the "merchant ace" model adjusts better to your business to make your practitioners apparent specialists and thought forerunners in the business place.

How should you situate your firm in the business place?

What are your key messages?

Will you utilize inbound or outbound exhibiting or both?

Develop an execution intend to ensure strategy execution and follow-up: Convincing deals and promoting techniques is a huge part of your overall business procedure. It requires a critical obligation, which is the explanation, in greater firms, it's huge that senior organization becomes tied up with the technique. No methodology will be effective without full organization support. Regardless, with a fitting venture of time, money, and effort, you're meticulously evolved and executed deals and promoting procedure will yield immense outcomes.

CHAPTER – 4
SALES AND MARKETING OF FAIZA
BUTTON AND ZIPPER LTD

GARMENTS MARKET IN BANGLADESH

In Bangladesh, the pieces of clothing area turned out to be quickly over the most recent quite a long while for a lower cost of creation, yet the improvement of the Garments business solidified later. In any case, Bangladesh used to import right around a wide scope of pieces of clothing Garments. Regardless, as neighborhood organizations flourished, reliance on imported Garments bit by bit died down. The country at first imported Garments from nations like China, Hong Kong, Singapore, Japan, and India, spending a tremendous piece of benefits. However, by and by, the country is practically independent in garment fabricating, as the subordinate enterprises bloomed and thrived here, driven by notoriety. Zippers, buttons, marks, snares, holders, flexible bands, string, backboards, butterfly pins, cuts, neck area stays, collarbones, and containers are the critical piece of clothing Garments delivered in Bangladesh.

The utilization of excellent quality Garments additionally adds worth to the garment. Accordingly, gigantic makers and exporters endeavor to utilize refined Garments to pull in better costs from overall purchasers. The import of Garments declined forcefully as various area organizations have fostered the capacity to supply.

The frill market is overwhelmed by overall organizations working in Bangladesh because by and large, part of apparel purchasers slants toward Garments from them over locally open things. The local Garments providers, in any case, rule the low-end RMG portion because the low-end producers can't pay piles of money for practically similar nature of Garments since they pass on the names of overall goliaths.

PRODUCTS OF FAIZA BUTTON AND ZIPPER LTD.

Shank button

Knife Buttons are generally utilized in denim pieces of clothing; it is likewise called "Pants BUTTON". It will in general be done in a wide extent of plated metallic and oxidized and Enameled wrapped up. Handcrafts and customized logo covers are open.

Metal Buttons are maybe the most notable button because of their surface completion, strength, and enlivening limit. In light of the collecting materials, metal buttons are delivered with a combination of Zinc, Brass, and Stainless Steel.

Mobile shank button

It is a turning-type button that has a body that isn't fixed. It is made the way by which it can undoubtedly get into a buttonhole. It will in general be done in a wide extent of plated metallic and oxidized completions. Especially crafts and customized logo tops are available.

Ring snap button

There are ring-type springs in the attachment part. The ring-type springs open, which makes the snap-fit in. As its action is more grounded than that of the Spring Snap, it is appropriate for association with profound articles of clothing, it will in general be done to an enthusiastic extent of plated metallic and oxidized completions. Especially crafts and customized logos on tops are open.

Care Data/Remarks:

All applications ought to be checked on by FIZ particular gathering. Quality connections rely upon the joining equipment. So FIZ suggests utilizing those dais and equipment provided by FIZ. Likewise mentioned talking with FIZ particular gathering for any specific issues.

Spring snap button:

There are springs in the attachment part and two springs open, which makes the snap-fit in. Additionally, as the movement is delicate, the Spring Snap is appropriate for association with the center to light articles of clothing. It might be applied to a wide extent of utilization (articles of clothing, cowhide products, and so forward) It might be done in a wide extent of plated metallic and oxidized completions. Handcrafts and individual unified logos on tops are available.

Open prong type

The open prongs part is utilized to get attachments and studs. Its prongs go through the textures and affix to the item.

Prong snap button

Prong Snap Button is a tiny snap that is most routinely utilized for kid's wear, clinical wear, and where requires low applications with light pressure snap movement and low-profile connections. Prong Snap Button causes irrelevant surface harm and it has prominent holding power on sensitive textures. Open in paint tones and Plating wraps up.

Capped prong type

The Cap prong snap button has two sections - prongs and covers. It is equivalent to an open prong and pearl prong, it is utilized for denim shirts, Child's wear, and Blouses as a substitute for sewing buttons. Handcraft and logo cap are available,

Care Data/Remarks:

All applications ought to be audited by FIZ-specific gatherings; Quality connections rely upon the associating equipment. So FIZ suggests utilizing those daises and gear provided by FIZ, likewise mentioned to talk with FIZ particular gathering for any of the specific issues.

Pearl prong type

Pearl Prong snap button likewise comprises of two parts - Prong and Pearl. It is com-manly utilized for denim shirts and pullovers as a substitute for sewing buttons.

Hook and eye

FIZ produces a plain and handcraft cap for Hook and Eye. Metal and Alloy both quality covers are open in FIZ creation line.

Belt

FIZ produces common and select belts and Twill tapes noticing Oeko-tex 100 rules. FIZ has D-ring and locks creation in-house offices.

Twill tape

FIZ produces an arrangement of plans on twill, material, or beautifying tapes with polyester yarn, cotton yarn, and sewing strings.

Poly BAGS

Polybags are utilized for containing, Bundling, and shipping products like food sources, produce, powders, ice, magazines, synthetics, and waste. It's anything but a startling sort of packaging. Polyethylene (PE) and Polypropylene-ene (PP) are generally utilized in apparel squeezing. There are various sorts of poly packs utilized in dress getting done, which are referenced under Polybags with overlap, Polybags with button, Adhesive poly or self-fixing sacks, Lip and paper sacks, Zip-lock ploy. Slider zip-lock poly, Poly Tubing/Hotness Sealed, Plain poly packs, and so on

Counts:

The string is a solidly wound strand of something like two Plies of yarn. Somewhere around two yarn wounds for making thicker string counts. As of now, after includes are open in FIZ creation line. 50s/2, 40s/2, 40s/3, 20s/2, 20s/3, 20s/4, 20s/6, 20s/9, 30S/3.

Application:

Workwear/dresses, Denim, twill pants, skirts, home materials, family, packs, embellishments, and some more.

Sewing thread

Sewing strings are exceptional sorts of yarns that are intended to go through a sewing machine quickly. Turned Polyester string functions admirably on a wide scope of textures and it is broadly utilized for family sewing, Business, and modern sewing. FIZ Thread produces ideal quality SEWING THREAD for exchange situated articles of clothing ventures. In each progression of its, creation FIZ keeps up with natural and worker security. FIZ observes the rules of OEKO-TEX standards generally through its creation processes and is strong in the securing of raw parts to hold Oeko-Tex 100, Appendix 6, items class I authentication, and general consumer loyalty.

Vislon/plastic zipper

Vislon/Plastic zipper is made infused with acetal copolymer sap. Tape is made with Polyester and the slider is made with Zinc. It is lighter than metal zippers of a similar size.

Nylon zipper

A circle zipper is made of twisting plastic components, like polyester or nylon. This zipper is broadly utilized in many things among the other three sorts of zippers. This zipper can be utilized in any articles of clothing and gear or outdoor supplies to vehicles.

Metal zipper y-teeth

Metal Zipper with Y-Teeth quality solid and brilliant teeth finish for significant washing articles of clothing. This zipper worked without a hitch, particularly to the stretch articles of clothing. The strength of this zipper is very high.

Metal zipper

The Teeth of the metal zipper are made with Brass, Tape is made with Polyester or Cotton, and Slider is made of Zinc and Copper. FIZ produces different completion teeth like Golden metal,

Silver, Copper, and aluminum. Antique looks complete are additionally open. Metal zippers are broadly utilized for profound articles of clothing like Denim Jackets, Cowhide Jackets, Denim Pants, or various articles of clothing that are sewing on thick textures.

A clasp or zipper comprising of two columns of metal or plastic or twist teeth on portions of tape and a sliding piece that opens and closes by drawing the teeth together. Zipper obliges the extra worth of design on pieces of clothing. So the utilization of zippers expands ventures by step. Essentially three sorts of zippers are created - Metal, Plastic, and Nylon. FIZ delivers all of the three sorts of zippers with another vision.

Plug and tipping's

FIZ produces both combination and metal quality plug and tipping with a plain and especially craft.

Alloy Hole Button

The button can be made with 2 Holes, 4 Holes, and even 5 Holes. Generally, 4 Hole Button is utilized in menswear, 2 Hole for Ladies' clothing.

Metal badge

FIZ produces redid combination and Brass quality identifications with electroplated and plated covered by buyer prerequisites. Handcraft is additionally open.

Alloy adjuster buckles

Normal applications remember customizable belts for the dress; flexible lashes on sacks, handbags, knapsacks, and stuff; and Undergarments.

Hook and bar

A Hook and Bar attaching is a notable choice for the conclusion on customized pants, skirts, and various articles of clothing. It's a choice rather than a button conclusion.

D-ring/square buckle/rings

FIZ produces both ferrous and Non Ferrous nature of D-Ring, Square Buckle, and Adjuster Buckle. These things are broadly utilized in weaving belts.

Metal item

FIZ produces a wide extent of metal items to convey arranged articles of clothing enterprises. The majority of the items are without ferrous with superb cleaned and completed coats.

Eye-let and grommet

FIZ produces a wide extent of metal items for conveying situated articles of clothing enterprises. The greater part of the items are without ferrous with superb cleaned and completed coats.

Rivet

Bolts affix at where they may very likely break into pieces particularly front and Back Pockets. Bolts are utilized to develop pants pieces of clothing. It has two sections - Cap and tacks.

SALES AND MARKETING POLICY OF FIZ LTD.

PRODUCTS

Item is the focal point of all promoting works out. There are two kinds of relationships as demonstrated by their item. A couple of affiliations focus item is merchandise on the other hand a couple of affiliations focus item is organization.

RANGE OF PRODUCTS

The extent of items here addresses different kinds of things of items. The medication associations parcel their solutions into three classes blends, plans, and medications. Unquestionably the quantity of items FIZ has is 2, however, the genuine association has around 25-27 kinds of items inside their pieces of clothing range. Appropriately, Square is having the primary circumstance in conveying the amplest extent of items. MNU Articles of apparel is at present exhibiting around 17 items. Babylon stands firm on the fourth circumstance. See hung and showcases a total extent of more than 20 items covering all huge items cotton, level, adaptable, zipper, base, and so forward Olympic has the most negligible extent of items appeared differently about the recently referenced associations. The audit results, as depicted in the above figure, basically reflect reality. In any case, it forgets to show the gigantic opening in the item range among FIZ and others. As demonstrated by the clients, the qualification between the item extents of the two associations is more modest.

PRODUCT QUALITY

The idea of any item fuses everything connected with it, going from the raw substances to the suitability when eaten up. The client regularly pushes less side long time and quality items.

PRODUCT DECISIONS

The term item implies significant, real items similarly to organizations. The following are a couple of occurrences of the item decisions to be made:

- ✓ Brand name
- ✓ Functionality
- ✓ Styling
- ✓ Quality
- ✓ Safety
- ✓ Packaging
- ✓ Repairs and Support
- ✓ Warranty
- ✓ Garments and services

PRODUCT PRESENTATION

The item shows of any item join everything connected with it, going from the concealing to the arrangement. It has been seen that the associations can even charge an excessive expense expecting their item show is extraordinary whether or not it is of a comparative quality as the others. As shown by the Customers appraisal, FIZ has the primary circumstance to the extent item shown. MNU and Babylon furthermore have extraordinary circumstances to the extent item show. This is because a part of their items is imported from abroad.

Moreover, the imported crude substances do have very few choices in the local market. FIZ genuine position isn't extraordinary to the extent item show.

DELIVERING A
COMPLETE RANGE
OF TRIMS ...
EVERYDAY



PRODUCT DESIGN AND STYLE

Despite the fact that thing setup contrasts starting with one association then onto the next, the principle area and new associations have a particular standard on thing arranging that is agreeable to the world market. They use the quality arrangement of packs.

PRICE

In the articles on the apparel business area of Bangladesh, there isn't a ton of significant worth partition, when in doubt, among the different associations in light of the incredibly genuine nature of the business. Whatever esteem detachment is there, it is among multinationals and public associations. It is a result of the way that multinationals charge an uncommon expense for their thing. Moreover, the expense is authentically not an essential part because of the possibility of the thing.

Quality is more huge. Notwithstanding, the purchasing furthest reaches of the clients is furthermore a huge idea. Subsequently, organizations should charge a reasonable expense for their thing. As shown by the review, most of the associations as offering reasonable assessing for their thing. It very well may be a direct result of the way that FIZ has thought about an amazingly merciless expense for a part of its key things.

PRICE DECISIONS

A few instances of valuing choices to be made include:

- ✓ Valuing technique (skim, entrance, and so on)
- ✓ Recommended retail cost
- ✓ Volume limits and discount valuing
- ✓ Cash and early installment limits
- ✓ Packaging
- ✓ Value adaptability
- ✓ Value separation

PRICING STRATEGIES

FIZ LTD stays aware of challenge-based assessing frameworks. In the Articles of attire market there, isn't a great deal of significant worth division, when in doubt, among the different associations because of the particularly genuine nature of the business. Cost is certifiably not an indispensable component as a result of the possibility of the thing. Quality is more critical. Regardless, the purchasing furthest reaches of the clients is moreover a critical idea. Therefore, associations need to charge a reasonable expense for their thing.

As shown by the review, an enormous part of associations proposes FIZ as offering a reasonable incentive for their thing. It very well may be because FIZ has thought about an amazingly forceful expense for a part of its key things.

PRICING STRATEGY FOR NEW PRODUCT

Since the public authority severely controls the expense of Pieces of attire things, another association should take on shadow or circumlocutory assessing methods.

PRICING APPROACH

The expenses of things under the controlled class are directed by the public power. The collecting associations are allowed to propose the expenses of the things that are under the decontrolled class and the support of these proposed costs are given by the public power. Since the nearby government severely controls the expense of Pieces of attire things, there is an immaterial worth differentiation. The most outrageous expense of a thing will be essentially twofold the expense of TP notwithstanding regard added charge at 8% Tank. Regardless, the expense of normal substances is not kidding which is a fixed ward on the worldwide market

situation. As Pieces of attire creators need to depend upon imported crude substances, an augmentation in expenses of raw substances all around impacts clearly on the cost of creation.

DISTRIBUTION (PLACE) DECISIONS

Circulation is tied in with getting the items to the client. A few instances of dispersion choices include:

- ✓ Distribution channels
- ✓ Market coverage (inclusive, selective, or exclusive distribution)
- ✓ Specific channel members
- ✓ Inventory management
- ✓ Warehousing
- ✓ Distribution centers
- ✓ Order processing
- ✓ Transportation
- ✓ Reverse logistics

BASIC REQUIREMENTS FOR RECRUITING A SALES REPRESENTATIVE

- ✓ MBA with the business foundation
- ✓ Least second classes generally through scholarly life
- ✓ Great relational abilities
- ✓ Very much Groomed

MAJOR RESPONSIBILITIES

- ✓ Leading review examination to pick the right and expected customer, similar to Regency, FIZ.
- ✓ Visiting the customer
- ✓ Specifying item highlights to the customer
- ✓ Creating Demand from customer end
- ✓ Visiting the new pieces of clothing
- ✓ Putting the indents to the conveyance division through the outreach group

42-DAY LONG INDUCTION TRAINING PROGRAM TO DEVELOP

- ✓ Grooming
- ✓ Attitude
- ✓ Morality
- ✓ Motivation
- ✓ Communication Skill
- ✓ Speaking Skill

CHANNEL DESIGN

FIZ has an immense assignment network having various terminals all over the country. They make the things available in all Pieces of apparel office. The terminals are arranged in Dhaka, Chittagong. FIZ advancing its things in 10 countries of the world through our movement assistants.

PROMOTION

Due to high competition in the business among the different players watching out, strong exhibiting has been taken on by the different associations. In such a way, the progression has transformed into a supportive device to fight contention. Moreover, exceptional materials of associations influence clients. Along these lines, different associations have set out different exceptional instruments to expand the slice of the pie.

PROMOTION DESIGN

With respect to the exhibiting mix, headway tends to the various pieces of advancing correspondence, that is, the correspondence of information about the thing to make a positive customer response. Advancing correspondence decisions join

- ✓ Special technique
- ✓ Publicizing
- ✓ Individual selling and salesforce
- ✓ Deals advancements
- ✓ Advertising and exposure
- ✓ Advertising correspondences financial plan

PROMOTIONAL STRATEGIES

Before clients can benefit from the steady progression of Articles of apparel moving from this sort of industry, a huge piece of the speedy course of improvement is to remain with the Articles of attire and various associations aware of everything in regards to the work occurring in research and to exhort them about the availability in regards to new things. Focusing on different market characteristics is the principal limit of the promoting division. There are different sorts of business areas for things. According to the market credits, a thing can be set up into three huge parts: So near and dear selling is the way the things can be advanced and sold. As Over Counter, things needn't bother with any standard to buy or offer it gets a chance to go through print advancing and TV publicizing. Different buying conduct essentially influences exhibiting a thing. Understanding the buyer's buying demeanor is the primary control of any promoter. To examine lead, the promoter needs to visit the spot, gain data about their financial condition, culture, custom, and competitor position.

ADVERTISING APPEALS

Understanding portrayed: Discernment is described as the communication by which an individual chooses, arranges, and interprets supports into a huge and coherent picture of the world. It might be depicted as how we see our overall environmental elements. For Articles of attire things, clients are authoritative buyers of the things. Notwithstanding, a large part of the time, they purchase those things that are suggested by satisfied clients.

THE MARKETING MIX OF FIZ LTD.

PRODUCT

A thing is a thing that is developed or conveyed to satisfy the prerequisites of a particular social event of people. The thing can be subtle or significant as it might be as organizations or merchandise. We should ensure to have the right kind of thing that is pursued your market. Subsequently, during the thing improvement stage, the publicist ought to do an expansive assessment of the current example of the thing that they are making. A thing has a particular life cycle that consolidates the improvement stage, the advancement stage, and the business rot stage. Sponsors need to reiterate their things to animate more interest once it shows up at the business rot stage. Promoters like FIZ LTD ought to moreover make the right thing mix. It may be adroit to broaden your current thing mix by separating and expanding the significance of your item offering. In light of everything, sponsors ought to ask themselves the request how

might I have the option to manage to offer a better thing than this social occasion of people than my opponents.

PRICE

The expense of the thing is essentially the total that a customer pays for to see the value in it. Cost is an imperative piece of the exhibiting mix. It is moreover an essential piece of an advancing arrangement as it concludes the FIZ LTD advantage and perseverance. Changing the expense of the thing massively influences the entire advancing procedure similarly as amazingly affecting the arrangements and solicitation of the thing. In any case, this is inherently a fragile locale. If an association is new to the market and has not made a name for them now, it is incomprehensible that your genuine market will need to address a massive cost. Even though they may be willing in the future to give up enormous measures of money, it is more enthusiastically to get them to do as such during the presentation of a business. Esteeming reliably helps with shaping the impression of your thing in buyers' eyes. Persistently review that a minimal expense generally infers an inferior extraordinary in the purchaser's eyes as they balance your incredible with a competitor.

Subsequently, costs too high will make the costs offset the benefits in customers' eyes, and they will consequently regard their money over your thing. Make sure to break down competitors' assessment and cost similarly. When setting the thing esteem, publicists should consider the clear worth that the thing offers.

There are three huge esteeming frameworks, and these are:

- ✓ Market infiltration evaluating
- ✓ Market skimming valuing
- ✓ Nonpartisan evaluating

PLACE

Position or conveyance is a crucial piece of the thing mix. We really want to position and disperse the thing in a spot that is available to likely buyers. This goes with a significant cognizance of FIZ LTD's objective market. Appreciate them back to front and you will find the

most useful arranging and dispersal channels that clearly talk with your market. There are various scattering methods, including:

- ✓ Concentrated dispersion
- ✓ Selective dispersion
- ✓ Particular dispersion
- ✓ Diversifying

PROMOTION

Advancement is a vital part of promoting as it can help brand acknowledgment and deals.

Advancement is included different components like:

- ✓ Sales Organization
- ✓ Public Relations
- ✓ Advertising
- ✓ Sales Promotion

Publicizing regularly covers particular procedures that are paid for like TV advertisements, radio promotions, print media, and web advancements. In contemporary events, there is by all accounts an adjustment of the middle from the separated to the online world. Promoting, on the other hand, are exchanges that are normally not paid for. This consolidates official explanations, shows, sponsorship deals, studios, gatherings, and events. Verbal trade is moreover a kind of thing headway. Verbal trade is a relaxed correspondence about the upsides of the thing by satisfied customers and average folks. The business staff expects an imperative part in promoting and casual.

Not take this from a genuine perspective. Casual trade can moreover stream on the web.

Harnessed effectively it tends to be one of the main assets you have in aiding your advantages on the web. An extraordinarily certifiable outline of this is online electronic media and managing an association's online electronic media presence. Progression will depend upon your monetary arrangement, the message you really want to pass on, and the true market you have portrayed right now in past advances.

CHAPTER – 5
PROBLEMS IDENTIFIED AND
RECOMMENDATIONS

PROBLEM IDENTIFIED

- ❖ **Product:** Very little variety in the product offering. Along these lines, it is building up the item in another market.
- ❖ **Price:** A few items cost is higher than other organization. Covering the entire market is a danger for Faiza Button and Zipper ltd.
- ❖ **Place:** Place inclusion of Faiza button and zipper ltd isn't the ideal region. The transportation framework isn't adequate. That is the reason now and then they are late in conveyance.
- ❖ **Promotion:** Faiza button and zipper ltd don't promote their organization items and administrations in various media.
- ❖ **Sales Target:** The business focus of Faiza button and zipper ltd isn't very much evolved. With conversation, the manager forces an objective that is difficult to satisfy by the outreach group.
- ❖ **Marketing department:** The showcasing branch of Faiza button and zipper ltd isn't very much organized.
- ❖ **Product quality:** Item quality is normal. Like Nylon zipper, Metal zipper, Eye-let, and grommet are of low quality.

RECOMMENDEATIONS

- ❖ **Product:** Need to foster the product offering to draw in more clients.
- ❖ **Price:** A few items cost is higher than other organization. In this way, item costs should be created with other organizations.
- ❖ **Place:** Need to move their principal processing plant to a simple transportation region.
- ❖ **Promotion:** Faiza button and zipper ltd ought to foster their special exercises to draw in more clients.
- ❖ **Sales Target:** Deals target ought to be created after the conversation with the outreach group.
- ❖ **Marketing department:** The advertising division of Faiza Button and Zipper ltd. ought to be all around organized.
- ❖ **Product quality:** Item quality is normal. Thus, Faiza Button and Zipper ltd. need to further develop their item quality.

CONCLUSION

We should focus on publicizing because, in our own lives, we entire use selling systems. In my impermanent work program, I noticed publicizing is an interesting position. Expecting we want to work in business, we need to have some knowledge of publicizing since advancing people accept a significant part in the public authority help of an affiliation. A publicizing position is really interesting an immediate consequence of the variety of people experienced and practices embraced. Besides, displaying offers openings for money-related prizes and progressions. Advancing people take an interest in a wide extent of activities recollecting giving information to things and organizations to customers and delegates as well. An enormous piece of us doesn't be aware of countless these activities because the salespeople we meet more often than not work in retail stores. In any case, the most animating, satisfying, and testing bargains position in corporate structure associations: the long stretch, imparted benefit relationship to customers. Working in Faiza Button and Zipper Ltd. I found displaying as of late. Faiza Button and Zipper Ltd. are the greatest garments decoration making associations in Bangladesh. Since the beginning, the association endeavored and accomplishes to give the best idea of its organizations to its clients with no topsy turvy circumstance.

Right after completing my impermanent position program, I have aggregated a lot of data about the corporate world and the advancing and arrangements technique of an association. In my transitory work program, I have observed a couple of issues that are related to the association. Assuming the association kills those issues by seeing my thoughts trust they will keep up with their business even more viably

CHAPTER – 6

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