



Internship Report

On

“An Analysis of Marketing Strategies of Fabric & Sourcing International”



Internship Report

On

**“An Analysis of Marketing Strategies of Fabric & Sourcing
International”**

Supervised by

Dr. Mostafa Kamal

Professor of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Prepared by:

Md. Rajib Akther

ID: 161-14-1970

Program: MBA

Major in Finance

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Date of Submission: 03-07-2022

Letter of Transmittal

03 July 2022

To

Dr. Mostafa Kamal

Professor of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

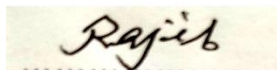
Subject: Submission of Internship Report.

Dear Sir,

This is a great pleasure for me to submit the Internship Report, which is a part of the MBA program's requirements. **“An Analysis of Marketing Strategies of Fabric & Sourcing International”** is the title of my internship report. I believe that the knowledge I obtained from this study will be extremely beneficial to me in the future. I am confident that the Internship Program has greatly improved my practical and theoretical understanding.

It should also be mentioned that I would not have been able to complete this report without your expertise and assistance. If you have any further questions about any of the additional information, I would be happy to answer them. So, I respectfully beg and hope that you would accept and comply with my report.

Sincerely yours,



.....
Md. Rajib Akther

ID: 161-14-1970

Program: MBA

Major: Finance

Department of Business Administration

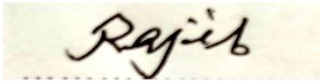
Faculty of Business and Entrepreneurship

Daffodil International University

©Daffodil International University

Student Declaration

I am **Md Rajib Akther** and hereby declare that the report of internship titled ‘**An Analysis of Marketing Strategies of Fabric & Sourcing International**’ is prepared by me at the time of my job in **FABRIC & SOURCING INTERNATIONAL**. I also would like to verify that, the report is ready exclusively for an academic purpose not for other purposes.

A rectangular box containing a handwritten signature in black ink that reads "Rajib".

.....
Md. Rajib Akther

ID: 161-14-1970

Program: MBA Major in Finance

Department of Business Administration

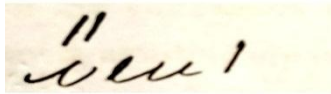
Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Supervisor

This is to certify that **Md. Rajib Akther**, ID: 161-14-1970, has prepared the internship report titled '**An Analysis of Marketing Strategies of Fabric & Sourcing International**' as a requirement for the 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.



.....

Dr. Mostafa Kamal

Professor of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

I would like to express my appreciation to all who have supported me to complete this internship report on “**An Analysis of Marketing Strategies Fabric & Sourcing International**” A special thanks to my honorable supervisor, **Professor Dr. Mostafa Kamal** for his kind concern, valuable time, advice and constant guideline during my internship period to making this report.

I am very thankful to **Mr. Mohammad Hossain, CEO of Fabric & Sourcing International** for his constant guidelines and encouragement throughout the internship period. I also like to thank all of my colleagues for being so cooperative in my work and creating a friendly environment & assisting me with the information for my report.

I would like to show my gratitude to all the Management & Non-Management staff that have helped me during the internship period.

And finally, I like to thank **Fabric & Sourcing International** for providing me with the chance to do my internship in the reputed organization.

Executive Summary

This Internship Report is on ‘An Analysis of Marketing Strategies of Fabric & Sourcing International’. The Sales and Admin department is the greatest dynamic part of the supply-oriented organization. It raises the chance for entrepreneurship growth in the fabric sourcing industry. So it helps the jobless people and also the government to get rid of the redundancy problem and also traded a vital role in the economic growth of the country. This is an excellent opportunity for me to do my internship at FABRIC & SOURCING INTERNATIONAL. This is an organized office with all the facilities. I am working here as an executive in Sales & Admin since January 01, 2022. I have prepared the internship report as a requirement of the internship phase of the MBA program in Business administration.

The total report is divided into four major chapters. Chapters are again divided into subchapters according to the content of the chapters.

Chapter one is the introductory section of this report. Which has the description of the internship report, the origin of the report, the objective of the study, the methodology of the study, and so on.

Chapter two is a brief discussion about Fabric & Sourcing International. This chapter covered the overview of Fabric & Sourcing International, its vision, mission, strategies of Fabric & Sourcing International, organization structure, and corporate information.

Chapter three is a brief discussion about the process, analysis & strategy of fabric & sourcing international. this chapter included the business procedure of Fabric & Sourcing International, SWOT analysis, sales & marketing strategy, buy & sales strategy, marketing mix, etc.

Findings, recommendations, and a conclusion are drawn in chapter four of the report.

TABLE OF CONTENTS

Contents	Page No
Letter of Transmittal	i
Student Declaration	ii
Certificate of Supervisor	iii
Acknowledgment	iv
Executive Summary	v
Table of contents	vi
List of abbreviation & Figures	viii
Chapter One: Introduction	1-7
1.1 Introduction	2
1.2 Rational of the Report	3
1.3 Origin of the Report	3
1.4 Objectives of the Study	4
1.5 Scope of the Study	4
1.6 Methodology of the Study	4
1.6.1 Sources of Data	5
1.6.2 Methods of Data Collection	5
1.7 Limitations	6
1.8 Literature Review	6
Chapter Two: About Fabric & Sourcing International	8-12
2.1 Overview of Fabric & Sourcing International	9
2.2 Mission	9
2.3 Vision	9
2.4 Board Objectives	10
2.5 Slogan	10
2.6 Customer of Fabric & Sourcing International	10
2.7 Strategies of Fabric & Sourcing International	11
2.8 Organization Structure	11
2.9 Corporate Information	12

Chapter Three: Process, Analysis & Strategy	13-26
3.1 Fabric & Sourcing International whole business procedure	14
3.2 STP Analysis	15
3.2.1 Market Segmentation	15
3.2.1.1 Apparel Market and Market Size	15
3.2.1.2 Industrial Market and Market Size	16
3.2.2 Target Market	17
3.2.3 Positioning	17
3.3 Corporate Strategies	17
3.4 SWOT analysis of Fabric & Sourcing International	18
3.5 FSI Decision-making process	20
3.6 Sales & Marketing Strategy	21
3.6.1 Buy & Sales strategy	21
3.7 Marketing Strategy of FSI Through Marketing Mix	22
3.7.1.4 The promotional Mix	24
3.8 FSI Sales & Importation Data (2019-2021)	26
Chapter Four: Findings, Recommendations and Conclusions	28-33
4.1. Findings	29
4.2 Recommendations	30
4.3. Conclusion	31
References	32

Abbreviation List

1. CAGR- Compound Annual Growth Rate
2. CEO- Chief Executive Officer
3. EPB- Export Promotion Bureau
4. FSI- Fabric & Sourcing International
5. IFC- International Finance Corporation
6. ISO- International Organization for Standardization
7. KPI- Key Performance Indicator
8. PPE- Personal Protection Equipment
9. QC- Quality Control
10. RMG- Ready Made Garments
11. SWOT- Strong, Weakness, Opportunity & Threats
12. TT- Technical Textile
13. WRAP- Worldwide Responsible Accredited Production

List of Figures:

1. Organizational Structure
2. Business Procedure of Fabric & Sourcing International
3. SWOT analysis
4. FSI decision-making process
5. Marketing Mix
6. The Promotional Mix
7. FSI sales 2019-2021
8. FSI sales profit 2019-2021
9. Fabrics item wise import data of FSI

CHAPTER: 1

INTRODUCTION

1.1 Introduction

The remarkable success of garment exports from Bangladesh, over the last two decades, has exceeded the most promising expectations. Garments are the country's largest exporter, accounting for about three-quarters of total exports and the industry is an indication of the country's dynamism in the world economy. The RMG industry is a major non-agricultural formal sector that creates employment opportunities for the needy. At present, the financial sector of Bangladesh is very much dependent on this sector. The most important element in any garment sector is to procure clothes at the lowest prices.

Recently we have seen some accidents in our garments division which have adversely affected our garments division. For this reason, compliance issues came out in front of the whole world. Customers are given so many terms & conditions to be complied with by the manufacturer. Long before the buyer came to the factory to see the quality of the garment. Now recently they come with the cautiousness of compliance requirement & want to know the safety issue of workers & details of the origin of apparels.

The annual export earnings of the garment sector are divided into two sources, one is a knitwear and the other is woven. In 2021, the export value of readymade garments (RMG) in Bangladesh was about US 31 31.46 billion. This is an increase over the previous year, with RMG exports of Bangladesh amounting to about US 26 billion. The impact of readymade garment exports is one of the most significant social and economic developments in contemporary Bangladesh.

Our garments production is mostly dependent on imported raw materials. 'Fabric & Sourcing International' is one of the leading fabric suppliers of garments industries and buying a house for smooth production. Currently, I am working in 'Fabric & Sourcing International'. I have selected the organization 'Fabric & Sourcing International' to do my internship which is related to the RMG industry. From here, I am obtaining knowledge about this sector to build up my career. FSI sources the best quality fabrics to keep a long-term business relationship with their customers. The guiding principle of the company is to develop and maintain strong, secure relationships with buyers and suppliers.

1.2 Rational of the Report

The internship report titled “**An Analysis of Marketing Strategies of Fabric & Sourcing International**” is prepared to accomplish the obligation of the internship program for the MBA degree in the school of business. Through this internship, I got practical knowledge from the organization of ‘Fabric & Sourcing International’. This project will show the overall activities of Fabric & Sourcing International.

The ready-Made Garments (RMG) industry is one of the biggest export-oriented industries in our country. Garments Factories and buying houses play a vital role in the process of this RMG export order execution. They collect the export orders and most cases try to execute the orders. In this process, they need fabrics and many other accessories. FSI imports fabrics and accessories mainly from China, Vietnam, Thailand, etc., and supplies to local garments industries and buying houses.

For this purpose, I have given a complete review of the marketing strategy of Fabric & Sourcing International. This report contains the whole process of getting an order and delivery to the buyer.

1.3 Origin of the Report

As a regular student of the MBA program, it requires an internship of three-month attachment with an organization followed by a report assigned by the supervisor in the organization and endorsed by the faculty advisor. I took the opportunity to do my internship in the organization of Fabric & Sourcing International, as its office is in Banani, Dhaka. I was authorized to prepare a report on “**An Analysis of the Marketing Strategies Fabric & Sourcing International**” for partial fulfillment of my course requirement. I went to **Fabric Sourcing and International** office at Banani, Dhaka, where I started my job as an Executive in Sales & Admin from 01-01-2022 to till now. During this internship period & after my work experience, I had to prepare a report under the supervision of Dr. Mostafa Kamal, Daffodil International University. On the other hand, Mohammad Hossain (CEO) of Fabric & Sourcing International supervises me inside the Organization.

1.4 Objectives of the Study

The study has been carried out with the following objectives:

General objectives:

The study presents the overall information of Fabric Sourcing International. The business process, activities and strategies are described here. It explains the factors which affect this business. Strength and weakness are identified, which is essential for developing its internal and external situation.

Specific objectives:

1. To explain the marketing strategies of Fabric & Sourcing International (FSI)
2. To explain the working process of Fabric & Sourcing International.
3. To identify the problems along with some recommendations for the marketing strategy and working process of FSI.

1.5 Scope of the Study

Scope refers to the combined purpose and requirements required to complete a project. Throughout my internship program, I have tried to gather as much information as possible to illustrate sales & marketing-based company reviews. During my internship I found information from FSI, various garments factory, buying a house, team discussions, the internet, and newspapers related to the RMG industry.

1.6 Methodology of the Study

The methodology defines how we go through all the processes of research and how I have proceeded. The study requires a systematic procedure from the selection of the topic to the preparation of the final report. The report is using the qualitative method mainly. The relevant information is collected from primary sources. The secondary sources of information have been used too. To accomplish the report both primary and secondary data are necessary. Then mentation, marketing mix, and SWAT analysis of FSI have been shown in this report.

Information on sales and profit of FSI has been presented also. Then findings from that information have been listed. Those findings will be considered for giving the recommendation.

Target Population: Fabric manufacturer, garments industry, and buying a house.

1.6.1 Sources of Data

Data used to prepare this report has been collected from both the primary and secondary sources.

A. Primary Source

- Sales & Marketing, Commercial, Admin, Accounts division, etc. of FSI.
- Buyers of local garments and buying a house.
- Most of the information was acquired by discussing with the CEO & colleagues.

B. Secondary Source

- Different circulars issued by the BGMEA, BKMEA
- Printed forms and documentation supplied by Fabric & Sourcing International.
- Online newspaper
- Books/ Journal

1.6.2 Methods of Data Collection

- Discussion with the merchandiser of Garments, Buying House.
- Market visit
- Day-to-day official works.

1.7 Limitations

This report is not free from limitations. Moreover, the topic is so vast, so I faced some problems while preparing this report. Among many limitations the followings are worth mentioning:

- **Limitation of data:** Each organization has its own secrecy policy. So, that it is not uncovered to others. The employee has the limitation to provide all types of information because some information was denied to reveal as it was said that those were confidential.
- **Real situation:** The real situation is different from the bookish concept. Some concepts varied from industry to industry, company to company. Some academic concepts and applying concepts in the real workplace are different in some cases too.

1.8 Literature Review

Bangladesh is the second-largest global exporter of RMG (Masum & Islam, 2014). The industry has a long-term vision of entering the international market by capitalizing on its expertise and experience. The foreign exchange earnings and employment generation of the RMG sector have been increasing at double-digit rates from year to year (K. M. Faridul Hasan. et al., 2016). Although various types of garments are factory-made in the country, only a few types, such as shirts, T-shirts, trousers, jackets, and sweaters are main (BGMEA website; Nath, 2001). This country is extremely dependent on imported fiber from China and India. Masum (2016) stated that the backward linkage between India and China is much stronger than other countries in the region as they produce, use and export vast amounts of fibers. China is also perfect in the forward linkage. It's forward linkage is highest among the comparing countries (Masum, 2016). The RMG business of Bangladesh depends on the good buyer or customer response (Mohibullah ATM et al., 2018), as the demand structure of this industry is order-driven (Masum, 2016).

The production processes of RMG firms in Bangladesh are three types: i) vertically integrated, i.e., they buy fiber and then process the fiber into finished apparel; ii) semi-vertically integrated, i.e., they buy yarn and then convert the yarn into finished clothing; and iii) horizontally integrated, i.e., they buy fabric and then convert fabric into finished clothing. FSI works to meet the demand of third-

category textile clothing firms. Like the textile clothing industry (Masum M., 2016), the demand for products from FSI is also order-driven. After getting orders, it sources fabrics from foreign suppliers, mainly from China.

Mohibullah ATM. et al. (2018) stated in their report that marketing is a key research part of the RMG industry in Bangladesh. Also added that marketing is dependent on some of the 4ps like; product, price, promotion, and place, which are interrelated for marketing strategies. Without related education, it is impossible to survive in the competitive market. Research and development, and training are needed but neglected in the garment sector of Bangladesh (Mohibullah ATM. et al., 2018). Shibly and Rahman (2018) found in their study that poor backward linkage, lack of marketer competency, labor, and political unrest, non-compliance issue, long lead time, infrastructure problem, culture and language problem, poor port facility, power problem, etc. are barriers in the marketing of RMG sector. There is scarce study on the intermediary organization which sources fabrics for importers and creates a linkage between fabric importers and foreign suppliers. So, in this report, the sales and marketing activities, and marketing mix of FSI will be presented and related problems will be identified.

CHAPTER: 2
ABOUT FABRIC & SOURCING
INTERNATIONAL

2.1 Overview of Fabric & Sourcing International

Fabric & Sourcing International is a company that was founded on December 1, 2018. FSI begins with a single office without any branch office in Dhaka. They have always offered their clients high-quality products and services. We all know that businesses have ups and downs. Fabric & Sourcing International too has a lot of issues, yet they manage to overcome them all. Now they have some good and reliable clients and suppliers. It wasn't simple for them to overcome. Fabric & Sourcing International is always more concerned with building client confidence and dependability than with maximizing profits. The primary activities of the company involve the sourcing and sale of various types of Fabric and accessories. Fabric & Sourcing International has some renowned garments manufacturers buying the house. Moreover, Fabric & Sourcing International employs over 12 people. Some of them are held to the same high cultural and ethical standards as the organization. They are capable to source and supplying the best quality at the lowest price compared to their competitors, while also meeting the needs of their customers. When they realize their clients are pleased with their product, they add accessories business to accommodate their requirements. In 2021, they added accessories like Zipper, Snap button, Plastic button, Metal button, Lining, Velcro, Elastic, Cord, Ribbon, Toggles, Rivet Collar bone, and so on. Fabric & Sourcing International is an active player in the Fabric supplier industry.

2.2 Mission

Our Mission defines our journey. We excel to develop and deliver value-added goods and services to our esteemed customers, consistently outperform our peers, build an enduring relationship with our business associates, provide a dynamic and challenging environment for our employees, and aim to achieve incremental growth of our business thereby having a positive economic and social impact on the community and the nation.

2.3 Vision

With a dream and a wide vision to become a pioneer supplier in the garments industry and buy a house & provide superior value to our clients.

2.4 Board Objectives

The main board objectives of Fabric & Sourcing International are as follows:

- i. FSI's first board objective is to increase the sales. FSI always gives the priority on sales by decreasing the profit margin. FSI is a new organization in the supplier sector. So, it is important to introduce FSI in the competitive market by increasing sales. Very soon, FSI will introduce the KPI system for the sales department to evaluate the sales target. FSI's managements are always concern to increase the sales for securing the organization future.
- ii. At the same time, FSI's second objective is sourcing. Sourcing is the main business concept of FSI. To build up the business relation with different manufacturer countries, FSI's management is concerned about it. FSI's management gives the tips and tricks how to increase the foreign supplier by sourcing. To get the supply order from this competitive local market, FSI's need more foreign supplier at reasonable price.
- iii. To discover and develop the new fabrics market. FSI always keeps an eyes on the new fabrics market like technical fabrics market since this market is yet to develop in Bangladesh. FSI wants to catch the technical fabric market from now. To achieve this objective FSI is providing internal training to the team about technical fabric sales and sourcing strategy.
- iv. To evaluate team performance after a certain time.
- v. To help the the employees communication skill.
- vi. To be innovative and responsive to customer needs.
- vii. To establish clear, customer-focused requirements.

2.5 Slogan

Dependable Source for All Kinds of Quality Fabrics.

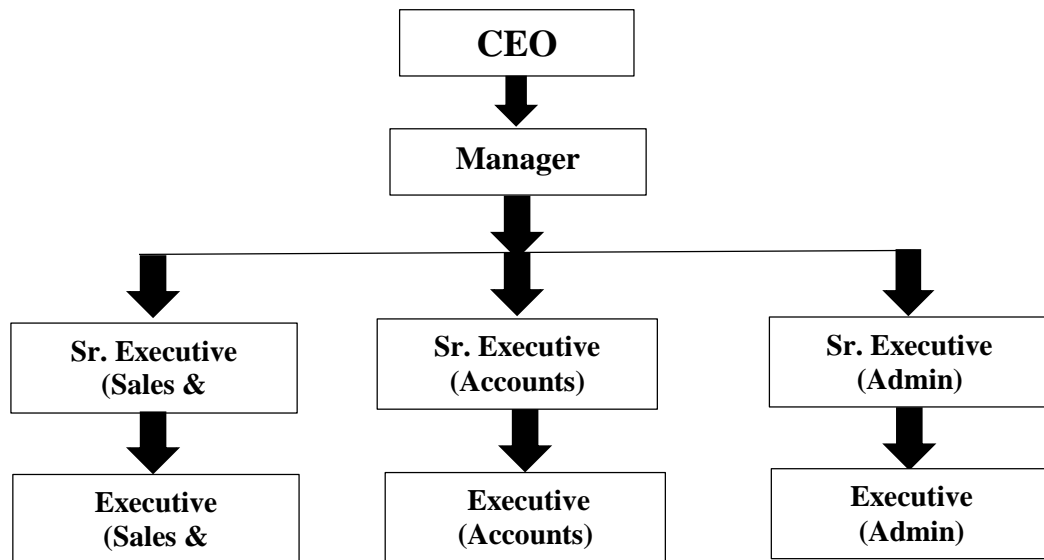
2.6 Customer of Fabric & Sourcing International

- a. ZEX Fashion Bangladesh
- b. SAG Fashion International Ltd.
- c. Fashion Plus International Ltd.
- d. Symbol Fashion Limited
- e. One Tex BD Limited
- f. Shasha Denims Limited
- g. Versatile Group

2.7 Strategies of Fabric & Sourcing International

- Source and supply the possible product to the local clients/ manufacturer with minimum profit in order to get the supply orders.
- Identify customer/ manufacturer demands and assess how effectively those criteria are met.
- All employees must be trained and developed, and adequate resources must be provided to ensure the supply of quality goods with minimum profit from the different countries.
- Maintain very good relations with foreign suppliers and local manufacturing industry
- Strongly focus on the global market, to cope with the change of global market.

2.8 Organization structure



2.9 Corporate information

Name of the company	Fabric & Sourcing International
Commencement of Business	01 December 2018
Head Office	31, Banani, Dhaka-1213, Bangladesh
Mobile Number	01811-831108
Chairman	Mohammad Hossain
E-mail	hossain.rssbd@gmail.com
No. of branches	No branch.
No. of employees	12

CHAPTER-03

PROCESS, ANALYSIS & STRATEGY

3.1 Fabric & Sourcing International whole business procedure

To start the business process, first Fabric & Sourcing International has collected a trade license from the city corporation, IRC, and an Indenting certificate from the Indenting Association of Bangladesh. After that, they set up an office in Banani, Dhaka, and recruited some energetic employees to source the foreign supplier and local manufacturers/clients.

Once FSI gets the order from local garments/ buying house, then sent the sample to the foreign suppliers for price quotation. After meeting the requirement and being the lowest bidder, Fabric & Sourcing International gets a supply order.

In order to get the supply order, LC has been opened by the local manufacturer on behalf of the foreign supplier. Fabric & Sourcing International just links up the supplier and manufacturer with a minimum commission.

After the arrival of the shipment, Fabric & Sourcing International's representatives do the inspection on the premises of a local manufacturer/ buyer in Bangladesh. If the goods are found of satisfactory quality, then both parties declare to complete the job. That's the whole business of Fabric & Sourcing International.

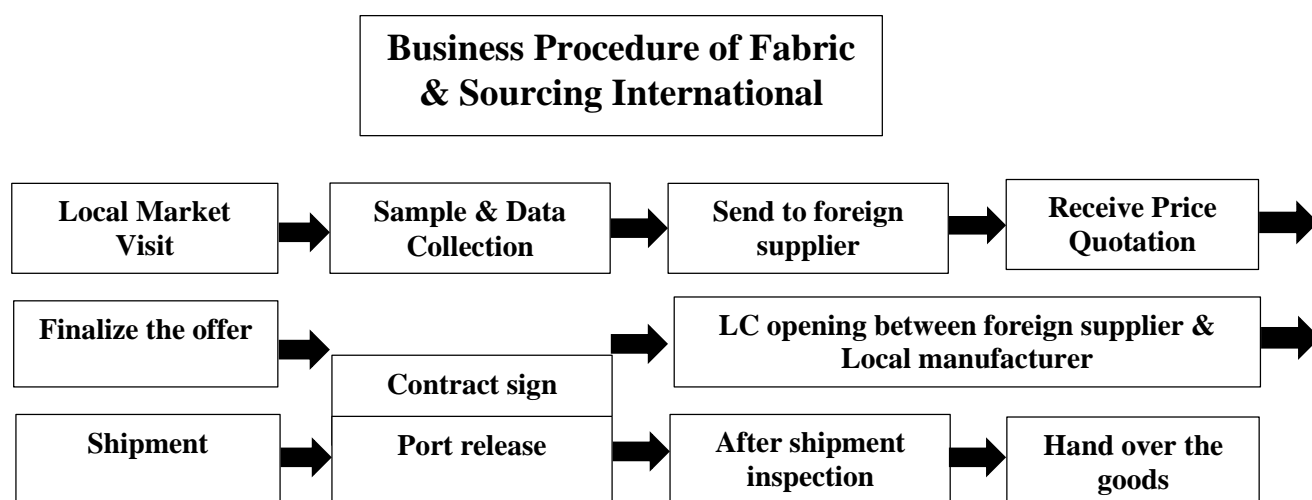


Fig: Business procedure of Fabric & Sourcing International

3.2 STP Analysis

STP studies include market segmentation, target market, and positioning.

3.2.1 Market Segmentation

FSI have divided our client into two congregations.

- Apparel Market
- Industrial Market/ Technical Textile Market

3.2.1.1 Apparel Market and Market Size

The apparel market comprises sales of apparel by entities that manufacture apparel. Apparel states to clothing or garments in general. The apparel industry comprises companies that manufacture complete lines of ready-to-wear apparel and custom apparel. This industry produces garments such as shirts, T-shirts, jackets, socks, uniforms, caps, hats, neckties and belts. Apparel is made of cotton, linen, polyester, and other textiles.

According to the IFC report, the worldwide apparel market has gained an approximate value of \$527.1 billion in 2020, while the compound annual growth rate (CAGR) has declined to -0.6% since 2015. This decay of growth rate during the historic period is the result of lockdown and social distancing norms imposed by countries and worldwide economic slowdown across countries due to the COVID-19 outbreak and the measures to contain it. The apparel market is then estimated to improve and increase at a CAGR of 9.8% from 2020 and reach \$842.7 billion in 2025 and \$1,138.8 billion in 2030.

In the last 7 years, the garment industry of Bangladesh has been able to increase 79% of annual revenue by raising its annual revenue from \$19 billion to \$34 billion. This achievement has made the country the second largest exporter of garments in the world, with the sector accounting for 80 percent of Bangladesh's total export earnings.

Like the textile clothing industry (Masum M., 2016), FSI is also an order-driven organization. The textile industry gets orders for apparel production mostly. So, FSI also gets orders for fabrics mostly

from the apparel industry.

3.2.1.2 Industrial Market

Industrial textile is a special branch of technical textile. These are usually used in the chemical, electronics, civil and mechanical industries. The industrial fabric market is growing because of the increased demand for industrial fabrics from various applications, globally. This textile market is estimated to grow to USD 162.9 billion by 2025, at a CAGR of 8.5%. while the global technical textile market and PPE market are projected to grow to \$224.4 billion and \$93 billion by the end of 2025.

But the demand for industrial fabrics was expected to decline in 2020 due to COVID-19. Yet, according to the Export Promotion Bureau (EPB), Bangladesh exported PPEs and masks worth \$618 million to the world market in the last fiscal year 2020-21, which is 23% more than the preceding year.

Bangladesh is still in the early phase of technical textiles. Entrepreneurs in the garment industry say that Bangladesh is still not able to export even 0.5% of the demand in the world market. FSI also faces the order shortage problem in this market.

There are five key reasons behind this: 1. Lack of consciousness of market requirements, 2. Insufficient technical expertise, 3. Difficulty in sourcing high-quality raw materials, 4. Compliance and certification requirements and 5. necessity of capital investment.

"Most of the apparel manufacturers in Bangladesh are medium-sized companies. Even large apparel groups also are not well-known by international procurement agencies for TT/PPE products. Sourcing supply channel for medical PPE products is much more complex than that of apparel.," said the report.

On the basis of market segmentation, Fabric & Sourcing International has given priority to the apparel market due to the available fabric demand in the local market. In the near future, our garments industry will also develop the industrial market and suppliers like FSI will get adequate supply orders for industrial fabrics.

3.2.2 Target Market

- Garments Industry
- Buying House
- Garments accessories manufacturer

Fabric & Sourcing International target the garments industry, buying house and garments accessories manufacturer company to supply the fabrics by construct and stimulate answers to help clients to meet their goals. FSI offers quality through goods, administration, and customer service. We constantly measure achievement by providing competitive prices with experience through their cooperation to sign a healthy contract.

3.2.3 Positioning

Every organization has its own strategy to hold the market. Similarly, Fabric & Sourcing International has some unique qualities to hold its position in the competitive market. FSI will find itself in the following activities:

- Offer competitive price
- Quality full goods
- Professional
- Reliable
- Regular follow-up or customer service
- Connectivity

3.3 Corporate Strategies

- ❖ Quality and Customer acknowledgment

Accomplish business vision through quality and client acknowledgment by giving quality the entire day channels.

- ❖ Consistence

Counting administrative prerequisites, corporate quality necessities, and other pertinent norms.

❖ Added Value

Backing customers and associations through ceaseless improvement and counteraction of slip-ups.

❖ Committed Human Resources

Assemble a pool of committed HR through the quality arrangement.

3.4 SWOT analysis of Fabric & Sourcing International

SWOT analysis is a strategic planning method exploited to assist an organization to determine strengths, weaknesses, opportunities, and threats related to business dispute or project planning. There are several factors given below to identify or examine their internal and external environment.



Fig 3.4: SWOT analysis

Strength: Strength is the presence that gives the business a meaningful advantage or builds the foundation for above-average performance prospects. In many cases, the strength of a subject will be the basis of its competitive advantage.

- Qualified Internal management system
- Effective quality control team

- Skilled import section
- Qualified and skillful employee

Weakness: In a SWOT analysis, the weakness is the sensitivity to the competitive position of the company and / or the opportunity to get a positive economic return. Internal weaknesses, in some sectors they have some inefficiency or still have the opportunity to create marketing policy.

- Poor communication skill
- Lack of technical knowledge
- Insufficient capital

Opportunity: Opportunities indicate situations or options where the company can improve itself. The starter of a significant product can be an opportunity, as well as restructuring or acquisition.

- Government policy
- Market spreading
- Economy employee
- Transportation system
- Handy and friendly environment
- Easy to get qualified employee

Threats: Troublesome condition comes from the external environment. Within a word, disadvantages come from outside of the organization.

- New competitor
- Global Politics
- Pandemic situations
- Price increasing in the global market
- Late port release and traffic jam

- Countries economic condition
- Government rules
- Dollar rate fluctuation
- Environmental adaptability

3.5 FSI Decision-Making Process

In the FSI, decisions come from top-level management. The decision-making process is the following.

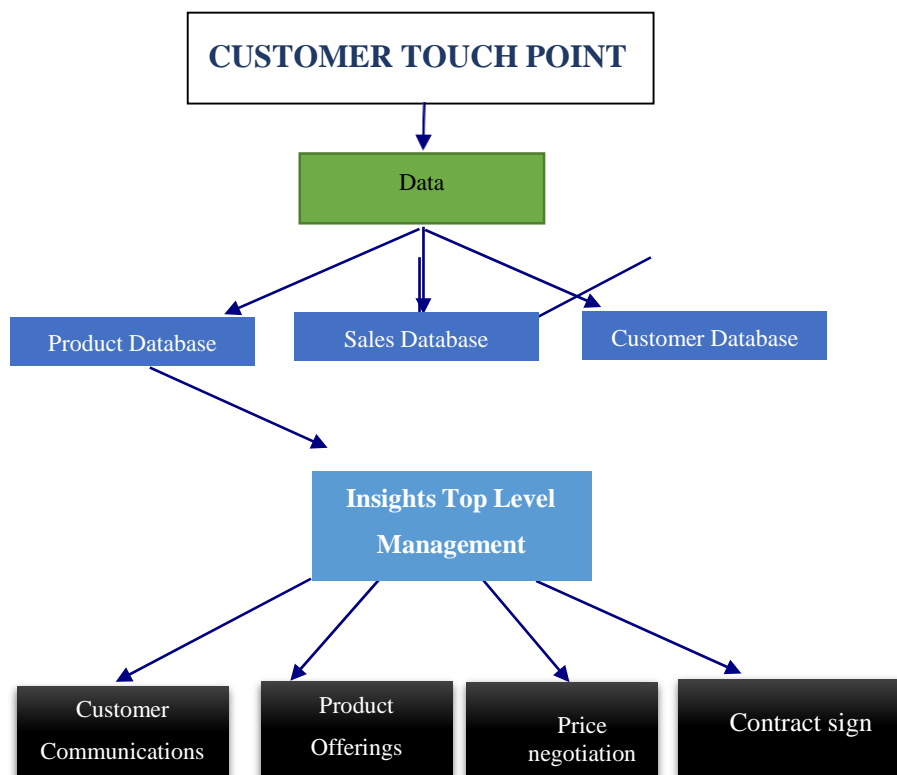


Fig 3.5: Fabric & Sourcing International decision-making process

3.6 Sales & Marketing Strategy

Fabric & Sourcing International import its products from foreign countries. The contract between this company and the foreign supplier/ manufacturer is done in the following ways. These are:

- a. Telephoning strategy:** Sometimes the foreign supplier comes into agreement over the telephone.
- b. Online Based Strategy:** Generally, we sent the offer to a foreign manufacturer/ supplier. The rates of the products, sample size, and quality are mentioned there. Sometimes the foreign supplier is encouraged to make a contract with the company after viewing the information regarding the products thrown online.
- c. Physical Survey:** Our sales and marketing team frequently visit different garments industries and buy a house. They collect the required information with a sample and our commercial team sends the sample to the foreign supplier.

3.6.1 Buy & Sales Strategy

The Buy & Sales strategy of the company is taken into in the following ways:

- a) **In cash:** Here payment is paid in cash (TT) to the selling foreign supplier/ manufacturer in cash after execution of the contract between the two parties. Also, we supply the goods to the local garments in cash.
- b) **In Due:** Here payment is occurred in due which is to be paid to the selling foreign supplier/ manufacturer after a certain time according to the contract between the two parties. Also, we supply the goods to the local garments in local garments and buying a house depends on the contract condition and previous transaction history.

3.7 Marketing Strategy of FSI Through Marketing Mix

3.7.1 Marketing Mix: A marketing mix comprises several areas of concentration as part of a wide-ranging marketing plan. The term often refers to a common classification that began as the four Ps: product, price, placement, and promotion.



Fig 3. 7 Marketing Mix

3.7.1.1 Price

There are standard ways to determine the price of an item. We try to understand in a professional way how to investigate them and the best approach/strategy in different situations. For example, FSI always cross-checked the price from different foreign suppliers. Order size, business relations, goodwill, and alternative competitor in the foreign market help us to minimize the price. This sector is very much competitive. So, we try to deliver the goods at a competitive price from the foreign supplier/ manufacturer maintaining the quality. But during the determination of price, the fluctuation of prices for raw materials mostly imported from India and China creates problems (Shibly MAH. and Rahman MM, 2018). They also added that high lead-time in product delivery creates a problem. This reduces the profit of importer parties.

3.7.1.2 Place

In the circle of the Blue H spot is another part of Borden's marketing mix. Place means the activities that make the product available to consumers. As an import-based supplier organization, FSI gives priority to place. We source the goods from different countries. So, place and distance are the main considerable factors for us to deliver the goods to the final destination at a minimum cost and time. FSI mainly sources fabrics from China, India, Vietnam, Korea, Indonesia, Pakistan, and Thailand. In the meantime, we give the priority to the neighboring country. during the order and sample collection, business meetings and inspection FSI has to face time-consuming road transportation problems, which also increase cos. So we need to rely on the internet for possible conversations.

3.7.1.3 Product

FSI sources different categories of items according to the order and sample. Our products are all kinds of Knit, Woven, Denim, and Lace fabric. FSI conglomerates different fabrics with provincial policies and customer patterns. FSI has some renowned Chinese textile mills as its sole agent. We source various fabrics mainly from China, India, Vietnam, Korea, Indonesia, Pakistan, and Thailand. FSI sells fabric in a variety of packs, sizes, and quality with certification of WRAP, Global Recycled Standard, OEKO-TEX, INDITEX, ISO 14001, ISO 9001, etc. It is important to check the quality of fabrics by the quality control department before importing a product because it has a volatile life cycle, from the growth stage to the maturity stage to the sales decline stage.

3.7.1.4 The Promotions Mix

A promotional mix refers to a mix of different promotional tools used by businesses to create, maintain and increase demand for products and services.



Fig: 3.7.1.4: The Promotional Mix

1. Personal promotion

It is a traditional form of promotional tool where salesmen communicate directly with customers. It is a face-to-face interaction between the company representative and the customer with the intention of influencing the customer to purchase the product. FSI's marketing team visits the factory office of buyers to know the demands of the buyer. Sometimes teams from buyers also visit the office of FSI to get sourcing products. In both cases, FSI tries to meet the demand in professional ways.

2. Sales Promotion

Sales promotion is a short-term incentive given to customers for extended sales for a certain period of time. Typically, sales promotion schemes are launched during the festival or at the end of the season. Discounts, coupons, payback offers, freebies, etc. are some of the sales promotion schemes. With sales promotion, the company focuses on short-term profits by attracting both existing and new customers. FSI offers such promotional schemes to the buyer by creating a mutual agreement with foreign suppliers. Sometimes lowering the profit margin is needed to do so. But it creates good business ties with buyers.

3. Public Relations (PR)

Public relations enable an organization to influence the target audience and thereby create a favorable and positive image for the company. Trying to connect with the audience by sharing information with them about companies and products. FSI builds public relations by gathering and giving enough information about the source, product, and price. It tries to satisfy both sellers and buyers through successful business contracts. If something goes wrong on the information front, the public relations department needs to step in and rebuild the public image.

4. Trade Fairs and Exhibitions

Every year trade fairs and exhibitions are held in many countries. Also, in Bangladesh, every year different types of fabric fairs and exhibitions are held on. Many foreign suppliers and Bangladeshi local manufacturers are attending here. These parts are improbable for creating new collaborators and reactivating old ones. Companies will sell immediately at such public events. The current justification is to uncover problems and support respect. We get new ideas about foreign suppliers and create a business link with more suppliers and buyers here.

5. Advertising

'Pay' for promotion. It is used to create a perspective, create caution, and send data to get analysis from the objective market. Bundles of promotional media include, for example, papers (public, free, business), magazines and journals, TV (close by, public, regional, satellite) motion pictures etc. But FSI takes the opportunity of advertisement at trade fairs by personally communicating with buyers and sellers. But culture and language problem creates barrier sometimes. FSI provides business card and gifts to the buyers and sellers to introduce own organization. Emails are also sent to various business parties to inform about the offers and activities of this company.

3.8 FSI Sales & Importation Data (2019-2021)

FSI has been sourcing various fabrics from foreign suppliers. China is main source. Heavy mixed woven cotton was imported mostly. Sales and profit of FSI are increasing year by year.

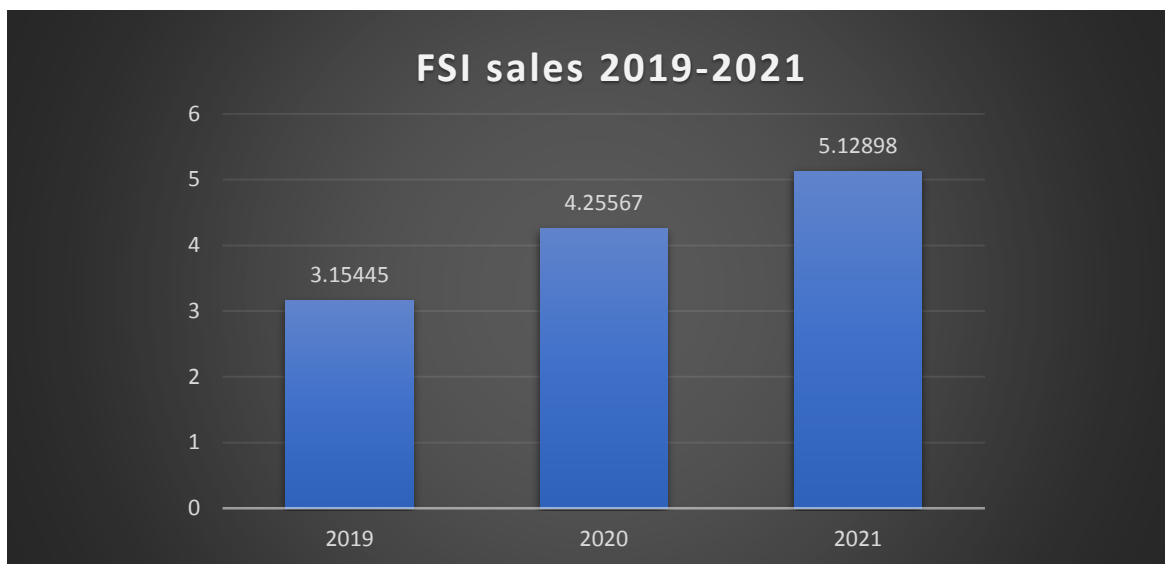


Fig- 3.8.1: FSI sales 2019-2021 (In BDT Crores)

Source: FSI sales department

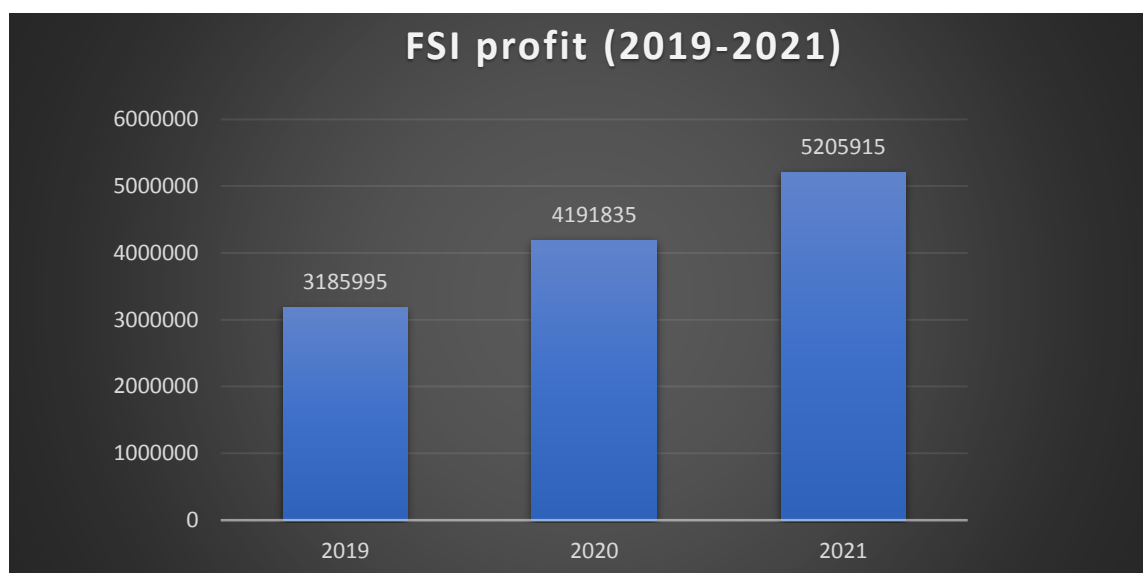


Fig: 3.8.2: FSI sales profit 2019-2021 (In BDT Lakh)

Source: FSI sales department

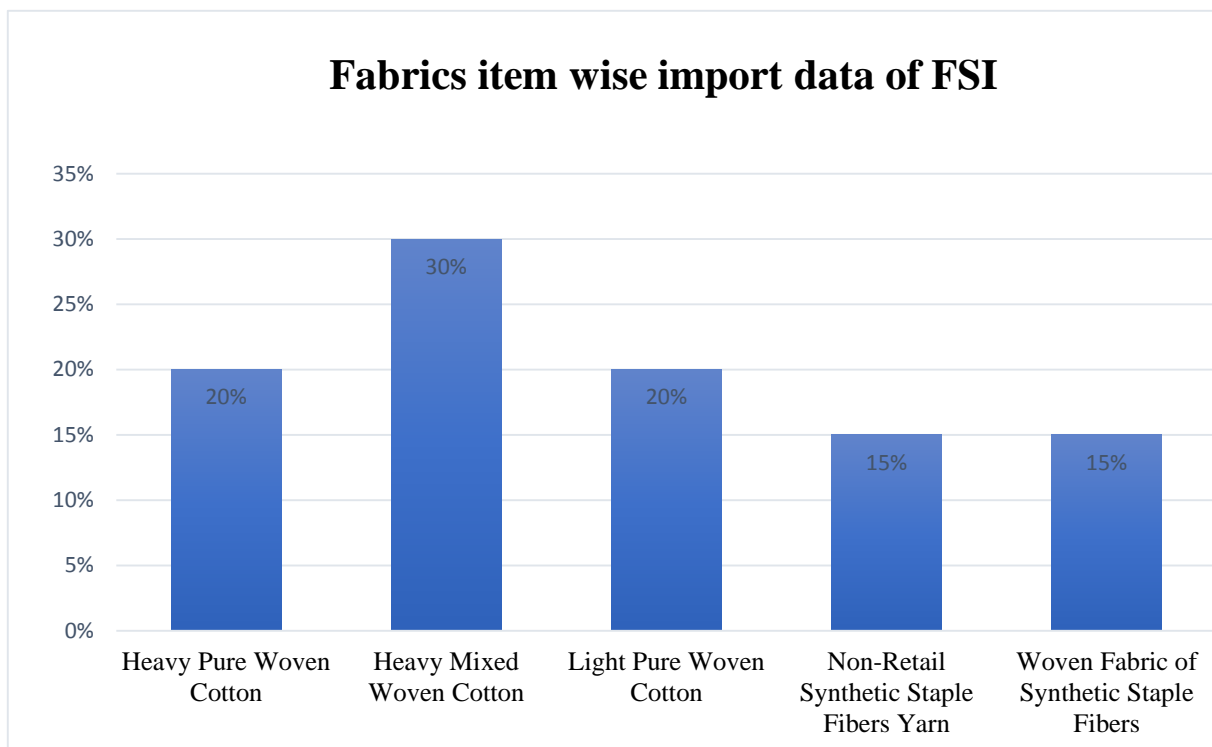


Fig: 3.8.3 Fabrics item wise import data of FSI

Source: FSI sales department

CHAPTER-04

FINDINGS,

RECOMMENDATIONS

AND CONCLUSION

4.1 Findings

1. From the analysis of market segmentation, we see that the technical textile market is not developed in Bangladesh in portioned with Apparel Market. So, FSI also does not get available supply orders for the technical textile market.
2. According to the SWAT analysis of FSI, employees have poor communication skills, lack technical knowledge, and bargaining power.
3. In the SWAT analysis FSI faces some threats at the time of marketing. These are new competitors, pandemic situations, global price fluctuation, political instability, ware etc.
4. According to the marketing mix, a large number of alternative foreign suppliers, order size, and good business relationship with suppliers help FSI to get a good quality product at a minimum price and to make a profit. On the other hand, the lack of efficient communication skills and bargaining power of FSI create problems in price negotiation. Even the goodwill of both sellers and buyers may affect product price.
5. It is important to check the quality of fabrics by the QC department before importing a product because it has a volatile life cycle, from the growth stage to the maturity stage to the sales decline stage. But due to the lack of technical knowledge of the employee, FSI could not focus on it. Yet the garments factories can do this to avail their desired quality of the product.
6. For consideration of the marketing mix of 'Place', FSI gives priority to the neighboring country to import at low cost and time. But the price and quality of the product also affect the choice of place. FSI has to focus on the internet and telecommunication with both seller and buyer to ensure enough place for business activities at lower cost and time.
7. FSI has a lacking of promotional activities. The last few years' pandemic situations have created an obstacle for foreign country visits, attending the exhibition, etc.
8. Sales and profit of FSI are increasing gradually.

4.2 Recommendations

1. Garments and buying houses should establish the factory to produce the technical textile goods to catch the global technical textile market. Some factory already started production. For example, Zaved and Jubayer Group have started the production. Once this industry becomes developed, FSI will get the opportunity to develop the new market.
2. To solve the problems of poor communication skills, and lack of technical knowledge, FSI should hire a more experienced and qualified employee to develop the business. The experienced person will train the other employee who has a lack of communication skill, or technical knowledge.
3. FSI should create more and more business links, grab orders, and employ efficient people to establish goodwill in the market. These will help FSI in the competing market and will increase its bargaining power.
4. FSI should source more foreign suppliers to avoid the risk of price, quality, and time. It will help to get the supply order in this competitive market as early as possible.
5. FSI team should learn the price negotiation process by using different tools and techniques. To acquire this, they should gain knowledge of the previous year's price list to compare the price change. Also, should make good relation with the competitor for price information.
6. To avoid the risk of product quality, FSI should hire more experienced employees for quality assurance. Management may invest more in the quality control department.
7. FSI needs to focus more on promotion and needs to get more suppliers from the neighboring country. FSI should physically visit more local garments industry and foreign supplier industries to build up business relations. Besides, the sourcing team should also source more suppliers by visiting trade fairs and exhibitions, creating a link online, providing business cards, and informing through email. These tasks need more investment.
8. investment is needed in training for increasing technical knowledge and communication skill.
9. By following the recommendations and gathering more ideas through work experience as well as discussion with team members, FSI can increase sales and profit. FSI needs to spend

in an effective and efficient way to increase productivity and efficiency with minimum cost.

4.3 Conclusion

The Ready-Made garments industry captures a unique position in Bangladesh's economy. It is the major exporting industry in Bangladesh, which experienced remarkable growth during the last 50 years. This sector largely depends on fabrics, accessories, and human labor. Just over 9 years ago, the eight-story Rana Plaza factory complex distorted killing 1,134 people and injuring thousands more. It was a shocking symbol of an industry synonymous with tragedy, that had already seen the likes of the deadly 2012 Tazreen Fashions fire industry in which safety only came as a reconsideration. As FSI is a supplier organization, the stability of the garments industry is very important for this business organization. As well as, the global political and environmental conditions also affect the supply of fabrics and materials. Crisis increases the price of fabrics, which negatively affect the production cost. Government should take some necessary beneficiary schemes for the indenting firms.

REFERENCES

1. Abul Hasan, S. M. (2018). An Analysis of Marketing Barriers to RMG Industry in Bangladesh. *Journal of Textile Engineering & Fashion Technology*, 4(1).
<https://doi.org/10.15406/jteft.2018.04.00120>
2. Amin, T. (2017, October 24). *Trends and new opportunities in Bangladesh*. Textile News, Apparel News, RMG News, Fashion Trends.
<https://www.textiletoday.com.bd/trends-new-opportunities-bangladesh/>
3. *Apparel Global Market - By Type (Women's Wear, Men's Wear, Kids Wear), By Type Of Fiber (Man-Made Fibers, Cotton Fibers, Animal Based Fibers, Vegetable Based Fibers), By Distribution Channel (Online Sales, Offline Sales), And By Region, Opportunities And Strategies – Global Forecast To 2030* (o&s214). (2020, February). The business research company.
<https://www.thebusinessresearchcompany.com/report/apparel-market>
4. ATM, M., Takebira, U. M., Jannat, F., Shakil, I. K., Abir, I. H., & Hosen, M. (2018). Improvement of forward linkage to sustain the global apparel market of Bangladesh. *Journal of Textile Engineering & Fashion Technology*, 4(3).
<https://doi.org/10.15406/jteft.2018.04.00145>
5. *Industrial Fabric Market by Fiber Type (Polyamide, Polyester, Aramid, Composite, and Others), Applications (Conveyor Belt, Transmission Belt, Protective Apparel, Automotive Carpet, Flame Resistance Apparel, and Others), Region - Global Forecast to 2025* (CH 6505). (2020, December). Markets and Markets.
<https://www.marketsandmarkets.com/Market-Reports/industrial-fabric-market-69944505.html>

6. Kashem, A. R. H. (2021, October 12). \$180b technical textile market still eludes Bangladesh. *The Business Standard*. <https://www.tbsnews.net/economy/rmg/180b-technical-textile-market-still-eludes-bangladesh-314635>
7. *SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats*. (n.d.). Mind Tools. https://www.mindtools.com/pages/article/newTMC_05.htm
8. *The Marketing Mix and the 4Ps: Understanding How to Position Your Market Offering*. (n.d.). Mind Tools. https://www.mindtools.com/pages/article/newSTR_94.htm