

An Analysis of the Merchandising Operations of Warptex
Bangladesh Limited

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Date of Submission: 20/02/2022

Letter of Transmittal

20/02/2022

Professor Dr. Mohammed Masum Iqbal

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Subject: Submission of Internship Report on “**An Analysis of the Merchandising Operations of Warptex Bangladesh Limited**”

Dear Sir,

With great pleasure, I present my internship report on An Analysis of Merchandising activity of Warptex Bangladesh Limited, which you have approved and assigned as a mandatory requirement. I did my best to present the original circumstances of Warptex Bangladesh Limited as effectively and efficiently as possible. While gathering information for the report, I learnt a lot and acquired significant experience and knowledge. It was certainly a fantastic chance for me to work on this real-life project in order to use my theoretical knowledge from this course in the practical arena, as well as some additional material that was not included in this course.

This report would not have been feasible to complete without your professional guidance and participation. I would be happy to address any questions you may have about the report.

Sincerely yours,

Niaz Murshed

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Student Declaration

I hereby declare that the undertaking report titled "**An Analysis of the Merchandising Operations of Warptex Bangladesh Limited**" submitted to Daffodil International University is a unique work done by me under the supervision of Professor Dr. Mohammed Masum Iqbal Department of Business Administration, Faculty of Business and Entrepreneurship Daffodil International University, and that this report work is submitted in partial fulfillment of the prerequisite for the honor of the course of BBA from Daffodil International University.

I further declare that the work disclosed in this initiative has not been and will not be presented, in part or in whole, for the glory of another course in this organization or another institution or university.

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Latter of Acceptance

This is to certify that the internship report entitled **An Analysis of the Merchandising Operations of Warptex Bangladesh Limited** prepared by **Niaz Murshed**, ID: 181-11-5856, as a requirement of BBA 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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Acknowledgements

First and foremost, I would want to express my gratitude to Almighty for providing me the chance to finish my internship. I also want to express my gratitude to all of the individuals who have offered their assistance and support, and I am really thankful to each and every one of them for their contributions to the successful completion of the reports.

The next most important thing that I'd want to do is express my gratitude to Dr. Mohammad Masum Iqbal, Dean, Daffodil International University Faculty of Business and Entrepreneurship, for giving me with the instructions and assistance in preparing this report.

My sincere thanks also go out to the other Warptex Bangladesh Limited employees who assisted me and gave up their precious time to provide me with the most up-to-date information on which I was able to compile this report. I am grateful to each and every one of them for assisting and guiding me, as well as for being pleasant and kind to me.

Finally, I'd want to express my gratitude to Warptex Bangladesh Limited for giving me with the chance to complete my internship with such a reputable organization.

Niaz Murshed

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BBA Program

Department of Business administration

Faculty of Business and Entrepreneurship

Daffodil International University

Executive Summary

This is the internship report based on the three-month long internship program that I had successfully completed from Warptex Bangladesh Limited as a requirement of my BBA program, Dept. of Business Administration, Daffodil International University (DIU).

The report has been made on the basis of the topic “**An Analysis of the Merchandising and Operation Process of Warptex Bangladesh Limited**” under the supervision of my respected teacher - Prof. Dr. Mohammed Masum Iqbal, Dept. of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. The topic is very much realistic that has explored inspired me to be a good Merchandiser in future.

To be a good and smart Merchandiser it is mandatory to know the various works of the merchandising job in practically works often in factory & buying house. So, their activities are different from each other. Being instructor by supervisor, the report has been made on the basis of comparative works between factory & buying house merchandising works.

The main objective of this report has been designed after being practically an analysis of the merchandising activities of Warptex Bangladesh Limited. In the summery of the report chapter three refers the organizational overview of Warptex Bangladesh Limited, Mission & Vision, Features, Functions, Different Departments and Organogram. Chapter four refers the merchandising activities of Warptex Bangladesh Limited & all so evaluate the performance of merchandising activities of Top Jeans Ltd. identify problems related to the merchandising activities of Top Jeans Ltd. In chapter five conclusion, recommendation, & references has been referred.

Table of Contents

Letter of Transmittal	i
Student Declaration	ii
Latter of Acceptance	iii
Acknowledgements	iv
Executive Summary	v
Chapter 1	1
1.1 Introduction	2
1.2 Background of the Study	2
1.3 Objectives of the Study	2
1.4 Methodology of the Study	3
1.5 Source of Data Collection	3
1.5.1 Primary data	3
1.5.2 Secondary Data	3
1.6 Limitation of the Study	3
<i>Chapter 2</i>	4
2.1 About Warptex Bangladesh Limited	5
2.2 Vision and Mission	5
2.3 Research & Development	5
2.4 Commitment to the environment	5
2.5 Product of Warptex Bangladesh Limited	6
2.6 Organogram of Warptex Bangladesh Limited	6
Chapter3	7
3.1 Definition of Merchandising & Merchandiser	8
3.2 Process Flow Chart of Merchandising	8
3.3 Activities of a Merchandiser (In a Factory)	9
3.4 Responsibilities of a Senior Merchandiser	9
3.5 Qualities of a good Merchandiser	9
3.6 Merchandising Process of Warptex Bangladesh Limited	10
3.6.1 Sample Development	10
3.6.2 Receive L/C document from buyer and Transfer L/C on the name of selected supplier	10
3.6.3 Send a signed contract form	11
3.6.4 Place the order of the suppliers for production	11
<i>@Daffodil International University</i>	vi

3.6.5 Quality control	11
3.6.6 Monitor the SGS test	11
3.6.7 Packing clothes	12
3.6.8 Final inspection	12
3.6.9 Connection with transport lines	12
3.7 Buyers Satisfaction	12
3.7.1 Production sample	12
3.7.2 L/C Transfer	12
3.7.3 Sewing quality	13
3.7.4 Packaging	13
3.7.5 Ability to negotiate	13
3.7.6 Product Delivery	13
3.7.7 Working Situation	13
Chapter 4	14
4.1 Problems Identified	15
4.2 Recommendations	16
4.3 Conclusion	17
References	18

Chapter 1

Introduction

1.1 Introduction

In the textile or garments industry, merchandising is a crucial task. Everyone who works in the clothing business needs to do merchandising at least once in their lives. In this industry, employers must have immediate intelligence, a hardworking mind, dedication, persuasive power, strong observation, and patience, among other qualities. Any garment cannot function successfully without a merchandiser. No garment industry can operate without buyers or consumers. As a result, customer satisfaction is very important. Buyer refers to someone who purchases goods from a company in the garments industry. It also refers to international buyers who visit our country and purchase goods from our textiles factory. If the merchandiser meets the consumer's expectations at the time of ordering, the buyer will return. Another need for purchasers is that the goods be delivered on time. Merchandisers are concerned about the issue. Because if the purchasers do not get the merchandise on time, they will no longer be able to purchase that clothing.

This study will look at the variables that influenced merchandisers to develop merchandising strategies and how they encouraged purchasers to purchase environmentally conscious textile items. How they get basic supplies. How they get orders and raw material suppliers. Who are their main distributors? This is what we want to learn from this research.

1.2 Background of the Study

First and foremost, it was essential for me to increase my practical understanding of merchandising activities. In the second place, it is required to successfully finish my three-credit academic course. Once the data from Warptex Bangladesh Limited has been analyzed Because of my study, they will be able to identify their organization's strengths and weaknesses, which will be useful in making future decisions. In addition, I will be submitting my report to my university library, which will allow the general student to get more familiar with the merchandising operations.

1.3 Objectives of the Study

The objectives of this study are following.

- To explain the merchandising activities of Warptex Bangladesh Limited;
- To identify the problems related to the merchandising activities of Warptex Bangladesh Limited;
- To make recommendations to solve the problems;

1.4 Methodology of the Study

Methodology describes how we go through all of the stages of research, as well as how I have proceeded about my study. This section contains the procedures for completing the report as well as an explanation of the data sources.

This report has been written on the basis of the knowledge and skills gained throughout the internship period. In the process of compiling this study, both primary and secondary sources of data have been used, which are described in further detail below.

1.5 Source of Data Collection

1.5.1 Primary data

I obtained the information from what I saw in actuality during my internship. What I really done. What steps did I take to achieve my goal? For example, having a face-to-face conversation with the organization's Executive, using a questioner form to learn about the employee's financial condition in their daily lives, and another huge opportunity was engaging with customers, such as fabric and yarn marketing. This chance has given me a lot of insight into the RMG industry.

1.5.2 Secondary Data

Secondary information was gathered from a variety of sources, including the organization's annual report, catalog, and the Internet, among others.

1.6 Limitation of the Study

The term limitation refers to the barriers I had to overcome in order to complete my report and what I was unable to cover due to this limitation. During my internship, I had various challenges in completing my report. Due to their ineffectiveness, Trouser World Bangladesh was unable to provide me with much information. The following are some key points:

- I kept a physical distance since I couldn't discover much information on the Corona Virus Pandemic.
- Foreign customers' English is not always obvious.
- The answers to specific questions I have to consider other people's perspectives. Some of my coworkers did not want to answer too many questions throughout the survey. Due to their hectic schedules, they did not always fill out the questionnaire completely.
- One of the most significant obstacles was time. Because my internship program is just two months long, it was challenging to cover and gather all of the resources required to complete such a significant report within this time frame.

Chapter 2
Overview of Warptex Bangladesh Limited



2.1 About Warptex Bangladesh Limited

WARPTEX BANGLADESH LIMITED is a renowned garment manufacturer and exporter in Bangladesh, specializing in a wide range of products. We provide our high-quality clothing to a number of globally renowned buyers/importers as well as departmental chain shops in the United States, Russia, and the European Union. Since our inception, we have established long-term business connections with the majority of our prospective clients and gained their confidence in their respective marketplaces. We provide a large selection of men's, ladies', boys', girls', and children's clothing. Pants, shirts, dresses, sweaters, pullovers, cardigans, jumpers, vests, and all forms of knit products such as t-shirts, polo shirts, hoodies, sweatshirts, jogging suits, and so on are available.

2.2 Vision and Mission

Vision:

Being recognized as one of the top garment factories in Bangladesh is a goal of ours.

Mission:

WARPTEX BANGLADESH LIMITED is committed to maintaining discipline, timeliness, and the production of high-quality goods at a fair price, as well as to providing excellent customer service. Their primary emphasis is on the demands and pleasure of their customers. It is their policy to always adhere to the delivery timetable set out by the client.

2.3 Research & Development

The balance between being beautiful and being functional is critical. The notion that every yarn should not only be visually attractive, but also fulfill a very specific and quantifiable function, is at the heart of our company's basic beliefs. In collaboration with you, our team of experienced designers will produce an outfit that will not only suit your requirements while also providing great functionality, but will also turn heads in the process.

2.4 Commitment to the environment

Warptex Bangladesh Limited is committed to maintaining a stable and contamination-free environment. In addition, it boasts a very effective garbage collection and transportation system.

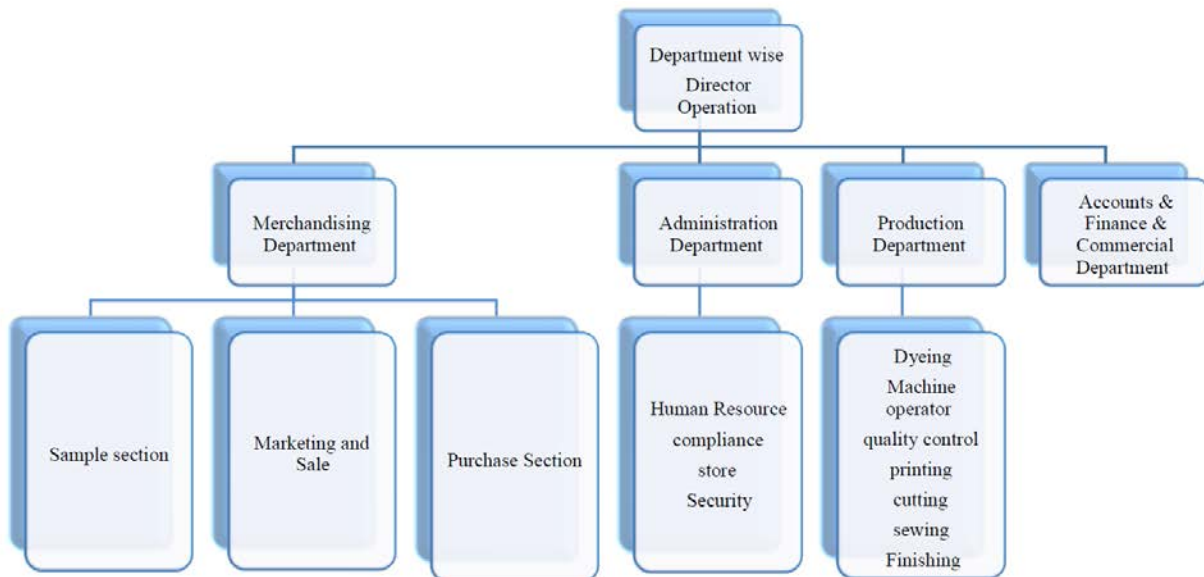
As part of its effort to reduce air pollution by removing exhaust gases from motor generators, it maintains a pricey facility that uses exhaust gas to generate steam for the cooling unit. The steps outlined above not only help to keep watering and air pollution to a minimum, but they also help to reduce the costs associated with water treatment and air control. This organization only uses non-azo colors and is dedicated to maintaining a healthy and naturally pleasant environment for its members and customers.

2.5 Product of Warptex Bangladesh Limited

Warptex Bangladesh Limited is primarily engaged in the production of top and bottom woven clothes for men, women, and children. High-quality products should be used to dominate these markets.

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

2.6 Organogram of Warptex Bangladesh Limited



Chapter3

*Merchandising Activities of
Warpdex Bangladesh Limited*

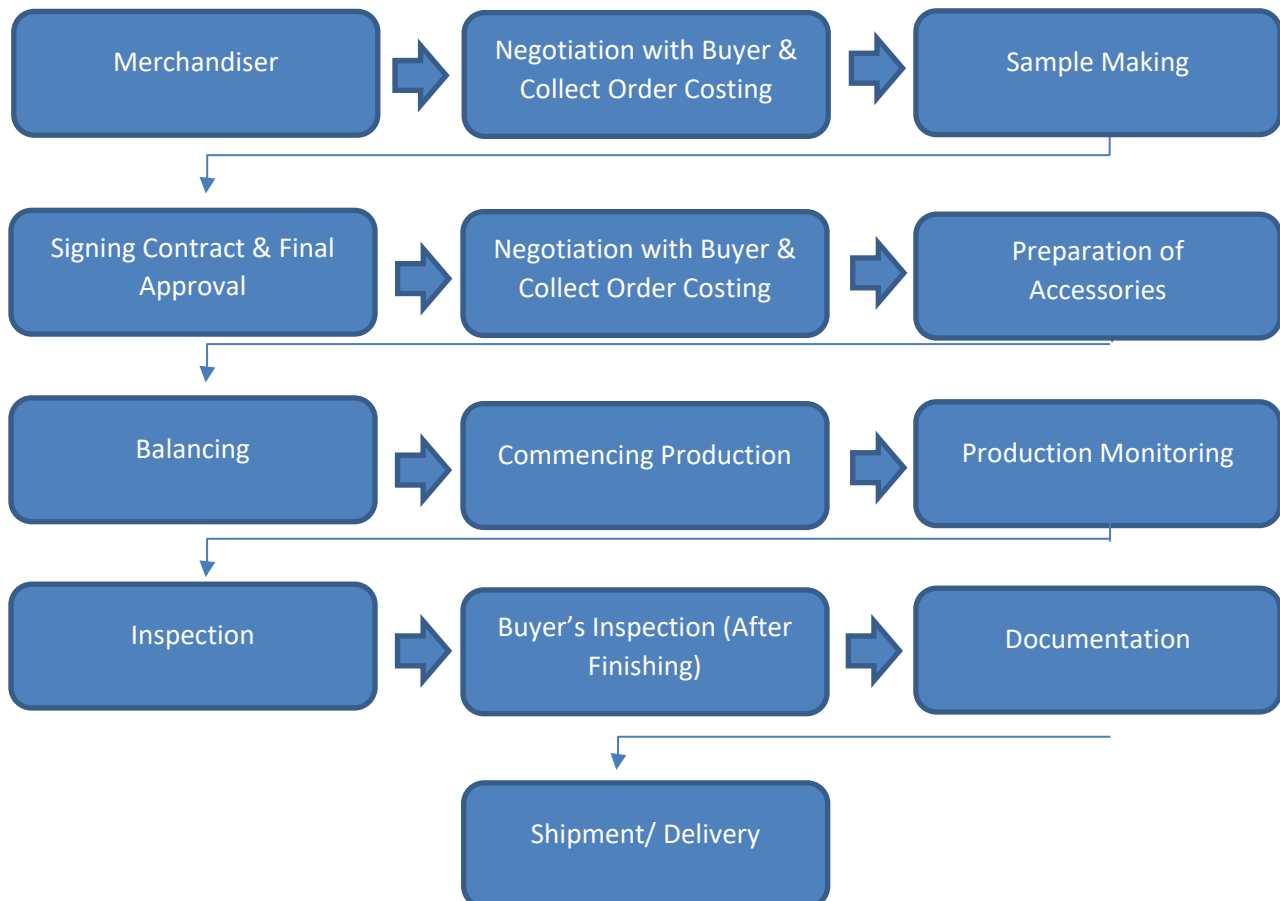
3.1 Definition of Merchandising & Merchandiser

The term "merchandising" is familiar to those who work in the clothing industry. The word merchandising comes from the word merchandise. Merchandise refers to items that can be purchased and sold.

The word "merchandising" may be described as "a person who merchandises commodities for the intention of export." Purchasing raw materials and accessories, making clothes, maintaining the requisite quality level, and shipping the products on time are all examples of garment merchandising. We may conclude from the above criteria that a person working in garment merchandising need a diverse set of skills and knowledge in order to succeed. The work is both technical and broad in nature.

A merchandiser is someone who establishes a connection with a customer and works as a salesperson on their behalf. Merchandisers are the individuals responsible for putting together all of the items requested by the buyer.

3.2 Process Flow Chart of Merchandising



3.3 Activities of a Merchandiser (In a Factory)

- Complete the costing for the work order.
- The primary responsibility is "production follow-up."
- Obtain an "inventory report" from the store manager.
- Producing sample items and receiving approval from the client
- Before the production starts, set up a meeting to make a plan for a smooth production.
- Send orders to different manufacturing units.
- Every day, collect the Production Report and the Daily Quality Report.
- If there is a lack of inventory, make arrangements with local sellers.
- Arrange for a final inspection to take place.

3.4 Responsibilities of a Senior Merchandiser

- Sample Development
- Price Negotiation
- Order Confirmation
- L/C Opening
- Opening Summary
- Sourcing
- Material Collection
- Production Planning
- Production Monitoring
- Quality Assurance
- Arrange Final Inspection
- Arrange Shipment

3.5 Qualities of a good Merchandiser

- Language skills
- Computer skills
- Marketing skills
- Knowledge of proper consumption of different items

- Knowledge of raw material costs
- Order-gathering skill (That is, whether the merchandiser is aware of the current rate of raw materials so that he can precisely bargain with the customer). This increases the likelihood of receiving an order by a factor of a hundred.)
- Sincere and accountable
- Strenuous Work

3.6 Merchandising Process of Warptex Bangladesh Limited

The merchandising process begins with the exchange of correspondence between customers and sellers. The buyer and seller communicate through e-mail in a relatively short period of time. Buyers send an email with the design specification to the merchandise in order for the item to make a sample and estimate the cost. The prepared sample, as well as the cost of the sample, is then given to the customer by postal mail. If the customer approves the sample, the next step is to negotiate the price with the manufacturer. Upon reaching an agreement on the pricing, the buyer delivers the contract and order form to Warptex Bangladesh Limited, where the company verifies the delivery date and method. During the purchase confirmation process, the customer obtains a letter of credit. Sample development, as well as other critical responsibilities of Warptex Bangladesh Limited, are detailed in further detail below.

3.6.1 Sample Development

In the merchandising process, the buyer sends a mail with a drawing, which includes design information. The buyer provides the measuring chart with the drawing. In the email, the customer specifies fabric specifications, washing instructions, trimmings information, and so forth. They swatch for the merchandiser's convenience if the customer requested a unique sort of fabric that was not available with the garment merchandiser. The merchandiser produces the sample according to the customer's requirements and delivers it to the buyer after obtaining the design and measurement chart from the buyer.

3.6.2 Receive L/C document from buyer and Transfer L/C on the name of selected supplier

The merchandise opens an LC to his own firm after receiving the LC. Once the business has determined that the supplier has the capacity to do the task effectively, the company may begin negotiating the price. When a pricing is agreed upon with an alternative, the sales department transfers the main LC on the supplier's behalf as soon as possible.

3.6.3 Send a signed contract form

Buyers confirm their order by delivering a signed contract form to the seller through postal mail. When the purchasers are satisfied with the sample, price, quality, delivery, time, and schedule, among other things, they confirm their purchase by delivering this form of signed contract sheet.

3.6.4 Place the order of the suppliers for production

After receiving the contract form, the goods take over all the preparation for production. Sometimes, just a small number of customers provide manufacturing accessories. If the customer requests that other accessories be collected, the seller will have to negotiate with the supplier. When the introduction requirements are complete, the seller, Warpex Bangladesh Limited, will begin manufacturing in accordance with the sample and other information provided in the contract document.

3.6.5 Quality control

Quality control, which is associated with production control, is the most important function in the garment manufacturing industry. It is quite important in terms of the buyer's pleasure. When looking at it from this viewpoint, Warpex Bangladesh Limited. is very popular. He assigned responsibility to the production manager in order to maintain control over the quality of the products. Each line is controlled and instructed by a line manager and a small number of supervisors. The quality controller is in charge of ensuring that the manufacturing process is of high quality. A quality inspector is assigned to each line of production in the quality control department. After washing, the items are examined in the finishing section to ensure they are in good condition. Every step of the manufacturing process is scrutinized in this line of apparel. The garment will be mended if there is a problem, and the quality of the clothes will be maintained as a result at Warpex Bangladesh Limited. Warpex Bangladesh Limited's manufacturing crew is quite capable of producing high-quality garments.

3.6.6 Monitor the SGS test

The final goods are cleaned according to the buyer's requirements. Clothes washing might include the use of a variety of different chemicals at times. There is a great likelihood that freshly washed garments contain specific kinds of bacteria that are damaging to the skin, particularly the skin of children. Therefore, clothing articles are submitted to SGS for inspection, which determines if the

clothing contains or does not contain any potentially hazardous bacteria. Warpex Bangladesh Limited. adheres to stringent guidelines while conducting the SGS test.

3.6.7 Packing clothes

The clothing is packed after they have been washed and checked one last time at the finish line. A few accessories are required prior to packing, such as the price ticket, the handshake, the poky bag, and the cotton sticker, among others. During the packing process, it is necessary to adhere to the buyer's requirements. Preparation of the package must be done in accordance with the ratio and style number.

3.6.8 Final inspection

A final inspection of the product takes place after it has been washed and packaged by the house's most senior quality inspector or by the buyer. At this moment, the items were alone responsible for their actions. If they were happy with the goods after the inspection, then the product is ready for shipping as well.

3.6.9 Connection with transport lines

This is the last phase in the marketing process. As part of this process, the sales manager assists the trader in staying in contact with the transportation lines. All shipping operations are handled entirely by the provider. The sales manager is responsible for a variety of tasks, such as UD collecting and CNF for shipment and delivery.

3.7 Buyers Satisfaction

3.7.1 Production sample

RMG company relies heavily on the production sample, which is a critical requirement. It is an absolute need for the buyer. The corporation will be able to concentrate its attention on international customers if it has an appealing production sample. Warpex Bangladesh Limited has a significant sample production capability in this area.

3.7.2 L/C Transfer

The LC should be transferred as soon as possible by the company's trader. They go to the following phase based on LC's recommendation, he or she. Except in the case of unforeseen circumstances, the items transfer LC in a timely way at Warpex Bangladesh Limited. As a result, customers are pleased with the firm.

3.7.3 Sewing quality

The stitching quality of light textile Ltd. is at a standard level of excellence. The buyer's pleasure is shown graphically in the following graph. The majority of consumers highly agree, while 47% agree and 3% are ambivalent about the overall stitching quality of the garments they purchase.

3.7.4 Packaging

In addition to maintaining a high level of sewing quality, Warptex Bangladesh Limited. also follows a consistent packing technique. The goods will not reach the buyer's hand if it is not packaged properly. As a result, purchasers are pleased with the packing. Buyers are highly persuaded in this case, with 48 percent agreeing and 51 percent disagreeing, while 1 percent are undecided on the subject of improved packaging. We have gathered information on Warptex Bangladesh Limited from a variety of buyers in the past.

3.7.5 Ability to negotiate

A challenge exists when it comes to negotiating with or interacting with the customers of the merchandise. Buyer happiness is primarily dependent on the capacity to bargain effectively. As a result, 50 percent of purchasers strongly agree, 45 percent agree, and 5 percent are indifferent on the issue of price.

3.7.6 Product Delivery

The ability to provide merchandise on schedule is an extremely vital feature of a trader. He has a significant impact on customer satisfaction. According to the results of my questionnaire, not all buyers are pleased with the service provided by Warptex Bangladesh Limited in terms of product delivery. 2 percent of purchasers do not agree with timely delivery, 60 percent strongly agree, 30 percent agree, and 8 percent are neutral in their opinion on prompt delivery.

3.7.7 Working Situation

It is important to maintain a positive work environment in order to continue working. It is dependent on the high-capacity equipment, as well as a clean and quiet atmosphere. In this case, 50 percent of customers agree, 40 percent agree, and ten percent disagree. 8. The whole system. Warptex Bangladesh Limited. has a more efficient overall system in place. In this case, 70% of buyers agree, and 30% of buyers agree with the seller.

Chapter 4

Problems and Recommendation

4.1 Problems Identified

These problems are totally based on my own personal experience. The following are some examples:

- 1. Inefficient Supply Chain department:** Supply chain or procurement department is not very strong in this company which causes that the merchandisers procure all the raw materials of garments that's why they feel more pressure to complete shipment and sometime also over the shipment date then company should pay the extra money for air shipment. So, when supply chain department procure all the raw materials then merchandiser can easily shipment the goods within lead time.
- 2. Inefficient Sample Making:** The sample making department of warptex Bangladesh Limited are not efficient sometimes they can't finish sample on time for this reason it is too late to get work order from customer.
- 3. Lack of designer:** Warptex Bangladesh Limited. does not have its own designer that's why this company has to depend on the other company's designer for this it takes more time to get the final design and for this the organization can't deliver the products on time.
- 4. Lack of Productivity:** Planning department of operation should be strong and the time management should be followed. Here, productivity is low due to less command of the authority towards the production. It should be increased for the higher productivity.
- 5. Lack of automation system in quality assurance:** The Quality assurance system of warptex Bangladesh Limited is done manually, where some employees check the product in this system some time defective products are delivered to the customer.
- 6. The HR department is almost useless and performs only two activities.** These activities represent salaries and the presence of employees and workers. They do not work to train employees and making appraisals to evaluate them.

4.2 Recommendations

The recommendations are given below:

1. To deliver the order timely the production of the product must be done on time. For doing the production smooth continues supply of raw-material is very important so, the supply chain or procurement department of warptex Bangladesh Limited must be efficient and also effective in terms of supply the raw materials.
2. Warptex Bangladesh Limited should recruit some expert or more experienced workers who have better knowledge in sample making and also who can make the sample as quickly as possible.
3. To main tine the production and also delivery time Warptex Bangladesh Limited should hair its own designer who has proper knowledge in fashion design and who can do the task effectively.
4. The planning department and time management should strong for getting higher productivity.
5. Quality assurance system should be modernized because quality is the top priority of all international buyers.
6. The HRM department has to be more active they have to train up workers employees and making appraisals to evaluate them.

4.3 Conclusion

Bangladesh is a developing country in the South Asian region. The textile industry in this country is capable of quickly alleviating the problem of unemployment. A very large number of individuals are employed in this industry. Initially, the condition of this sector was not favorable, but now, this sector generates a significant amount of foreign currency, accounting for around 75 percent to 80 percent of our entire economic growth, which makes our economic sector quite powerful. And traders are those individuals who are dedicated to the development of this industry, working around the clock. The purpose of merchants is to gather orders, execute them, produce the greatest products, and provide the best services. The opportunity to work in the merchandising sector of Warpex Bangladesh Limited has been a tremendous joy for me. The company provides me with a diverse variety of sectors in which to observe different merchandising duties, all with the kind help of its staff. Every employee at Warpex Bangladesh Limited strives to deliver the best possible service.

The textile sector is now facing several problems as a result of shifting global demand. Furthermore, a high number of rivals contributes significantly to the sector's difficulty. As a result, Warpex Bangladesh Limited. should take the necessary steps to ensure their long-term survival in this industry by addressing their deficiencies. They should delegate responsibility to a high-level executive to make autonomous choices. In this instance, the organization may gain from deferring a work decision. These should justify major competitive elements in management practices such as cost, product quality, image and reputation, resource allocation and control, capability, and so on.

In terms of learning, I can say that I really enjoyed the internship at Warpex Bangladesh Limited. from day one. I am confident that this two-month internship program will definitely help me achieve my future carrier

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